



How fenestration systems supplier Smart Architectural Aluminium is increasing fabricator sales, boosting quality and driving product demand with BSI Kitemark™

“By working closely with BSI to help our fabricators achieve BSI Kitemark, we’re creating a classic ‘win, win’ – instant recognition for quality and performance, while also being a great marketing tool for us and for our customers. This ultimately feeds back into more demand for our products.”

Kevin Cole
Senior Project Engineer,
Smart Architectural Aluminium

Smart Architectural Aluminium at a glance

Smart is the UK’s leading supplier of aluminium glazing systems and bespoke aluminium extrusions. Its products and systems have proved themselves in a wide range of construction applications throughout the UK, including new-build and refurbishment projects.

Based in Yatton, North Somerset, Smart’s 45,000m² purpose-built premises house state-of-the-art extrusion, finishing, warehousing and distribution facilities, and makes daily deliveries to its nationwide customer network of fabricators and installers. Part of the multinational Corialis Group, Smart employs over 300 people, and has an annual turnover of over £80m.

The benefits of BSI Kitemark certification:

- An instantly recognizable quality assurance symbol for use throughout product portfolio
- Proof of product performance in terms of energy efficiency, quality and security
- Regulatory compliance through independent third-party certification
- Benefits of the BSI Kitemark cascade down to fabricator customer base
- Quality assurance, competitive advantage and increased sales for both fabricators and Smart



BSI Case Study: Smart Systems

Multiple certifications

Over the past 40 years, Smart has built a reputation for high standards in its products and customer service. As Kevin Cole, Senior Project Engineer, explains, "We monitor, measure and assess our performance, with the aim of continually improving our products, services, working practices and the impact our activities have on the environment. We fully support independent certification and assessment schemes, such as those offered by BSI."

With BSI's assistance, Smart has achieved certification to several internationally recognized management systems standards, including ISO 9001 (Quality), BS OHSAS 18001 (Occupational Health and Safety), ISO 14001 (Environment) and ISO 50001 (Energy). It is currently on target to achieve a very good rating to BES 6001 (Responsible Sourcing of Construction Products), having completed the Stage I audit with BSI.

Importantly, Smart has also achieved extensive certification of its products through CE marking, BSI Kitemark and individual test certificates. "We believe that quality relates to the consistency, reliability and durability of our materials and product performance, so we operate an extensive testing and certification regime to ensure the highest standards," says Cole.

BSI Kitemark™ credibility

Aluminium windows and doors are manufactured from a series of profiles, including the outer frame, sash, transom and beads. Together, the profiles make up door and window systems. "We have one main BSI Kitemark for windows and one for doors," explains Cole. "There are quite a lot of systems covered under each certification because we wanted the majority of our door and window systems to be Kitemark approved."

Smart supplies its systems to over 600 fabricators, which make finished windows and doors by cutting and assembling the profiles together, then adding glass and 'furniture', such as locks, and hinges. Fabricators may supply and fit directly to homeowners, but many supply main building contractors for both the commercial and public sectors. Architects typically require detailed specification support for a suitable window or façade system that will comply with specific requirements

when designing a commercial project. Smart provides dedicated architectural support and works with architects, main contractors and local authorities on a diverse range of projects.

Cole continues, "We wanted architects and fabricators to be able to select any of our systems, and any combination of profiles within those systems, in complete confidence, knowing that every component had been fully tested." He says many systems on the market will have had a test for a single door – for example, for weathertightness – and then assume that this one test will cover every configuration of the door, including open-in and open-out doors along with double doors. In contrast, Smart wanted its own testing to be completely comprehensive. Smart's systems are therefore measured for all three parts of BS 6375, the series of standards that applies to the performance characteristics for windows and doors intended for the UK market. BS 6375 includes Part 1 for weathertightness, Part 2 for operation and strength characteristics and Part 3 for additional performance characteristics. "A lot of systems may only have test data for Part 1," says Cole.

Knock-on benefits

The law now stipulates that building projects requiring Building Regulations approval for security must be designed to use windows and doors that have been tested by an independent third party body as meeting the requirements of a security standard such as PAS 24. In addition, many approved planning applications now include a condition that requires fabricators to hold third party certification. The BSI Kitemark has proved so helpful in meeting these requirements that Smart now proactively promotes BSI Kitemark to its fabricator network through its System Supplier Support Package (SSSP).

The SSSP allows a simpler more cost-effective route to third party certification. As Cole explains, "Our fabricators still have to go through a certification procedure themselves, but by sharing our knowledge and test data we give them a fast-track process at a fraction of the cost." Many are small firms that could not afford to conduct such extensive testing. Others are primarily focused on PVC windows and doors, but they can 'piggyback' Smart's testing to gain BSI Kitemark certification on aluminium products as well.

So far, around 20 fabricators have achieved BSI Kitemark certification through Smart's SSSP, and many more are in the pipeline. "Our aim is to ensure that our fabricators can benefit from having fully Kitemark-approved systems. Whatever door or window system their customer likes, they can open up the fabrication manual, select any profile and know it has been fully tested to the necessary standards," says Cole. "The scheme is already having a positive impact on fabricators' sales and boosting their quality systems."

BSI's role

Cole describes Smart's testing and certification programme as "quite a big exercise working in partnership with BSI. For over two years, we've carried out either full initial type testing or top-up tests. We're up to around 120 test reports at present." He continues, "BSI carried out a Gap analysis and has been willing to review test data that we've had from other testing organizations. Their flexible approach has helped us control testing costs."

Cole is in no doubt that Smart's investment in product certification represents time and money well spent. The same goes for the SSSP, in which BSI has played an integral role, auditing fabricators and supporting the scheme at both Smart's Somerset base and its newly opened Glasgow distribution centre.

Kevin Cole concludes: "By working closely with BSI to help our fabricators achieve BSI Kitemark, we're giving many of them something they can't achieve on their own. It's a classic 'win, win' – a great marketing tool for us and for our customers, but with a serious impact. This ultimately feeds back into more demand for our products."

Contact us to find out how the BSI Kitemark™ can help your business make excellence a habit.

To speak to an advisor call:

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visit our website:

bsigroup.com/windowsanddoors

or email us at:

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