



# WHAT DO EACH OF THE CCPI MARKS MEAN?

## Introduction

The Code for Construction Product information (CCPI) seeks to raise standards in construction product information and move the industry to a place where product information is clear, accurate, up-to-date, accessible and unambiguous. Knowing that a supplier expresses to be in conformance with the CCPI helps to give greater confidence in product information. Furthermore, the CCPI is aimed at helping companies raise their standards in terms of product information creation and management.

The CCPI Mark can be used by companies that have been through the assessment conducted by CPI on their product information, to demonstrate that CPI considers, on the basis of the assessment only, that the product information conforms with the CCPI.

However, please note, the CCPI Mark is not a guarantee or warranty. The CCPI Mark does not replace the responsibility:

- of the product supplier to ensure the product fully complies with all relevant regulation and be fit for market and safe for use; or
- of the user to conduct their own due diligence checks on the product and as to the suitability of the product for their intended use.

**CPI Limited is not the producer or supplier of products or information in respect of which the CCPI Mark is used.**

The CCPI Marks cannot be transferred from one company to another.

For the avoidance of doubt, here is a clear explanation of the meaning and limitations of each of the CCPI Marks:

## CCPI Assessed Product Information Mark



This means that the product information, for a specified group of products – ‘a product set’, has been independently assessed to conform with the relevant clauses and minimum requirements of the CCPI.

The CCPI assessment is based on a ‘trust and approve’ process whereby the Assessor is reviewing evidence of code compliance provided by the manufacturer. Under the CCPI, it is the responsibility of the manufacturer to ensure that there is evidence for all performance or other claims made in product information and that full, accurate and up-to-date information is provided to CPI Ltd throughout the period of use of the awarded Mark(s). The CCPI Mark means that a CPI appointed assessor has reviewed the evidence provided by the manufacturer and on the basis only of that evidence, the product information appears to meet the requirements of the CCPI . Other than such assessment, CPI has not considered the product’s compliance with any standards of quality or safety.

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- of the user to conduct their own due diligence checks on the product and as to the suitability of the product for their intended use.

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## CCPI Assessed Merchant and Distributor Mark



This means that the organisation has been assessed to have the necessary product information processes and systems in place to uphold the CCPI. The organisation has committed to diligently adhering to the CCPI and to proactively promoting and supporting the adoption of the CCPI with their suppliers.

To become a CCPI Assessed Merchant or Distributor the company has been assessed against the 'CCPI Merchant and Distributor Version' to show that the leadership and culture of the company in relation to upholding the CCPI and raising standards in product information permeates throughout the business and that their product information management systems and processes support the principles of the CCPI.

The CCPI assessment is based on a 'trust and approve' process whereby the Assessor is reviewing evidence of code compliance provided by the merchant or distributor. Under the CCPI, it is the responsibility of the merchant/distributor to ensure that full, accurate and up-to-date information is provided to CPI Ltd throughout the period of use of the awarded Mark(s).

The CCPI Mark for Merchants and Distributors does not indicate that any particular product information conforms with the CCPI or constitute any statement as to a product's compliance with any standards of quality or safety.

## CCPI Demand-Side Supporter Logo



The use of the CCPI Demand-Side Supporter logo means a supporting company has made a public pledge commitment to support the implementation of CCPI with their strategic suppliers and manufacturers and require product information to a high standard that has been CCPI assessed. The agreed strapline for use with the logo is 'Committed to supporting the Code for Construction Product Information'. Given CCPI's emphasis on integrity in construction product claims and information, only contractors using products, such as Tier One contractors and sub-contractors; professionals such as architects, structural engineers, surveyors, consultants, planners; interested organisations like Local Authorities who procure construction builds and maintenance; or clients that have returned a Demand-Side Supporters Pledge are able to use their individually issued logo. Therefore, only those companies who continue to adhere to the requirements of the pledge are able to display the logo and promote their participation using the approved wording.

CCPI Demand-Side Supporters, in using the designated logo, have agreed to abide by a clear set of rules that state where the logo can and cannot be applied, (please contact CCPI for list of stipulations of use). In summary, the logo and reference to participation as a Supporter of CCPI cannot be used in any circumstance to make generic, general or specific claims about the Supporting company or any of its projects regarding construction products used by the Supporter company including and especially where it could be misunderstood or introduce ambiguity as to product choice or use.

### **Important information to note please:**

The process to assess conformance with the CCPI has to work within a complex environment where the testing, certification, standards etc, upon which product claims are based are known to be complex and in need of overhaul and update, for example, as raised in the Hackitt Building a Safer Future Review and the Morrell/Day Independent Review of Testing and Certification.

The CCPI assessment process will therefore necessarily evolve as the standards and testing for the industry gets better over time and in fact the CCPI will play a critical part in helping to raise standards. **In this landscape, CCPI third-party independent assessment makes a critical contribution to greater confidence in the product information provided.**