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...making excellence a habit.™

BSI – assuring refurbished goods are quality goods

New Kitemark builds assurance for refurbished products or parts



Refurbished goods that won't cost the earth

As commitments to sustainability and engagement with the circular economy grow, consumers and businesses increasingly appreciate the value of refurbished goods – products or parts.

BSI has launched a Kitemark scheme to certify the process of remanufacturing or reconditioning products or product parts, based on the requirements of standards built to ensure these processes consistently result in quality refurbished goods.

The Certified Refurbisher Kitemark is a response to a fast-developing new market – known as recommerce. Significant growth in the market is anticipated as the earth's natural raw resources dwindle. The market is already worth \$9 billion annually and is expected to reach \$10.6bn by the end of 2025.

It is the first time that the market will have an independently verified mark of trust, linking value with quality, that will give consumers confidence that the goods or components will meet the level of quality they expect.

Kitemark certification will support growing demand for affordable goods, growth in the circular economy and international government initiatives to protect the environment.

A growing number of industries recognize that consumers and businesses are happy to invest in refurbished products for the benefits they bring, particularly to the environment.

What they have lacked – until now – is a scheme to provide customers with confidence when making purchasing decisions and remove any remaining apprehension about the performance of refurbished items.

It comes as many organizations – with BSI at the forefront – align themselves with the UN's Sustainable Development Goals (SDGs). Specifically, the BSI Kitemark will support SDG 12 focusing on responsible consumption and production.

The Certified Refurbisher Kitemark will boost organizations' corporate social responsibility credentials and provide a point of difference against their competitors.



65%
said BSI Kitemark
had **increased sales**



75%
said BSI Kitemark
certification helped them
attract more customers



80%
said it improved their
business reputation



95%
of consumers are **more likely to buy** a product if it has a BSI Kitemark

Source: BSI internal customer survey 2018



BSI: assurance that second hand doesn't mean second grade

The new Kitemark certifies requirements for the remanufacturing or reconditioning processes carried out by suppliers of items that have been subject to levels of re-work from new, prior to being supplied to customers or end-users. Additionally, it will provide support for grading standards and testing of refurbished devices.

The Certified Refurbisher Kitemark will appeal to many sectors involved in refurbished goods such as:

- Mobile/smart phones
- Appliances (including electronics) such as TVs, vacuum cleaners, washing machines, and refrigeration products
- Laptop computers
- Appliance parts



Many retailers of such products – including household name brands – already include refurbished goods and components as part of their offer. They and three key groups of business would all equally benefit from the Kitemark:

1. Original equipment manufacturers (OEMs), in particular appliance manufacturers, who have established their own refurbishing facilities or partnered with specialist companies. Refurbished products are then distributed through the OEMs' own channels.
2. Specialist B2B refurbishment companies that partner with OEMs to provide refurbishing services on their behalf. These can be medium to large companies operating national or internationally.
3. Generalist companies: those that offer refurbishment services on the back of insurance services; companies that take faulty goods and offer refurbished products to the consumer; companies offering refurbished goods to consumers directly via online channels; small businesses serving local markets.

Kitemark certification is the ultimate mark of trust. First developed in the early twentieth century, Kitemark certification schemes are available for a wide variety of products and services. They recognize excellence in manufacturing and service provision. In other words, BSI Kitemark certification tells a customer a company or service goes the extra mile.

Mobile phones – total recall

The global market in refurbished mobile phones is expected to see a compound annual growth rate of nearly 9% between 2017 and 2025. By 2025 it is expected that 277 million refurbished devices will be in use.

In the UK alone, annual sales of refurbished smart phones have hit 2.4 million, which represents 10% of market share.

The main growth driver is the more accessible price of refurbished devices. Increasing prices of new smart phones and a tailing off of ground-breaking innovation have driven consumers towards cheaper equivalents such as refurbished or reconditioned phones.

Many well-established companies together with OEMs often offer refurbished phones. This combined credibility gives

business and consumers comfort that they are getting a professionally managed product.

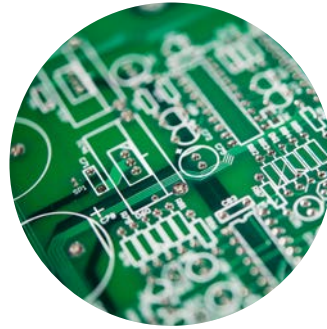


BSI Kitemark™ certification

Kitemark certification is exclusive to BSI and cannot be awarded by any other UKAS-accredited certification body.

Our experts ensure that the audited processes meet the requirements of the relevant standards to help you achieve Kitemark certification.

Why apply for Kitemark certification? A gold standard for safety, performance and reliability, it can differentiate you from the competition. It has far reach as a quality and safety symbol and is a recognized equivalent to many global counterparts.



Get in touch with us today and find out more

Call: **+44 (0)345 0765 606**

Email: **product.certification@bsigroup.com**

Visit: **bsigroup.com/kitemark**

Why BSI?

BSI (British Standards Institution) is the business standards company that equips businesses with the necessary solutions to turn standards of best practice into habits of excellence. BSI helps its clients drive performance, manage risk and grow sustainably.

BSI is responsible for originating many of the world's most commonly used management systems standards. These standards address the most pressing issues of today from clear billing to energy management and disability access to nano-technology; spanning sectors including Aerospace, Automotive, Built Environment, Food, Healthcare and IT.

BSI's standards are underpinned by a collaborative and rigorous approach honed over decades; working with industry experts, government bodies, trade associations, businesses of all sizes and consumers to develop the standards for excellence.

BSI works with 86,000 clients in 193 countries worldwide to help them adopt and cultivate the habits of best practice. Clients are trained and provided with practical guidance for implementation alongside a suite of compliance tools. BSI is independently assessed and accredited globally by ANAB (ANSI-ASQ National Accreditation Board) and by over 26 other accreditation bodies throughout the world including UKAS (United Kingdom Accreditation Service). BSI is also renowned for its marks of excellence including the consumer recognized BSI Kitemark™, which today ranks amongst the UK's most trusted brands.

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