



# How the BSI Kitemark™ is helping Christeyns Food Hygiene stand out in an expanding market

Warrington-based Christeyns Food Hygiene provides specialist cleaning products for the food, brewing and pharmaceutical industries. Part of a global group headquartered in Belgium, it combines decades of experience with a commitment to innovation. In June 2020, it became the first company to achieve BSI Kitemark certification for hand sanitiser products, helping companies keep their customers safe during the coronavirus pandemic.

## The client challenge

In spring 2020 there was an increased demand for hand sanitisers as the COVID-19 virus spread around the world. This led to a flood of new entrants.

Christeyns, whose customers include some of the biggest names in the food industry, such as Müller and Weetabix, had been successfully manufacturing its hand sanitiser range for many years. How could the company differentiate its hand sanitiser range, stand out from the crowd and reassure its customers that its products were effective and safe?

Christeyns was confident its alcohol-based products, Phago'rub Gel SPS and Phago'rub Solution SPS, could help fight the virus, that they were hypoallergenic and that they also protected the skin against dermatitis, a common side effect of frequent sanitiser use — but it needed to find a way for customers to share this confidence.



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Christeyns Food Hygiene Ltd

