

Kitemark® - Benefits for specifiers and purchasing professionals

The Kitemark has long been understood as the UK's premier symbol of product or service quality. It is widely trusted and chosen by consumers and business for the unrivalled quality and safety benefits it delivers. As the demands of health and safety increase and budgets tighten in all sectors, demanding Kitemark quality in any purchasing capacity will bring significant benefits – to you, your organisation and your community.

Demonstrate best practice procurement:

The essence of Kitemark schemes is the continual assessment that products and services undergo. Not only do Kitemark products and services get tested and assessed at the outset but are regularly checked to ensure that they continue to deliver the Kitemark standards. Because of this, by purchasing or specifying Kitemark products and services everyone can demonstrate that they have employed "best practice" to the process. A clear business advantage in any safety conscious environment. 77% of UK adults believe that a Kitemark product shows an intelligent purchase.

Reduce risk and enhance corporate responsibility:

Choosing a Kitemark product or service shows your due diligence and duty of care to your organisation, staff, colleagues, partners and customers as it demonstrates that you have employed the very best standards of service, competency, delivery and fairness in your procurement activities. 93% of UK adults believe that a Kitemark product is safer*.

Help you achieve best value:

Buying good quality, safe and reliable products and services is always the best option for long term benefits. This is especially true where the function of those products or services impacts on the lives of your customers or community. By selecting Kitemark products you can be sure that the money you spend will have been well spent on a product that will be reliable.

Enable faster decision making:

By selecting Kitemark products or services you can be sure that they will deliver a safe, quality and consistent product. This can save you considerable time and research when selecting suppliers as you can be sure that a Kitemark supplier will come up to scratch every time. You can therefore make faster and more informed decisions. 88% of UK adults believe that a Kitemark shows a reputable company*.

Deliver consistent quality and reliability:

The essence of a Kitemark scheme is that it ensures the delivery of a safe, fair product or service of consistent quality. This is monitored through the on-going assessment that every Kitemark company has to undergo to maintain their Kitemark status. Any company not maintaining the Kitemark standards will have their Kitemark withdrawn. You can be sure therefore that a Kitemark company will deliver the quality you expect. 91% of UK adults state that a Kitemark reassures them of quality*.

Save time and money:

Kitemark businesses need to have robust quality systems in place to help them reduce or eliminate excessive cost and waste. As such a Kitemark scheme offers a blue-print for better more efficient business performance with fewer mistakes. This in turn gives you the assurance that by choosing a Kitemark supplier you will get more competitive quotes and a high quality of product or service. By making sure that the products or services you specify are good, safe and reliable you can avoid any further costs or delays in replacing faulty or non-performing products. 88% of UK adults say that they trust Kitemark products more than others*.



Provide independent backing:

The Kitemark is owned and operated by BSI and is a registered trade mark of BSI. As an independent and impartial organisation, the Kitemark stands apart from any other certification marks and is the only symbol that really has any value to a business or member of the public. 91% of the UK adult population recognised the Kitemark as a symbol of quality and safety. As the Kitemark is issued by BSI - a completely impartial organisation with no affiliations to any industry sector - it offers a business or member of the public a true measure of product quality, safety and integrity.

Demonstrate commitment:

Because all Kitemark schemes are voluntary, it shows that the Kitemark company has made a definite commitment to producing consistently good quality and safe products. This will further enhance your reputation, customer credibility and loyalty.

Benefit from a Superbrand:

In 2008 Kitemark was voted as a business Superbrand in its own right. BSI has actually been a Superbrand on the last 3 occasions. Achieving this status means that the Kitemark is seen by business leaders as having established the finest reputation in its field, and offers customers emotional and/or tangible advantages over competitors which (consciously or subconsciously) customers want, recognise and are confident about investing in. Business Superbrands must represent quality, reliability and distinction.

What procurement professionals say...

"The BSI Kitemark for the survey and installation of windows and doors is a welcome addition to the tools available to specifiers. By including the Kitemark for the installation service within our specification, we know that we can be confident that the companies working on our projects have been independently assessed by BSI and are fully capable of providing the highest levels of quality. This is good news for us and good news for our tenants."

Richard Atkinson, Building Surveyor, Gateshead Housing Company

"The value and importance of the Kitemark in ensuring confident purchasing decisions cannot be underestimated."

Policy Implementation Manager, Gas Distribution Network, UK

"We strongly prefer to work with fenestration companies that have Kitemark approval, as we know they are fully competent, that they will consistently deliver work to the high standard we demand, and will back their services with dependable guarantees and after-sales support. We believe the Kitemark is an excellent indication of a company's approach to providing the best in products, service and customer support."

Chris Powell of LHC Network (London Housing Consortium)



GfK NOP Consumer Survey

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Product Services