

Quality assured: How Joules maintains their market lead using standards

Overview

Joules is a British retailer specialising in high-quality garments and homeware products influenced by the British countryside and coastal areas.

Using standards to inform and update their manufacturing and testing processes, Joules has been able to maintain consistency in the quality and safety of its products. This has inspired confidence throughout the business and amongst its customers, who can be sure that they are receiving value for money with every purchase.

The challenge

As the brand entered the U.S. market, it faced a wide range of testing requirements because of the legislative landscape in the country. As this was an issue that would be encountered again and again as Joules expanded into new markets, a standardized approach to all products, including making sure suppliers understood that approach, was essential.

Creating this approach could also help create a roadmap to successfully entering markets around the world, as each new territory has different requirements for products which may sometimes conflict from country to country. Finding a way to meet each country's requirements effectively and efficiently would be the key to global success.

Solved with standards

Having implemented a rigorous set of agreed standards for each product, Joules was able to leverage their performance requirements with suppliers in more cost- or time-effective locations. The standardized approach enabled Joules to understand each country's legislature, then work to meet those requirements, offering the team a deeper understanding of compliance and tailoring products for specific territories. For example, faced with different cord length requirements in the US and EU, Joules opted for an overall shorter cord to satisfy both markets in the most efficient way.

Joules has also been able to conduct trials against competitor products using blind testing, allowing for internal scrutiny of its products across the marketplace to give the company an unbiased insight into quality levels. By working to, and exceeding, different standards around the world, Joules has entered multiple new markets while also reducing costs and saving time.

Joules use standards to:



Ensure consistency in the quality and assessment of their products



Successfully expand into new markets with greater agility



Achieve compliance with new regulatory standards quickly



Gain a competitive advantage with insights into their product quality



Standards implemented by Joules

[BS EN ISO 105 series](#) for colourfastness of goods.

[BS EN ISO 6330](#) for the dimensional stability of products.

[BS EN ISO 12945](#) for the pilling resistance of products.

[BS EN ISO 12947](#) for the abrasion resistance of products.



Setting the standard for success

Standards enable you to:



Access quality information in any particular area or on a specific subject – especially valuable for SMEs which don't always have the resources of larger organizations.



Ensure you're following the best practice for your industry. It's faster and more cost-effective to demonstrate compliance with recognized standards.



Give consumers and other stakeholders confidence in your products and services by setting the benchmark for quality, safety and many other areas.



Niall Maplesden Product Compliance Technologist, Joules

Having a standard gives you confidence that the standard states what must be done. This gives us the confidence that all accredited labs will follow the same procedure and that the results will be comparable wherever they are tested.

Safety related standards mean that we have a simple set of design criteria to follow that ensure our products are safe for our customers."



See what BSI standards can do for your business

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