

**BSI Case Study: Joedan Group**

**Certification:** ISO 9001, ISO 14001 and  
BSI Kitemarks



## Certification by BSI to key management system and product standards is reaping rewards for home improvements group Joedan

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**Harpal Singh,**  
Executive Director, Quality Department,  
Joedan Group

### Joedan Group in brief

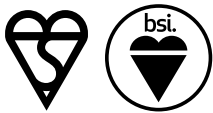
Joedan Group is a family-owned supplier of conservatories, orangeries, porches and solid roofs, as well as replacement doors and windows made from aluminium or UPVC. Founded in 1985 in Tewkesbury, Gloucestershire, Joedan is now based in purpose-built premises in nearby Ashchurch. The company has grown steadily and today it also operates from three further locations, carrying out contracts throughout the Midlands and south of England. Joedan is committed to offering high quality products and service. It is fulfilling this aim with the help of certification by BSI to key management system standards and multiple BSI Kitemarks – boosting business performance.

### Certification benefits

- Proof of performance of quality and environmental management systems
- Proof of product quality, including weather performance and security
- Proof of high quality installation
- Meeting contract requirements for independent verification
- Compliance with regulatory requirements and industry standards
- Reassurance for commercial and retail customers
- Competitive advantage and improved business performance.



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### Business background

Joedan's service begins by understanding each individual customer's requirements. Its salespeople are all employed by the company to help customers tailor their chosen product – from a new conservatory to replacement doors and windows – to match their needs and preferences.

The company's investment in IT means that, following a full on-site survey with the customer, detailed specifications are checked and verified before being automatically translated into an order for production in its factory. All Joedan's products are manufactured on site, and it even encourages customers to see them being made if they wish.

### Steeped in standards

Joedan's delivery of top quality products and services is supported by its high level of technical expertise, and underpinned by its commitment to business standards. These include long-held certification to two key management system standards, ISO 9001 for Quality and ISO 14001 for Environmental Management.

As Harpal Singh, Joedan's Executive Director, Quality Department, explains, "These two standards have become pretty much a basic requirement in our industry, and without them we would struggle to compete."

Joedan has recently awarded responsibility for the audit and certification of these standards to BSI. "Our standards used to be scattered between different certification bodies, so for efficiency and consistency of approach we wanted to consolidate them," says Singh. "My first thought was 'Who better than BSI?', because of the strength of its reputation."

The company has also achieved certification to a range of equally highly regarded BSI Kitemarks. For more than 10 years it has maintained three Kitemark licences for the security and weather performance of the aluminium windows and doors it manufactures. Most recently, in March 2017, it achieved a fourth – BS 8213-4 for the survey and installation of windows and doorsets.

### Why the BSI Kitemark?

Joedan carries out a significant number of commercial contracts, for example, for local authorities. Such customers, led by government procurement policies, invariably send detailed pre-qualification questionnaires (PQQs) specifying a demanding quality threshold. Indeed, the law now stipulates that new build projects requiring Building Regulations approval must have windows and doors made to a design that meets stringent thermal insulation and security requirements.

"Public sector organizations and professional buyers insist that product performance claims are independently verified," says Singh. "We are invariably asked for either certification or test evidence, for example, to prove the strength and 'U value' [a heat loss metric] of our products, before we can be considered for 'approved supplier' status. Having our BSI Kitemarks means we can automatically clear this hurdle. It makes it much quicker and easier for us to respond effectively to PQQs."

He continues, "On the retail side of our business, we also find that customers hold the BSI Kitemark logo in high regard – so we make a point of displaying it on our literature and website, and in our showroom. It gives consumers confidence that we are supplying products that are fit for purpose."

### Compliance and customer assurance

There have been significant developments over the past few years in the design of components and materials used in the fabrication of windows and doors. Products are now considerably more thermally efficient, durable and secure. "But a product is only as good as its installation," observes Singh. "If windows and doors are fitted poorly, you're going to get problems."

This is where BS 8213-4 – the British Standard code of practice that gives guidance on survey and installation procedures – comes to the fore. A revised and updated standard was published in 2016, replacing the 2007 version that no longer reflected advances in products, fixing materials, installation techniques and performance requirements.

"This is a very important Kitemark for us, for two reasons," says Singh. "Firstly, we can't be let down by poor installation of windows and doors, so audit and certification by BSI makes sure that we are complying with all aspects of the standard and the industry code of practice."

"Secondly, not many window companies have got this certification, so it definitely gives us a competitive edge in our marketplace. It has caused quite a few raised eyebrows among customers, who tend to say, 'Oh, I didn't know you could get a Kitemark for installation'. They're pleasantly surprised, because it gives them that extra assurance that installations are subject to an external audit by BSI."

### Lasting benefits

While Joedan is proud of achieving and maintaining a portfolio of BSI certifications, it is the wider, long-term business benefits they bring that matter most. In the case of its BSI Kitemark for BS 8213-4, for example, "I felt from the start that this scheme could play an important role in positioning the business for growth – and that's what we're seeing now," says Singh.

"Each of our standards drives efficiencies and puts the relevant controls in place," he continues. "They strengthen our internal processes and also motivate our staff. People have really bought into them. We've had lots of ideas from every area of the business and we've made significant savings from increased efficiency and reduced waste."

While Singh acknowledges that certification requires a commitment of time, money and effort, he says BSI's experts ease the process, willingly providing information and guidance, while the excellent long-term relationship between Joedan and BSI is built on trust and strengthened by regular communication.

"I can't put figures on it, but overall the benefits far outweigh the costs," he concludes. "And certification by such a reputable brand as BSI is a great marketing tool. It helps us win business – it's helping us big time."

**Contact us to find out how BSI certification can help your business make excellence a habit.**

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