



CODE FOR CONSTRUCTION PRODUCT INFORMATION

PREPARING FOR THE CODE*

*pre-launch interim information - November 2021

A CODE TO DRIVE CONFIDENCE, CREDIBILITY AND INTEGRITY

The Code for Construction Product Information (CCPI) will help organisations drive higher standards in the presentation of construction product information, prioritising building safety. The CCPI has been created to promote an urgent and positive culture and behaviour change in the construction product manufacturing industry, ensuring that product information is **clear, accurate, up-to-date, accessible and unambiguous.**

It is a proactive response to Dame Judith Hackett's Building a Safer Future Review in the wake of the Grenfell Tower tragedy. The CCPI will promote confidence, credibility and integrity regarding the verified information provided about the performance of the products manufactured by the construction products industry and used in construction. Construction Product Information Ltd (CPI Ltd) is being established as a not-for-profit organisation with independent governance, to provide independent verification of conformance with the CCPI.

The CCPI seeks to provide assurance that any information about products, whether written in a brochure, a presentation, or on a website or social media, can be relied on by specifiers and users of CCPI verified product information when making design decisions, installing, using and/or maintaining verified products.



THE VERIFICATION PROCESS

The Code for Construction Product Information verification process consists of a product safety-related leadership and culture survey, assurance of organisations product information management systems, and validation of specific product set evidence submitted to demonstrate conformance with the eleven clauses that make up the CCPI, ensuring accuracy in the creation, communication and management of 'Construction Product Information'.

The CCPI has an essential role to play in helping to facilitate culture change and drive development and learnings around a collaborative community of those committed to providing trustworthy and reliable product information.

The eleven clauses cover a wide range of matters from responsibility for product information, accuracy of and clarity of performance claims made, general information and competency. The objective of the Code is that any claim made about a Construction Product must be substantiated by appropriate, clear, and unambiguous evidence.

The Code is built around providing assurance that product information is **Clear, Accurate, Up-to-date, Accessible and Unambiguous.**



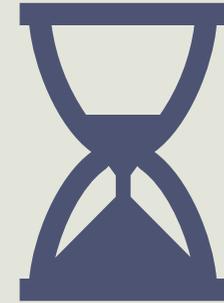
ACTION AHEAD OF REGULATION

Our aim is that clients, specifiers and users will insist on only using CCPI verified products in future. The CCPI will enable:

- **Independent and robust verification, working to regain the trust of the public and external stakeholders, setting the market for UK construction products ahead of others.**
- **Participating companies to benefit fundamentally from organising their systems and processes in relation to product information – supporting conformance with anticipated new regulatory requirements and providing assurance regarding the information provided on the performance and use of the construction products they select.**
- **A focus on culture, leadership and ethics. CCPI will support an environment for healthy challenge within organisations regarding product performance and safety and ensure that product information is reliable and correctly stated.**

It is expected that the Code will go live early in 2022, please head to cpicode.org.uk for updated information.

PLEASE NOTE: THE PROCESS AND INFORMATION DETAILED IN THIS PACK IS SUBJECT TO CHANGE.



CPI LTD GOVERNANCE

CPI Ltd is being established as a not-for-profit organisation with independent governance. As such it will be governed by a Board of Non-Executive Directors who will provide:

- **Strategic direction** – provide valued contributions and act as a constructive critic in looking at the objectives and plans devised by the Chief Executive and the executive team.
- **Monitor performance** – take responsibility for monitoring the performance of the executive management, especially regarding the progress made towards achieving organisational key results and the determined organisation strategy and objectives.
- **Policy** – working with the Chief Executive, set in place policies for the direction of CPI Ltd and the Code.
- **Communication** – help connect the business and Board with networks of potentially useful people and organisations.
- **Risk** – satisfy themselves on the integrity of financial information and that financial controls and systems of risk management are robust and defensible.
- **Audit** – it is the duty of the whole Board to ensure that the company accounts properly to its owner by presenting a true and fair reflection of its actions and financial performance and that the necessary internal control systems are put into place and are monitored regularly and rigorously.

UNDERSTANDING THE VERIFICATION PROCESS

CPI Ltd will use a specially developed online CCPI Verification Portal to gather responses from participating organisations to demonstrate how they meet the requirements of the verification framework. Each organisation will nominate a Code Lead which is usually the competent person who is authorised and responsible for product information (this is anticipated to be a senior marketing or technical manager).

The Code Lead will oversee the uploading of the necessary information, data and evidence that shows how the organisation conforms with the eleven clauses of the CCPI. The Code Lead must first complete a set of preliminary questions in order to tailor the survey and questionnaires for your organisation. These questions include:

- **Details of organisation turnover, organisation size and structure.**
- **Information about your trade body memberships**

After entering the preliminary information, the Code Lead will need to agree to conform with the Code for Construction Product Information and the relevant regulations and accept the CPI Ltd Term & Conditions. Your organisation will then progress through the five key steps of the CCPI verification process – you must successfully achieve all five steps to use the licenced mark for your product set(s):



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LEADERSHIP & CULTURE SURVEY

- The Code Lead will need to arrange to share a brief to chosen respondents to ensure understanding of the CCPI and the survey process.
- The Code Lead will be provided a link to the survey statements and must arrange for distribution to the chosen respondents to anonymously complete. The number of individuals who are sent the survey should be sufficient to achieve the minimum required response rate, which will depend on the size of the organisation. The minimum response rate will be generated automatically by the CCPI Verification Portal.
- The Code Lead must ensure the survey is completed by a representative sample of employees across departments and levels of the organisation.
- The survey is expected to take around 45 minutes for each respondent.
- The Code Lead can review progress on the Organisation Dashboard, including:
 - Number of completed responses
 - Number of respondents in progress
 - Number of invalid responses

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MANAGEMENT SYSTEMS QUESTIONNAIRE

- The Code Lead is responsible for either assigning the questions in the Management System Questionnaire to individuals within your organisation or responding to the questions themselves.
- The questions focus on the systems and processes you have in place for managing product information, for example, how you manage your communication channels and stakeholders; or the process you use to review your product information.
- The Management System Questionnaire can be completed alongside the Leadership and Culture Survey – manufacturers do not need to wait for the Survey to conclude before starting Management Systems.

1Leadership &
Culture Survey**2**Management
Systems
Questionnaire**3**Organisation
Assessment**4**Product Set
Submission**5**Product Set
Verification

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ORGANISATION ASSESSMENT

- Once the Leadership and Culture Survey and Management System Questionnaire are submitted, a CCPI Verifier will review the responses. The CCPI Verifier will check that the responses are complete and provide the necessary evidence that the organisation conforms with the requirements of the CCPI so far.
- Leadership and Culture Survey responses will be assessed by a CCPI Verifier who will also interview a sample of respondents to validate the submissions. The Verifier may also contact those who provided responses to the Management System Questionnaire if clarification is needed.
- If the CCPI Verifier is satisfied that responses to the Leadership and Culture Survey and Management System Questionnaire conform with the requirements of the CCPI framework, they will approve the organisation to proceed onto step four (Product Set Submission).
- Where the Leadership and Culture responses do not demonstrate a culture style consistent with the expectations required to meet the CCPI framework, your organisation will be unable to proceed to step four. Your organisation will receive a report outlining areas for improvement and you should expect that a resubmission would not be possible for at least 6 months to allow time for your organisation to implement the necessary improvements to effect culture change.
- If the CCPI Verifier is not satisfied that the Management Systems responses meet the required standards (but the Leadership and Culture responses do) and thus they cannot proceed to step four, they have two possible approaches:
 1. The CCPI Verifier can ask the Code Lead for more evidence that they meet the Management System requirements; or
 2. The CCPI Verifier can advise that the organisation is too far below the required conformance, providing a report containing the details needed to devise an improvement plan. In this instance, the organisation will need to start the process again at a later date.



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PRODUCT SET SUBMISSION

- Once Organisation Assessment is completed, the verification process opens for Product Set(s).
- Organisations will nominate the person/people/roles responsible for Product Information who will be required to submit documentary evidence, URL's, and other information requested by the CCPI Verification Portal for your product set(s), including:
 - Any certification, classification and Industry approved standard(s) you hold for the product set(s).
 - Any self-declaration of performance of products and evidence to back these up.
 - Product Information available for customers to view.
 - Warranty / guarantee information available for customers.
 - Details of competency requirements, and evidence of competency for all involved in product information.
- The evidence provided must demonstrate that the systems and processes within your organisations for the creation, instigation, management, use and publication of product information are robust and conform with the CCPI.



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PRODUCT SET VERIFICATION

- The report produced by the portal is reviewed by an independent CCPI Verifier.
- Alongside the human-led verification process, the submitted evidence will be assessed by automated processes, including image recognition and web crawlers (i.e. the Verifier will always check the findings of the automated process).
- Where necessary, the CCPI Verifier will contact respondents for further information or to clarify their submissions. This may be via email or by structured interview.
- An assessment session will be held between the CCPI Verifier and the organisation's nominated person(s) responsible for Product Information to validate the assessment findings.
- You can submit your product sets one at a time or altogether – there will be a fee for each product set, but a discount is applied if more than one product set is submitted at a time (see CCPI Fees below).
- If awarded a unique CCPI verification mark it will be licensed for your verified product set for up to two years.
- As well as the licensed verification mark, certificate and schedule of use, CPI Ltd will provide a report, including any suggested improvements for your product information continuous improvement plan.



THE CODE: 11 ROBUST WAYS OF WORKING





CONSTRUCTION PRODUCT:

INFORMATION CREATION

- 1** Have in place a documented sign-off process for creating 'Product Information'.
- 2** Have in place a formal version control process for all 'Product Information'.
- 3** Do not use misleading or ambiguous wording, phrasing or imagery and embrace the use of plain English to ensure accurate representation of 'Product Information' and performance claims.



CONSTRUCTION PRODUCT:

CORE INFORMATION

- 4** Provide specific information where claiming conformance to, or achievement of any Certification, Classification or Industry Standard.
- 5** You will provide verifiable information when making any product performance claims which are outside of Certification, Classification or Industry Standard tests; which must be made available on request and shared in an appropriate timeframe.
- 6** Make available on your website the descriptive and physical characteristics of the 'Construction Product'.
- 7** Ensure all changes affecting 'Product Information' resulting from changes to the 'Construction Product' are identified and reflecting in revised 'Product Information'.

WWW.

CONSTRUCTION PRODUCT:

ASSOCIATED INFORMATION

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Publish on your website and make easily accessible, clear information on handling, installation, operation, maintenance and disposal of 'Construction Products'.

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For any guarantees/warranties used in 'Product Information', your website must state what is: covered, excluded and required to comply with its terms. The guarantee/warranty should be transparent and in a format recognised by the relevant sector of industry.



CONSTRUCTION PRODUCT:

SUPPORT & COMPETENCE

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Ensure technical helpline contact details (telephone and/or email) are visible on your website.

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Have in place a robust training programme (for new and existing personnel) to ensure that anyone conveying 'Product Information' is competent to the level of knowledge required for their role.

CCPI FEES

There are two fee sets for full CCPI Verification, they are:

1. Organisation Assessment Fee:

- Based on company turnover.
- Fee is for steps 1 to 3 - Leadership & Culture Survey, Management Systems and Organisation Assessment.
- Four levels of fees from micro/small company with a turnover of <£1m to very large companies with turnover >£100m.

2. Product Set Verification Fee:

- Based on the product set size and the type of products included.
 - Fee is for steps 4 and 5 – Product Set submission and Verification.
 - Multiple product sets can be submitted at the same time with a discount applied.
- There are strict branding guidelines for use of the unique licensed collective mark
 - If you are unable to calculate a budget estimate for the fees for your organisation from the details given, please contact enquiries@cpicode.org.uk

ORGANISATION ASSESSMENT FEE

Before commencing the five steps of verification, the organisation enters preliminary information to determine the organisation assessment fee to be paid.

- There are four levels of Organisation Assessment fee based on organisation annual turnover
- The assessment fee is renewed every two years.
- The organisation will also be issued an Organisation Assessment report which highlights good practice and areas for improvement.

Company Size	Turnover	Organisation Assessment Fee
Micro/Small	£0 to £5m	£1,750
Medium	£5m to £50m	£3,000
Large	£50 to £100m	£4,250
Very Large	Over £100m	£5,500

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Leadership & Culture Survey



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Management Systems Questionnaire



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Organisation Assessment

PRODUCT SET VERIFICATION FEE

Product Set Verification 'opens' on successful completion of Organisation Assessment.

- In general, a grouping of products with a similar function and certification or a system of products will be considered a product set.
- The fee is based on the number of product sets submitted, and the number and type of products within those submitted sets – these factors dictate the verification time required. There are three types of products:
 - *Product with formal safety critical properties – e.g. structural products or fire safety products which if fail are likely to cause death or serious harm.
 - All other general construction products
 - SMEs (except where safety critical)
- The Product Set Verification fee ranges from £1,000 for small companies with a few general construction products to £12,000 for very large companies with over 10 sets and 1,000's of products including safety critical products.
- If multiple product sets are submitted, the highest risk level is used for all sets

**The definition of formal safety critical products is subject to change with the new incoming regulations.*

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Product Set Submission



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Product Set Verification

COMBINED FEE EXAMPLES

EXAMPLE	ORGANISATION ASSESSMENT FEE	VERIFICATION FEE
Small company; 1 set with 25 products; General construction	£1,750	£750
Medium company; 3 sets with 999 products; Safety critical	£3,000	£8,200
Large company; 1 product set with 450 products; Safety critical	£4,000	£5,200
Very large company; 2 sets with 700 products; General construction	£5,000	£5,000

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Leadership & Culture Survey



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Management Systems Questionnaire



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Organisation Assessment



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Product Set Submission



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Product Set Verification

HOW TO REGISTER

The Code for Construction Product Information verification process will open for registrations in early 2022, initially for invited Manufacturers on a first come first served basis.

Organisations can still register their interest to receive more details ahead of the launch.

For more information visit the website at www.cpicode.org.uk or contact enquiries@cpicode.org.uk.

You can also download the latest FAQ document about the CCPI [here](#).



cpicode.org.uk

