

Raising the game: Using standards to get the competitive edge

Overview

Originating from beside Shropshire's Wrekin hill, Wrekin Products Ltd. is now a global designer and manufacturer of iron and steel manhole and gully tops, and supplier of geosynthetic products, for the civil engineering industry. For Wrekin, standards have been the key to growth and remaining competitive in a fast-paced market.

Wrekin used standards to:



Improve clarity and confidence for specifiers using Wrekin's products



Develop and innovate products whilst still complying with safety requirements



Become a sector leader by using and helping to develop standards

The challenge

Wrekin needed to ensure the products being manufactured were compliant with the national standards in order to meet both customer specifications and the durability and safety requirements for the product applications.

As a growing manufacturer, Wrekin required its products to exceed stringent safety standards.

Wrekin had observed through the absence of standards application that some product materials could not achieve the required durability and safety requirements for given applications, when compared with those materials that did comply with standards.

It also noted that the absence of standards application for some materials caused customer confusion due to the significant variance and apparent lack of product equivalence for given applications.

Solved with standards

From starting out as a [BS EN 124](#) product merchant to improvements through designing and manufacturing, Wrekin has used standards to expand and grow the business. Standards have allowed the company to introduce third-party accreditation for their [BS EN 124](#) manhole and gully top castings to ensure every Wrekin product is guaranteed to exceed the highest of performance requirements.

This approach enabled Wrekin to gain traction in the market by holding the same standards accreditations as much larger firms and also facilitated its involvement in the creation and development of those standards, thereby raising the performance and safety bar for the whole market.

Using [BS EN 124](#) as a basis for product design - rather than ad-hoc performance specifications - ensures compliance and the certainty of design rules for safety-critical products while also allowing for flexibility and innovation.



Standards implemented by Wrekin

BS EN 124 is the national standard for manhole and gully tops for applications exposed to vehicular and pedestrian traffic. The 2015 revision splits the standard into one general part and five material-specific parts, bringing products made of different materials within the scope of the standard.

BS 7903 is a guidance document to accompany BS EN 124 in the selection and installation of manhole and gully tops, particularly for highway applications. It also provides information about third-party certification, pre-service exposure, coating considerations, installation material compatibility, recommended product features and safe lifting provisions.



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.



Barry Turner Castings Technical Manager, Wrekin Products

By adopting standards and becoming involved in their revision and derivation, we've felt as though we were leading the progression of them. Indeed, becoming more familiar with standards has also given us the confidence to use and to promote them."



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](#).