

How a top appliance manufacturer saves time and confusion with BSOL



“Our engineers can be at a factory in the middle of nowhere and quickly download the latest British Standard.”

Craig Asbridge
Engineering Manager
Pulse Home Products

Customer needs:

- Accurately translate designs from their UK office to their factories in China
- Cut time-to-market so their products are on the shelves before competitors'
- Stay ahead of changes in standards and legislation.

Customer solution:

British Standards Online (BSOL) provides online access to the most complete collection of British, and adopted European and international standards available.

Customer benefits:

- Better understanding of UK requirements, from factory to retailer
- Reduced manufacturing errors
- Faster development of new products, including by non-engineers
- Increased ability to anticipate legislation.

Background

Pulse Home Products has been creating appliances for nearly 20 years. They operate a number of brands; including the well known kitchen appliance brand Breville, which started off as the ubiquitous sandwich toaster. They now cover every major category for small appliances, with brands such as Hinari, Nicky Clarke Electric (personal care) and Dirt Devil (vacuum cleaners).

Pulse Home Products are based in Royton, near Manchester, and also have offices in Hong Kong and Shenzhen in southern China where most of their manufacturing is based.

Their products are designed specifically for the UK market, but are also sold into Europe.

Why choose BSOL?

The main driver for Pulse Home Products to use standards is ensuring compliance with legislation, for which they use BS 60335 and its various parts. They also watch for changes within the BS 60335 series to help inform what they need to be doing in future developments.

'One of our key challenges is dealing with China, with the differences in language, time and distance.' says Engineering

Manager Craig Asbridge. 'We have seven engineers in China... Previously the guys would either beg and borrow (standards) from factories when they wanted to review a particular point, or we'd be scanning extracts and sending them over.'

It's also important for Pulse to have fast and easy access to standards. 'Development time is an opportunity cost.' says Craig. 'Certain retailers only rebuild their ranges twice a year, and if you miss those opportunities it could be 12 months before you can get a product into the stores.'

How BSOL is used

Pulse Home Products subscribes to module 54, Domestic Equipment & Appliances. They also have a custom collection of 25 documents, which they are continuing to build over time. This covers everything they need.

The benefits

BSOL has helped address the challenges of working across different countries, by giving everyone access to the same document. 'Now our engineers can be at a meeting in a factory in the middle of nowhere, and quickly download the right British Standard. It's addressed a lot of the communication issues.' says Craig.

It's also helped Pulse to stay up to date with standards. 'Now we don't have to wait until the standard is shipped out to us. We've got alerts set up for individuals, and I have core alerts that I send out to the whole department.'

'In the past we'd buy one paper copy of the standard and hold that in our evaluation lab and we'd often be scrambling around looking for it. Now we don't have any of that, it's just one minute to find it, download it, and it's there on your desktop.'

Technical authors and industrial designers are also now using standards as part of their work, saving mistakes and time spent answering questions.

Would Craig recommend BSOL? 'Absolutely,' he says. 'I think in terms of empowerment, it's given people a lift. It means we're not missing anything and are able to keep up with what's changing.'

Your business could benefit from British Standards Online (BSOL), just like Pulse Home Products.

To find out more visit shop.bsigroup.com/BSOL or call +44 20 8996 9001 for details.



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