



## Future Pipe Industries celebrates 25 years with the BSI Kitemark

'Our commitment to product innovation is at the forefront of what we do and our objective was to achieve global recognition and product acceptance. To reach this goal we decided to obtain product certification through the BSI Kitemark. This demonstrated our continuous compliance to the specified product performance requirements'.

- Imad Makhzoumi – Executive Vice  
President - Asia

### Customer Objectives

- Gain a competitive advantage
- Differentiate themselves from competitors
- Demonstrate best practice
- Leverage new business
- Show commitment in developing a high quality reliable product

### Customer Benefits

- Global recognition as a trusted company
- Competitive advantage through BSI Kitemark recognition
- New opportunities for business growth globally
- Dedication to manufacture better products yearly
- Kitemark acts as a compelling selling tool



## Customer Background

Future Pipe Industries (FPI) was founded in 1984 in Dubai, UAE. FPI has rapidly grown to become a global leader in anti-corrosive fibreglass pipe system design and manufacturing. With the largest product portfolio of large diameter, high pressure, high-temperature, fibreglass pipe systems, FPI is the only company in the world that provides bespoke solutions across the three product segments; water, oil & gas and industrial.

Managing a unique global delivery model, driven by engineering excellence, and committed to customer needs, FPI's Vision is to deliver water and energy to the world in the most efficient way.

FPI's journey with the Kitemark began in 1991, and is now approaching a 25 year successful and collaborative relationship in making excellence a habit. During this time FPI have developed their business extensively in global markets. With the world pipe market demand projected to be \$130 billion (USD), FPI has already a focused dominant global footprint with a presence throughout the Middle East, Africa, Europe, North America and Asia.

The company employs an extensive global network, operating 13 factories in the UAE, Oman, Qatar, Egypt, KSA, USA, The Netherlands, Spain, India, Indonesia and 20 offices in 17 countries including Lebanon, UK, France, Singapore, Korea, Pakistan, mobilizing over 3,300 members of staff around the world.



## Why BSI Kitemark

It's becoming increasingly important for companies to not only meet their legal obligations but also remain competitive. For product manufacturers gaining a competitive edge is critical. There are many things an organization can do, however one of the most effective ways to stand out from the crowd is by investing in products and services, which have been tested to the highest levels.

With this in mind FPI decided to use Kitemark certification on their products in order to stand out from the crowd and leverage new business. A key factor in the company's decision to become a Kitemark licensee was the exceptional status of the Kitemark symbol. The BSI Kitemark™ is one of the most globally recognized quality marks; it provides a clear and independent confirmation of

quality, safety and trust. In using the BSI Kitemark, FPI's strategy has been to promote their products as the best in their industry.

## Implementation

One very important aspect of the Kitemark certification is that it is completely flexible and can be adapted to local markets, BSI is therefore able to assist these markets by creating or adapting the Kitemark certification schemes in order to meet local requirements.

BSI has an ongoing relationship with FPI including developing Kitemark schemes against a series of ASTM standards. This has enabled FPI to demonstrate to customers, government procurement departments and specifiers their ability to deliver reliable and quality products.



## Benefits

The BSI Kitemark has given FPI global recognition as a trusted supplier of fiberglass pipe systems. 'We felt the BSI Kitemark has provided us with added trust in our products and helped us win new business in local and global markets. The BSI Kitemark has cemented our reputation for high quality reliable products. It has driven us towards manufacturing better products year on year in order to deliver a great service

to our clients. We are continually looking to improve as we understand that in a global market it is critical that we are at the forefront of changing technology and demand'. - **Imad Makhzoumi – Executive Vice President - Asia**

Andy Butterfield Global Head of Construction at BSI says 'it has been a great pleasure to have worked with the FPI team over the past 25 years in providing systems assessments and product certification services. Over the

years we have developed new Kitemark certification schemes, which have helped FPI with their business growth and innovation, the differentiator being the BSI Kitemark. We look forward to continuing our journey with FPI as they continue to expand their operations globally'.

Kitemark has provided a benchmark in their reliability, quality and safety for their products.



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