

The **BSI Kitemark™**

How it can influence consumer choice and pricing.



How is BSI Kitemark valued?

- Consumers associate the **BSI Kitemark with rigour**
- Consumers know that products and services displaying the BSI Kitemark are **tried and tested**
- Consumers **trust products and services** displaying the BSI Kitemark
- Consumers are **willing to pay significantly more** for products and services with the BSI Kitemark
- Consumers perceive the BSI Kitemark is better for being a **British mark of quality** rather than European
- 58% of consumers say BSI Kitemark is a **believable indication of quality**

What supports this?



67%
of consumers
have awareness
of BSI Kitemark



BSI Kitemark
could command
price premiums
up to
26%

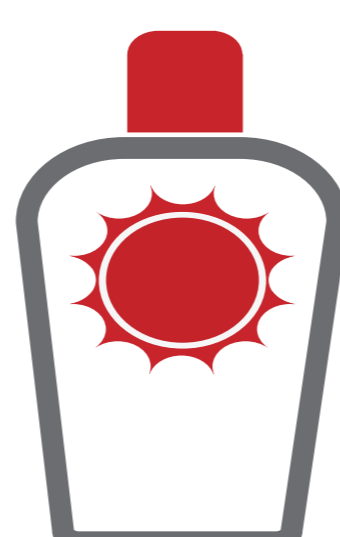


60%
of consumers **willing**
to pay more for a
product displaying a
BSI Kitemark

Safety reassurance for:



Proof of
trustworthiness
when selling
online



Products involving
personal **physical**
contact



Products
whose failure
would be
dangerous

Trust | Safety | Protection

British standards:
80%
say important



European standards:
58%
say important



52% of consumers perceive **BSI Kitemark as better** and more trustworthy for being a **British mark of quality** rather than a European one

Discover how the BSI Kitemark can make a difference to your business

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bsi.

...making excellence a habit.™

About the **BSI Kitemark™**

The BSI Kitemark is a registered trade mark owned and operated by BSI. With UKAS accreditation, benefits include risk reduction, increased customer satisfaction and access to new customers around the world. Originally used solely in the UK, the BSI Kitemark is now recognized throughout the world as a mark of quality and safety which offers true value to consumers, businesses and procurement practices.

The BSI Kitemark originated as the British Standards Mark in 1903 for use on tramway rails when standardization reduced the number of rail sizes from 75 to five. Today the BSI Kitemark can be seen on hundreds of products from manhole covers to condoms, from security locks to fire extinguishers and riding helmets.

Having a BSI Kitemark associated with a product or service confirms that it conforms to a particular standard. BSI has developed a whole range of BSI Kitemark schemes that cover a variety of products and consumer services, including window installation, garage services, secure digital transactions, furniture removals and electrical installation work.

Manufacturers with the BSI Kitemark are in an elite club of some of the world's best companies and brands. There are currently more than 2,500 BSI Kitemark licences, held by, amongst others, Anglian Home Improvements, Chubb Security & Fire Protection, Everest, Hygena, Tarmac and Valor, to name but a few.

Each BSI Kitemark scheme involves an initial assessment of conformity to the relevant standard and an assessment of the quality management system operated by the supplier. In addition, each BSI Kitemark Licensee is subject to a programme of on-going surveillance. This includes routine testing of the product or service, assessment of production quality controls and, where appropriate, mystery shopping.

About **BSI**

BSI is the business standards company that helps organizations all over the world make excellence a habit. For more than a century we have been challenging mediocrity and complacency to help embed excellence into the way people and products work. That means showing businesses how to improve performance, reduce risk and achieve sustainable growth. As a global leader in helping organizations improve, our clients range from high profile brands to small, local companies in 172 countries worldwide.

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