



How Redhill Manufacturing became one of the first companies to adopt the BSI Kitemark™ for its mobile safety step range

“We wanted both to stay ahead of our competitors and also give our products the profile boost that the BSI Kitemark brings. For us, adding the BSI Kitemark has been a genuine win-win.”

“Our BSI Kitemark is an outward demonstration of our striving for excellence. Certification from BSI shows the world we’re doing things the right way, and will continue to do so as long as we display that symbol.”

Andy Colley
Sales and Marketing Manager,
Redhill Manufacturing

Customer benefits

- Attracting new business in the UK and overseas
- Gaining competitive advantage
- Rigorous testing of products in independent laboratories
- Assurance of the safety and sustainability of products
- Brand-building effect of having an internationally-recognized symbol of quality and excellence

At a glance

The award of the BSI Kitemark to Redhill Manufacturing for its range of mobile safety steps demonstrates a new benchmark for quality and reliability in this sector.

A leading supplier of access, handling and storage products, Midlands-

based Redhill can now display the universally recognized symbol of assurance on each product in its mobile safety step range.

Redhill decided to work towards BSI Kitemark certification of its mobile safety steps range as part of its drive to grow and strengthen its brand. The process began in 2013 and the company was awarded British Standard BS EN 131-7 in 2014, enabling it to use the BSI Kitemark logo.

With this instantly recognizable symbol of quality and safety now prominent on its mobile step platforms, and bringing significant benefits to the company, Redhill plans to roll out more products for BSI Kitemark certification in the future.

Turn over for the full story



BSI Case Study: Redhill Manufacturing

Customer background

Redhill Manufacturing is one of the UK's leading manufacturers of access, storage and manual handling equipment. Based in the West Midlands, the family-owned company designs and manufactures a comprehensive range of stainless steel and mild steel goods to industry, wholesalers and businesses across the UK, Europe and worldwide. From table trucks and cabinets for hazardous items, to workbenches and storage cages, its range stretches to over 3,000 standard products, complemented by a bespoke service for clients requiring specific product designs, all put together by a skilled team of fabricators, welders and metal workers.

Redhill has grown significantly since it was established in 1977, and now employs over 50 people, achieving a turnover of more than £4m in 2014.

The mobile safety step range forms a significant part of Redhill's product portfolio, accounting for approximately £1m of overall turnover. An essential fixture in most warehouses, workshops, factories and stockrooms, the step range is a key component of Redhill's success story. According to Sales and Marketing Manager Andy Colley, the decision to go for BSI certification made perfect sense: "Customers would ask us, 'What standards are your mobile steps up to?', so when BSI incorporated the product into its British Standard BS EN 131, it seemed the right thing to go for certification to the Kitemark," explains Mr Colley.

Why certification?

Although the BSI Kitemark symbol has long featured on a variety of access equipment, such as ladders and mobile access towers, there had not previously been a Kitemark certification for mobile steps.

Mr Colley says the company made a conscious decision to begin its certification journey as soon as possible. "Although BSI Kitemark certification has existed in the access industry for quite a while for products such as portable ladders, this was our chance to benefit from the same universally-recognized symbol. Our mobile safety steps comprise such a large part of our business that we wanted both to stay ahead of our competitors and also give our products the profile boost that the BSI Kitemark brings. For us, adding the BSI Kitemark has been a genuine win-win."

Benefits

For Mr Colley, the benefits of gaining BSI Kitemark status were clear, as he explains: "The aim of the exercise was to 'gold stamp' our steps, and provide our clients with peace of mind. Whenever someone sees a product with a BSI Kitemark it means that it has been independently tested and assessed by BSI."

The company's own slogan, Built to Last, focuses on the quality and durability of the complete range of Redhill products and the BSI Kitemark certification for safety steps is simply mirroring that positive message, says Mr Colley: "It reassures customers that our steps conform to BS EN 131-7, that they're safe and reliable, and it also demonstrates the efficacy of our manufacturing process."

There has been a highly tangible boost to business from the certification, by helping Redhill win some business from a competitor that had decided to close the manufacturing side of its operation and was seeking a partner. As Mr Colley says, "It was primarily a wholesaler that wanted to scale down its operation, and the award of the BSI Kitemark to our mobile steps made its decision of who to partner with even easier."

Being able to display the BSI Kitemark symbol in the appropriate section of the company catalogue, as well as other trade directories and literature, has also helped the awareness-raising process. "Now that we have it, we can advertise it," says Mr Colley. "That is particularly important when it comes to the big trade catalogues."

Implementation

With a product-driven standard such as this, where the emphasis is on safety and reliability, testing is exhaustive. It takes

time, for example, to establish whether the product is capable of supporting the required loads in line with its intended use.

As Mr Colley explains: "We're an incredibly busy company and although everyone was highly supportive of the project, we had to find time to schedule in the work required to comply with BS EN 131-7. We'd send samples down to BSI for expert assessment, then undertake modifications on their return from the laboratories, and finally resend them for approval."

Because of the thoroughness of the process – which took place at BSI's Centre of Excellence testing facility, and included measuring for strength, stability, and endurance – the certification took longer than Redhill's team expected. More importantly, however, the products duly passed with flying colours, and the whole company now takes pride in the achievement.

Routine testing will continue, with twice-yearly checks on two 'families' within the mobile steps range, namely the smallest and the longest.

Whilst the company has clearly invested some time and money in the certification process, Mr Colley is convinced that gaining the BSI Kitemark has been the right way to go. "The whole process took about a year, but it has definitely been worth it," he says. "It assures our existing and future customers that they're buying a quality product that will remain consistently high quality."

BSI's role

Mr Colley says that BSI's thorough and sophisticated testing is crucial in providing the certification process with the credibility that it now enjoys throughout the business world, not only in the UK but also globally.

Find out how the BSI Kitemark™ can help your business make excellence a habit.

To speak to an advisor call: **0845 0765 606**

Or visit our website: **bsigroup.com/ladders**



The trademarks in this material (for example the BSI logo or the word "KITEMARK") are registered and unregistered trademarks owned by The British Standards Institution in the UK and certain other countries throughout the world.