



## BSI Kitemark™ gives Barnet Window Company clear competitive advantage

"The BSI Kitemark is a stamp of approval and shows we are a professional company offering quality products and exceptional service, right from that very first phone call to the installation. The BSI Kitemark has helped us to standardise our practice in accordance with the BSI regulations."

**Tommy Rose**  
Director  
Barnet Window Company

### Barnet Window Company needs

- Looking for a strong differentiator to stand out from other 'double-glazing' companies
- Seeking a trusted organization with industry knowledge, technical expertise and client support to help through the certification process
- Seeking a quality assurance scheme which was most recognised and known

### Barnet Window Company benefits

- Competitive advantage through BSI Kitemark recognition
- Demonstration, through third-party certification of premium offering for customers
- BSI Kitemark acts as a compelling selling tool



## BSI Case Study: Barnet Window Company

### Customer background

Barnet Window Company is a family run business that has been providing the highest quality premium home improvement service for over 25 years. Its core offerings are bespoke timber alternative windows, doors and conservatories. With a turnover of 1.4 million, its main client base consists predominantly of residential/house owners in the North London and surrounding areas.

Honesty, trust and quality have remained the key values of Barnet Window Company since it first launched operations in 1987. Specialist advisors, experienced craftsmen and attention to detail are carefully combined to deliver an excellent customer offering from initial inquiries right through to installation and aftercare. As a result customer loyalty and personal recommendation remain high.

### Customer needs

Barnet Window Company's original needs were to achieve a key differentiator within a very competitive marketplace. They were looking for a quality approval mark which could match their premium customer offering, core values and build upon their excellent reputation. It was recognized the BSI Kitemark could help support their competitive advantage, due to its level of recognition and its reputation for quality, safety and trust. 72% of consumers trust the BSI Kitemark and believe it shows a reputable company.\*

By gaining a BSI Kitemark for window installation, Barnet Window Company was looking to demonstrate its ability to deliver a robust and reliable installation service. Based on the recognized industry standard, the BSI Kitemark for window installation looks at the critical installation elements and is a very thorough third-party auditing



process. The design, surveying, installation practice, staff training, property care, compliance to building regulations, material quality and inspection of completed installations are all assessed to make sure compliance is maintained, time and again.

### Implementation

The implementation process was straightforward for a number of reasons. Many of the elements and best practice processes were already in place. Key staff were involved too, including office staff, fitters and suppliers which helped to make sure the process was fully embedded. In addition, BSI staff were key in helping guide Barnet Window Company through the process. Guidance included onsite visits and prompt responses to specific queries. As a result, from start to finish, implementation took only six months.

### Results

Barnet Window Company have maintained the standards which were required from the very beginning, and the BSI Kitemark has delivered the mark of approval they were looking for. Improved customer satisfaction and process improvements have been the key benefits which Barnet Window Company

has seen as a result of achieving the BSI Kitemark. Retail sales have increased as a result of using the BSI Kitemark as a mark of distinction.

Primarily used as a key selling tool and differentiator, "the BSI Kitemark is a well-regarded brand, and it reinforces that we too are well regarded and respected as a double-glazing company" Tommy Rose, Director.

[www.barnetwindowcompany.co.uk](http://www.barnetwindowcompany.co.uk)

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

**To speak to an advisor call:  
0845 0765 606**

**visit our website:**

**[bsigroup.com/windowsanddoors](http://bsigroup.com/windowsanddoors)**

**or email us at:**

**[product.certification@bsigroup.com](mailto:product.certification@bsigroup.com)**

\* GfK NOP Business Survey, Dec 2010



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