



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.



Find out more: [bsigroup.com](https://www.bsigroup.com)



Christeyns Food Hygiene Ltd



“BSI Kitemark certification provides us with a distinct market advantage: recognition of our brand both in the UK and mainland Europe. It tells our customers that our products have been tested to the highest standards, that they can be confident they’re effective and safe. Kitemark certification symbolises quality, safety and reliability. It gives our customers confidence and reassurance — and an additional reason to choose our products over our competitors”

Peter Littleton, Technical Director, Christeyns Food Hygiene

The client solution

The company, which has grown rapidly over the past three decades, owes much of its success to its values of quality, service and innovation, and to its ability to respond quickly to changes in the marketplace. These values, and this ability, were reflected in the decision of its UK-based business to apply for BSI Kitemark certification for its hand sanitiser products.

The Kitemark for Hygienic Hand Sanitiser, specially developed by BSI in early 2020, created a much-needed quality mark for hand sanitisers as COVID-19 spread. And Christeyns was quick to see the benefits: it applied for the Kitemark certification early, in spring 2020, and, in June 2020, became the first company in the world to achieve it.

The BSI contribution

Kitemark certification for Hygienic Hand Sanitiser provided independent verification of the effectiveness

of the product against a specific standard and a mark of trust that could be displayed on the product. It was a key point of differentiation for Christeyns.

Under the Kitemark programme, developed by BSI in response to the COVID-19 pandemic, products are certified to the latest version of BS EN 14885, the British and European Standard for chemical disinfectants and antiseptics, and tested in independent, specialist laboratories.

The Kitemark licence is not awarded ‘for life’: manufacturers agree to regular inspections. Where customers see the BSI Kitemark and BS EN 14855: 2018 on the packaging they can trust that a hand sanitiser is effective against bacteria and viruses and is safe to use.

Kitemark certification reassures manufacturers and customers that relevant standards are being met and maintained. It reduces risks — for companies and for end users.

Why BSI?

“We will definitely work with BSI in the future. They responded quickly to provide the third-party validation our products were effective and met the required standard”

— Peter Littleton, Technical Director, Christeyns Food Hygiene

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