

## Using standards: How Ooni went global with BSI

### Overview

Ooni is a pizza oven manufacturer based in the UK. After experiencing rapid growth during COVID-19, it has ambitions to grow the business worldwide. Using standards made it possible to ensure consistency across the manufacturing process and guarantee compliance with local regulations and requirements in new markets.

### The challenge

Ooni experienced rapid growth after their portable pizza oven and other pizza-making merchandise exploded in popularity during the COVID-19 lockdowns in the UK, as more and more people turned to home-cooking.

As well as ovens, Ooni experienced huge demand for their range of utensils, ingredients, books and fuel; the business grew from 50 people to over 200 and Ooni quickly realised this success could be replicated in other countries. To do this, Ooni would need to comply with regulations in new markets and also demonstrate to customers around the world how its products are safe, reliable and meet local requirements in their country.

### Solved with standards

For Ooni's first Head of Product Compliance, Alan Sellers, using standards was an easy and effective way to create a growth framework for the company and gain access to other markets.

Having a QMS (Quality Management System) and audits ensures Ooni consistently manufactures products to the high standard they were approved to, while other standards make it easier to know what is required of additional utensils and merchandise that comes into contact with food.

### Ooni used standards to:



Make it easier to grow the business internationally



Reduce the company's carbon footprint



Protect the business, employees and customers



Improve employee wellbeing



## Standards implemented by Ooni:

**PAS 7100:** This standard helps put systems in place in the event of a product recall. As well as building resilience into the business by protecting this brand, employees and customers, the PAS also makes discussions about risk easier by clarifying communications and the views of stakeholders, mitigating any potential problems.

**BS EN ISO 14001:** Ooni's work to control the carbon footprint of the company is supported by BS EN ISO 14001 and other standards, as it helps the company learn more about this and monitor carbon emissions by better understanding the life cycle analysis of products.

**ISO 45001:** This standard, based on human capital, is soon to be implemented to help Ooni understand the value of investing in people. This may include standards around occupational health and safety, including mental health, such as ISO 45001.



## 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.



**Alan Sellers** Head of Produce Compliance

Standards can be perceived as being quite dry or black and white, but they are all about the story they can tell. If you have a goal you want to achieve, a standard often has a process to follow that is written down, and following it will help you to realise the benefits"



See what BSI standards can do for your business

For more information on how standards can help your business, [contact us](#).  
Find out how we've helped other organizations with their business challenges [here](#).