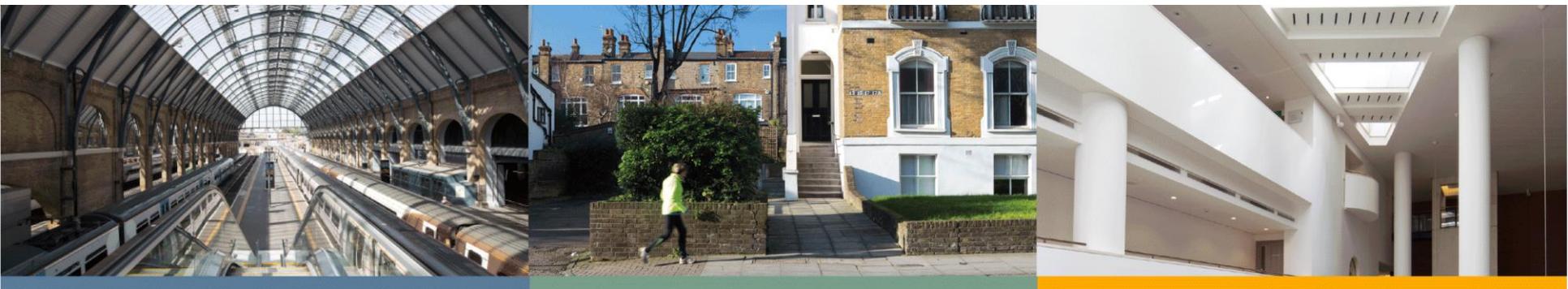


Code for Construction Product Information - CCPI



Adam Turk, Chair, Marketing Integrity Group
CEO, Siderise



Agenda

- Background
- The Code for Construction Product Information
- The Consultation
- Implementation of the Code and the role of CPIL
- Q & A



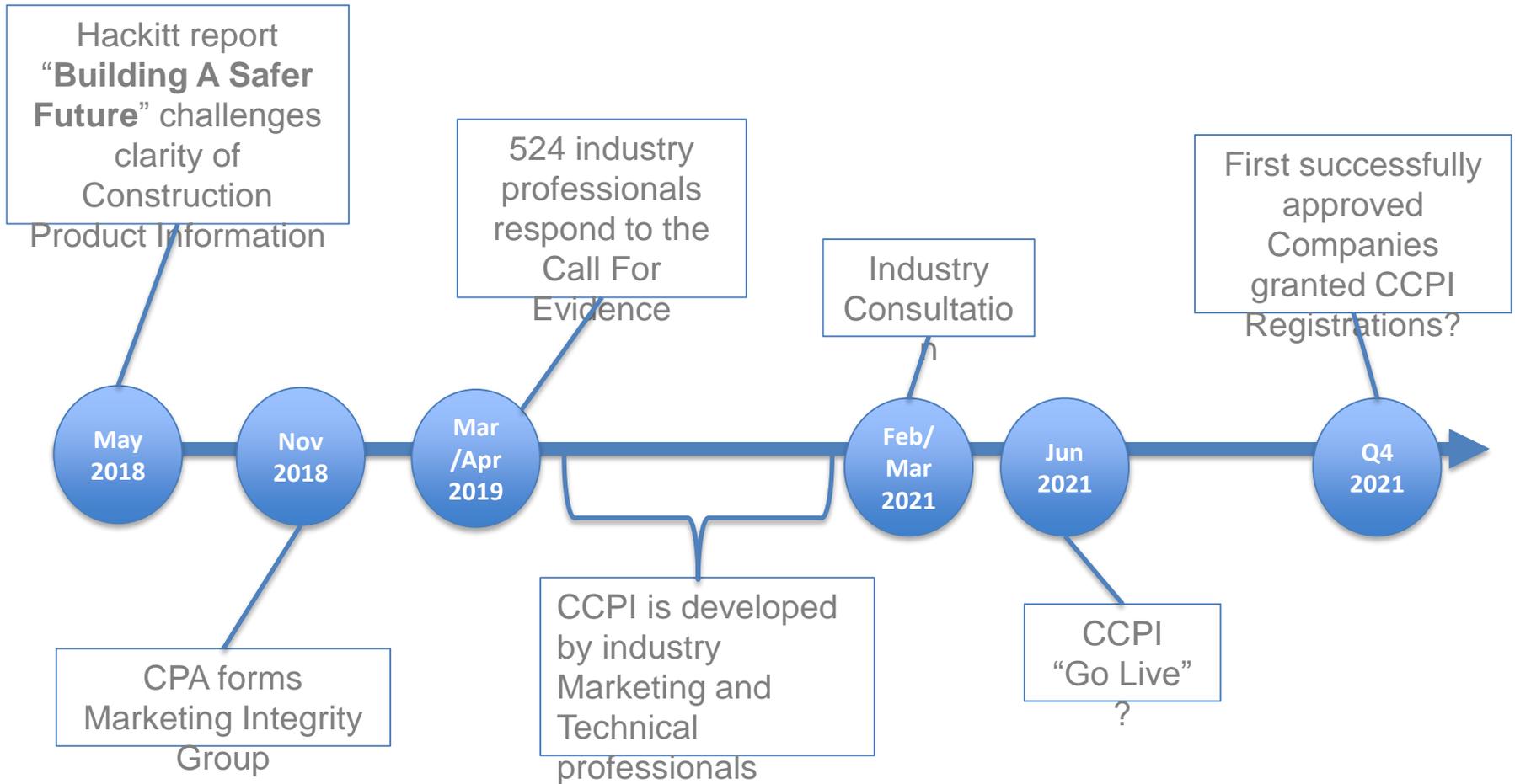
BACKGROUND



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Chronology and context

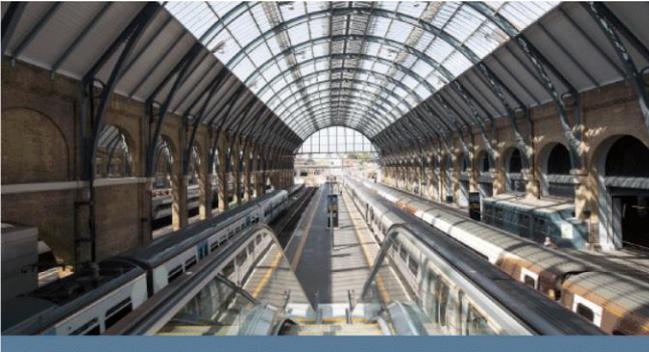


Marketing Integrity Group: our “why?”

Our industry is challenged to provide **Product Information** which is clear, accurate, up-to-date, accessible and unambiguous such that **it can be relied upon** when making decisions about using those products at any stage of design, specification, installation, use and maintenance.

“the integrity of our industry will be demonstrated by how we respond to this challenge”





The Code for Construction Product Information (CCPI)

- 11 clauses to create a consistent, robust approach

Let's start with some definitions.....



‘Product Information’

Any information about a ‘Construction Product’ made available to internal and/or external stakeholders, which includes, but is not limited to, in print, in writing, online, electronically, verbally, by demonstration or in an advertisement



‘Construction Product’

A product, substance or collection thereof, that has been manufactured, refined or processed and declared by its ‘Manufacturer’ for an intended end use for temporary and/or permanent inclusion in a building or civil engineering works, whether as part of new construction, refurbishment or maintenance

Note: examples of “collection thereof” could include a system or kit



‘Manufacturer’

Any natural or legal person who is responsible for designing or manufacturing a ‘Construction Product’ and **places it on the market under his own name or trademark**. The definition contains two cumulative conditions: the person must manufacture (or have a ‘Construction Product’ manufactured) and market the ‘Construction Product’ under their own name or trademark.

If the ‘Construction Product’ is marketed under another person's name or trademark, this person will be considered as the ‘Manufacturer’.

The responsibilities of the ‘Manufacturer’ apply also to any natural or legal person who **assembles, packs, processes or labels** ready-made ‘Construction Products’ **and places them on the market under their own name or trademark**.

Further, the responsibility of the ‘Manufacturer’ is placed on any person who **changes the intended use** of a ‘Construction Product’ in such a way that different essential or other legal requirements will become applicable, or **substantially modifies or re-builds** a ‘Construction Product’ (thus creating a new ‘Construction Product’), with a view to placing it on the market or for putting it into service.

The five acid tests:-

- Clear
- Accurate
- Up-to-date
- Accessible
- Unambiguous

The CCPI aims to address all five acid tests through its eleven clauses. These are split into four categories:-

INFORMATION CREATION

1. Have a **sign-off process** for creating 'Product Information'
2. Have a **version control** process for all 'Product Information'
3. Do not use **mis-leading or ambiguous wording, phrasing or imagery**

CORE INFORMATION

4. **Back up any claims of compliance** to, or achievement of, any Certification, Classification or Industry Standard
5. **Verify performance claims** which are outside of this
6. Make available **descriptive and physical characteristics** of the 'Construction Product'
7. Ensure the 'Product Information' is **consistent with the product supplied**

ASSOCIATED INFORMATION

8. Make information accessible relating to **handling, installation, operation, maintenance and disposal** of 'Construction Products'
9. With regards to **guarantees and warranties**, be clear about what is **covered, excluded and required**

SUPPORT AND COMPETENCE

10. Ensure **technical helpline** contact information is visible

11. Ensure your people are **competent** to the level of knowledge required for their role





INDUSTRY CONSULTATION

A chance to have YOUR say

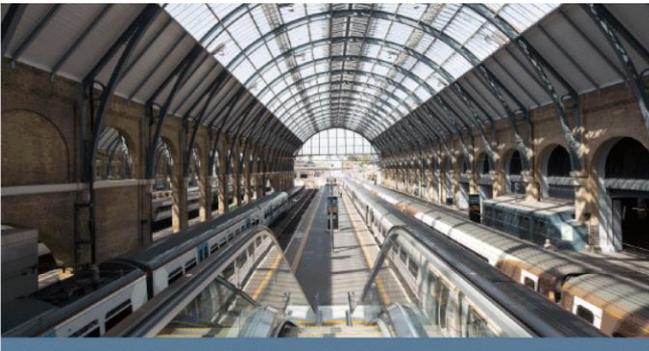
Q11 With regard to PROCESS:

On a scale of 1-5, where 1 is No barrier and 5 is Significant barrier to what extent will each Clause be a barrier to comply:

	No barrier 1	2	3	4	Significant barrier 5
1. Documented sign-off process for creating 'Product Information'	<input type="checkbox"/>				
2. Formal version control process for all 'Product Information'	<input type="checkbox"/>				
3. Use of plain English to ensure accurate representation of 'Product Information' and performance claims	<input type="checkbox"/>				
4. Specific information re Certification, Classification and Industry Standard	<input type="checkbox"/>				
5. Verifiable information when making any product performance claims	<input type="checkbox"/>				
6. Descriptive and physical characteristics of the 'Construction Product' on website	<input type="checkbox"/>				
7. 'Product Information' consistent with Manufacturers' supplied products	<input type="checkbox"/>				
8. Clear information on handling, installation, operation, maintenance and disposal of 'Construction Products' on website	<input type="checkbox"/>				
9. Guarantees/warranties used in 'Product Information', state what is covered, excluded and required to comply with its terms	<input type="checkbox"/>				
10. Ensure technical helpline contact details are visible on your website	<input type="checkbox"/>				
11. Robust training programme to ensure that anyone conveying 'Product Information' is competent	<input type="checkbox"/>				

Consultation objectives

- To understand implementation and execution challenges
 - particularly around the time it may take to be ready
- A sense check
 - have we missed anything?
 - is it clear throughout?
 - are there any areas of concern or ambiguity?
- To raise awareness
 -but **NOT** to challenge whether we do this....!



IMPLEMENTATION

Run and managed by Construction Product Information Ltd
– CPIL

- underpinned by the Considerate Constructors Scheme

- Independent
- Not-for-profit
- Established infrastructure
- Respected
- Also responsible for the Building a Safer Future Charter

An independent Governance Board will be established with an independent Chairman to oversee CPIL

Process for registration still being worked through, but likely to be something like....

- Company registration, and initial online assessment
- Request for information to be submitted for verification
- Direct liaison with an Assessor as final stage in the process

An ongoing audit of information will be undertaken, using AI

- Specific events will require assessment at the time

An annual renewal process involving shorter re-assessment

Complaints process.....

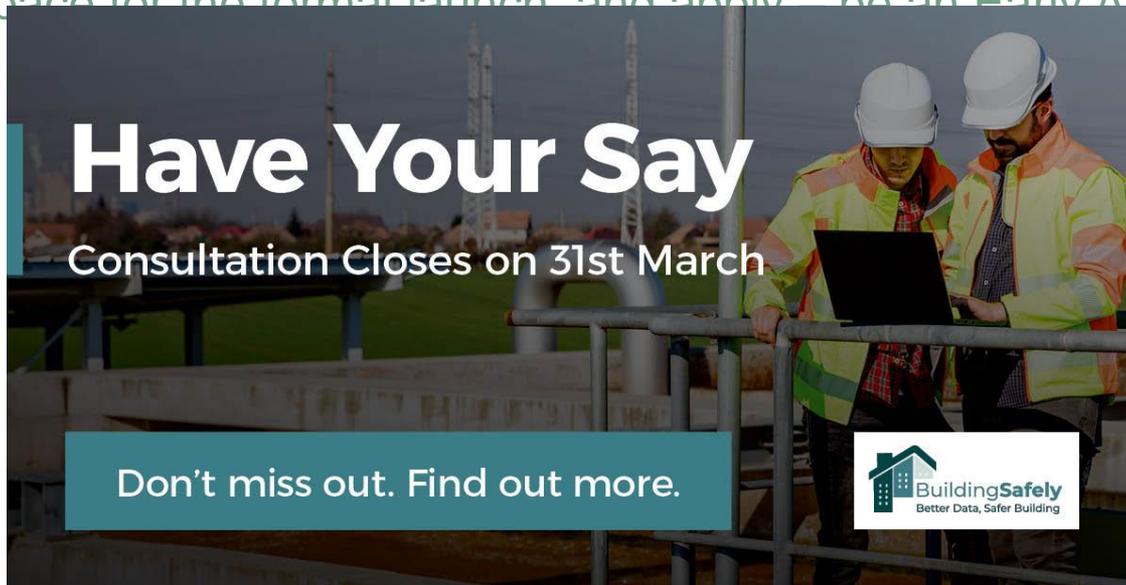
‘SUPPORTERS’

Consideration is being given to establishing a “Supporter” registration for those Organisations that demonstrate their support for this initiative, by working with code-compliant Manufacturers above those that are not

Your view on this is also sought in the Consultation

Help to reinvigorate the integrity in our industry

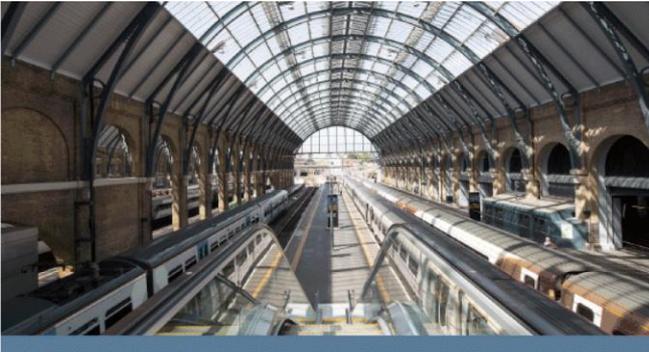
- Download and read the report
- Discuss with colleagues and complete the online Consultation
- Start preparing your Organisation to comply
 - It's the right thing to do – you will be helping to make our buildings safer
- Watch this space for the formal launch, and apply to be an Early Adopter



Have Your Say
Consultation Closes on 31st March

Don't miss out. Find out more.





Thank you for listening

Q & A