



Multiple BSI Kitemark™ certification generates business growth for Deceuninck and its supply chain

“BSI is the most recognized certification brand in our industry. We’ve been very happy with BSI’s approach and support, plus of course the rigorous testing of our entire product range, including our brand new products. We’ve already cascaded the certification scope to several of our fabricator customers and expect more to follow.”

Dennis Keegan
Head of Product, Deceuninck

Deceuninck at a glance

Deceuninck is a leading global manufacturer of uPVC windows and composite and uPVC door systems. The UK division has recently BSI Kitemark certified its entire product range, including its new Fully Reversible Window and new Sliding Door products. In doing so, Deceuninck has demonstrated its ongoing commitment to offering a quality product range that has been rigorously tested. Security, energy efficiency and overall design are all key factors when it comes to differentiating itself from its rivals.

Deceuninck benefits

- Proof of performance in terms of energy efficiency, quality and security
- Meeting industry requirements through third-party certification
- Instantly recognizable brand for use throughout product portfolio
- A clear commitment to best practice
- Access to new business opportunities and competitive advantage
- Benefits of the BSI Kitemark cascade down to its fabricator customer base



Customer background

Deceuninck is one of the leading uPVC window and door systems companies worldwide, with production facilities in the US, Russia, Poland, Germany, France, Belgium, UK and, most recently, Turkey (where its acquisition of Pimas in 2014 has established it as the largest uPVC window systems company in Turkey and the second largest in Europe). With over 3,500 staff and turnover in 2014 of €553m, it is fast establishing itself as a global leader in the profile manufacturing sector.

In essence, a systems company designs and manufactures uPVC window and door systems and building profiles, using a scientific process known as extrusion. The extruded profiles are usually sold in 6m lengths to its customers, fabricators, who will cut the profiles to make up the frames for windows and doors, adding any hardware such as hinges, handles and locks.

Deceuninck's main customer base is trade fabricators, ranging from those manufacturing thousands of windows and doors to small independent firms. There are 1,500 fabricators in the UK, in turn selling to over 11,000 installers and retail companies.

Why certification

Although the company has long had multiple BSI Kitemarks across its existing product range, some since 1993, many of these products are being modified, which in turn requires a BSI Kitemark revamp. As Dennis Keevan, Head of Product at Deceuninck, explains: "We've completed a major certification programme with BSI in 2015. Not only have we retested our updated core Heritage and Traditional window and door systems we've also rigorously tested our brand new Fully Reversible Window and our new Sliding Door, and both have passed with flying colours and with top marks. We are delighted with the performance of our products and can now market our products with market-leading performance credentials."

The industry also now demands certain specifications relating to thermal performance, so in response to this Deceuninck has launched multi-chambered profiles that give a much better 'U-value' (heat loss value). These will have a BSI Kitemark, along with various other new products the company is launching, including

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a new style of patio doors, and fully reversible window systems, used predominantly in high-rise properties.

"For commercial customers in particular, it's essential that we have all the relevant markings – they expect it as a given, but it's increasingly important for the domestic side now as well," says Keevan. Indeed, the law now stipulates that for new build, anything that requires Building Regulations approval would need to have windows made to a design that meets the security requirements of BSI standard PAS 24:2012.

Benefits

The certification process may take time and expense, but for Keevan it's certainly worth the effort. As he explains, "Having BSI Kitemarks is all part of our support to existing customers. It's a great marketing tool and it helps us win business, especially when it comes to commercial projects. Consumers are also more demanding and aware, so product certification by a recognized and trusted brand helps our customers sell what are widely-regarded as the prettiest and most energy efficient uPVC window and door systems in the UK market today."

By updating the hardware design and BSI Kitemark certification across the range of products, Deceuninck has also made life easier for its fabricators. Customers can now 'piggyback' the complete system design and thus reduce their own set-up costs, which will help to encourage more Deceuninck fabricators to follow its lead and join BSI's certification programme. "This can now cascade down, so that our fabricators can run off the back of our BSI Kitemarks and then apply for one in their own right," says Keevan. "They still have to go through the certification procedure, but it's much more cost-effective now to use our test data and scope. It's just another way in which we can support them."

Implementation

The testing process involves taking the products off-site to BSI's own laboratories, although that doesn't present major logistical problems. "If you have certain aspects of your system that have previously been tested by BSI,

it now takes a flexible approach to the testing procedure and is usually willing to accept those previous results," explains Keevan. "It means that BSI might only need to test certain elements, and that can lower the costs for us, sometimes quite considerably."

The process has been further enhanced by BSI's recent investment in its testing equipment, which has reduced lead times even more. "If we have a new product, route to market can be a lot quicker now," he adds. "We're getting test dates within three weeks now, whereas in the past it might have been three months."

BSI's role

Deceuninck's relationship with BSI has been strengthened by regular communication, access to information, and improvements in testing facilities, all of which have eased the business and financial pressures that the route to certification brings.

Keevan says that communication has been vital to the whole process: "We have a couple of key contacts at BSI, who we've relied on to help us get through the programme. They were good at coming back to us when we had queries, and they were there to steer us through what can sometimes seem a minefield of requirements."

Keevan is happy that although the current programme of certification is coming to an end, the contact with BSI won't be far away. "No doubt there will soon be some new regulations that require new standards, and we'll certainly be relying on BSI for more help. We believe in doing things right and this testing has once again confirmed that our products are best in class."

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

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