



## How Sunsquare aimed high and proved their commitment to product quality with a brand new BSI Kitemark™

“Achieving a BSI Kitemark will undoubtedly open doors into areas of the market that we have not been familiar with before. It makes us trusted, credible and industry leading. Not only that, it gives us safe passage abroad too as the BSI Kitemark is recognised worldwide”.

**Justin Seldis,**  
Managing Director, Sunsquare Ltd

### Sunsquare at a glance

Since 2004, Sunsquare Limited has been pioneering skylight designs, always aiming for the highest possible specification. With core offerings of fixed and opening skylights, rooflights and walk on products for flat roofs, Sunsquare’s target market focuses on architects and specifiers for both domestic and commercial buildings. Based in Bury St Edmunds in Suffolk, with 45 staff, Sunsquare has an annual multi-million pound turnover and is one of the leading manufacturers in the sector.

### Sunsquare objectives

- Enhance credibility through third-party certification
- Differentiate products in the marketplace
- Demonstrate safety and quality
- Achieve a competitive advantage
- Move away from self-regulation
- Achieve high quality certification above CE marking.

### Sunsquare benefits

- Differentiates products with the BSI Kitemark
- Ability to quote for larger tenders
- Gained added value from BSI expertise
- Improved internal processes with ISO 9001
- Benchmark established independently with the BSI Kitemark.



## BSI Case Study: Sunsquare Ltd

### Why certification

In order to differentiate Sunsquare's products for both the domestic and commercial markets, the company was looking for robust evidence to support its claims of safety and quality within its rooflight product range, and to use this evidence as a competitive advantage. Not satisfied with self-regulation, and looking for a rigorous solution, the company turned to BSI, the business standards company.

Managing Director, Justin Seldis commented "Our view was that to really change the industry, we had to look at having our products tested and certified by a world leading organisation, and that's what we did. BSI are the very best in the world at what they do. We want to become a world leading company. We would only want to be certified by the best too."

Unsatisfied with self-regulation, and with no third-party certification available in the marketplace for rooflights, Sunsquare came to BSI seeking a brand new BSI Kitemark to help demonstrate its ability to design and manufacture safe and reliable products. As with many manufacturers looking to innovate, BSI was the answer to help test their innovation and apply a BSI Kitemark. "My business partner and I were in full agreement that this would be best for us and our industry. We both bought into this as soon as it became a possibility," says Seldis.

With the initial aim of achieving independent certification, came additional benefits that weren't initially anticipated. One of the critical foundations for manufacturers looking for a BSI Kitemark is supporting evidence that factory production controls will enable them to repeat production in a consistent manner. Sunsquare chose to implement ISO 9001 in order to help them achieve this high standard, as well as the BSI Kitemark. The results were extremely positive. Seldis commented "We have been stunned at the level of expertise and knowledge that BSI have between its walls. We are also incredibly grateful for all of the support during and after the process of achieving a BSI Kitemark."

Seldis continued, "Internally we are a better and stronger company for the process. We were fast growing and ambitious and that can be fatal if the business is not improving at the same time. Externally, it has given our industry a yard stick. We can now say that there is a BSI Kitemark available to show quality and safety. This was not available before we did this and as such we have solved a huge problem."

### Benefits

Sunsquare have achieved multiple benefits

- As the first to go through the process, the company views achieving the BSI Kitemark as one of the most profitable things they have achieved and gives the end user a clear choice
- The company has achieved a clear mark of quality to match its innovation and reassure clients
- A framework for efficiency is now in place allowing processes for continual improvement
- Sunsquare anticipate that the BSI Kitemark will enable the company to explore new avenues, including those outside the UK
- The company sees the BSI Kitemark as a powerful marketing tool to indicate to specifiers they manufacture quality products. This can also help the company gain access to tenders
- The BSI Kitemark and ISO 9001 certified by BSI help demonstrate a company dedicated to quality throughout operations and trading
- In terms of measurement, Sunsquare consider it is a little early yet to see, but are looking at the amount of tenders and size of tenders as well as sales generally, and have confidence they have the facility to quote for larger and more prestigious tenders already.

"Our products are the only ones in our industry to have been awarded a BSI Kitemark. It makes us different because people can trust us. That's huge."

### Implementation

Sunsquare observed real improvement through the implementation process. "We thought we were well organised and a pretty good business, but soon learned that we could (and did) improve dramatically working with BSI," said Seldis. "For us it has been a huge learning curve as we were not even ISO 9001 at the beginning of the process. We have learned how to apply everything relating to the standards to our business and feel that the two year process has been a constant and uplifting improvement for us. The beginning of the process was all about testing, which is what got us BSI verification, then ISO 9001 certification and then finally after protocol was written (we were a new industry to BSI), the BSI Kitemark. It has been slow because we were a new industry, but it has given

us the chance to improve with the process. It has certainly been fascinating and rewarding. I don't think we anticipated that starting from scratch was going to be quite so involved, but that didn't make it difficult. Just more interesting."

On every level there had to be buy-in, and Sunsquare started from the ground up. Employees had to be trained and involved at all times. Seldis confirmed "It is the only way to approach this. It's all for improvement and as such we all pulled together at all times." Sunsquare is so committed to the process that the company now employs a quality manager specifically to manage the requirements of maintaining the certification and BSI Kitemark.

### BSI's role

"We felt that we were at all times on a journey together with BSI. The positivity that we gained from BSI is infectious. Again, it is a matter of approach. You could look at the process as something that you have to trudge through to get an award at the end, or you could look at it as an opportunity to improve throughout the process and gain the award in better shape than you were in. For us, BSI added value throughout the process as we had to learn about ourselves and offered the very highest quality from the start. There is no more value that anyone can offer over and above education. We were properly schooled."

And the result? "It makes us trusted, credible and industry leading. We can now prove what we always said...we are the best. It is simply the most important thing we have done in our 12 year history. There is only positive to come from this as a company."

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

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