

● Home is where the Kitemark is

Your Guide to the Home Kitemark™



bsi.



There's no place like a Kitemark Home



Kitemark Home is a new certification scheme designed to enhance trust between homebuyers and homebuilder, boosting the wider housing sector.

BSI's Kitemark has been a mark of trust and quality of the highest standard within the construction sector for decades. Now the Kitemark Home scheme will help housebuilders differentiate the quality of their homes and increase the confidence and trust of the homebuyers.

The Kitemark Home scheme has been developed from a purpose-driven position that everyone should be entitled to live in a safe and secure dwelling, that minimizes impact on the environment and is energy efficient.

The new scheme will provide reassurance to the consumer that they own a home that features quality marked products, rigorously tested to the highest standards by accredited laboratories.

Kitemark Home will enable the house builder to demonstrate their claims around their approach to quality, great products and high levels of workmanship through the scheme's independent verification processes and ongoing assurance.

Kitemark Home – built on strong foundations



Aspects of Kitemark Home will incorporate themes relating to safety, security and sustainability within a home. These include:

● Sustainable:

- The Kitemark Home will have a minimum energy performance certificate (EPC) rating of B
- Thermal insulation, water pipes and fittings (potable, soil and waste, rainwater and heating)
- Renewable energy generation** where applicable
- The housebuilder uses installers of heating, hot water and water supply systems who are certified as competent*

● Secure:

- Connected devices certified as cyber secure
- External security lighting
- Enhanced security windows and external doorsets
- Roof tiles and flood products
- The housebuilder uses installers of windows, external doorsets, roof coverings and roof structures who are certified as competent*

● Safe:

- Smoke and carbon monoxide alarms
- Cables, sockets, switches, EV (Electric Vehicle) chargers and electrical appliances
- The housebuilder uses installers of gas appliances, fire detection systems, carbon monoxide alarms and electrical installations who are certified as competent*

**applicable to new homes that use renewable energy as the main source of energy. This includes but is not limited to wind turbines, photovoltaic modules (solar panels) and/or thermal solar systems.

*person or an organisation carrying out the works are registered to appropriate competent person schemes.

BSI's new construction Kitemark – a home run for housebuilders

Housebuilders who certify against Kitemark Home will be able to differentiate themselves in the market by demonstrating their approach to building quality homes that are enhanced by rigorously tested and certified products and installed by competent workers. They will also be able to showcase a consumer first approach, which is independently certified.

In a 2022 YouGov survey, 97% of respondents agreed that if a newly built residential property held a BSI Kitemark, they would feel more confident that it was more; safe, secure and sustainable.

In the same survey, approximately 1 in 2 homebuyers said they would pay more for a Kitemark Home.

The Kitemark scheme will enable builders to demonstrate their commitment to carbon reductions by achieving a minimum energy performance certificate (EPC) rating of B and incorporating the right products, materials and appliances into their build specifications.

A Kitemark Home will reinvigorate the trust between a house builder and homeowner, demonstrating that products within the home have been tested above and beyond minimum safety requirements.

Developers can showcase their commitment to the quality of their homes through their people, processes and supply chain by meeting Kitemark Home scheme requirements and utilizing competent persons throughout the build process.

Housebuilders are certified against the scheme, to produce highly enhanced quality homes that have been independently verified. Also, the scheme requires the builder to meet certain requirements of ISO 9001, a quality management system which will support the builder in continual improvement.

Housebuilders have stringent targets to meet by 2025, as part of the UK Government's net zero aspirations and commitments to sustainable homes. The Kitemark Home scheme can support you on this journey through the achievement of a higher EPC rating.

Kitemark Home – putting Housing Associations on the home straight

Kitemark Home will provide housing associations with the confidence that products installed in their homes are of a high standard, comply with energy efficiency targets and ensure occupants' safety from risks such as fire, flooding and gas leaks.

'Certified landlords will benefit from the assurance that they are using certified and trusted products and can avoid the pain and cost of re-housing residents while poorly installed or uncertified products are replaced. Doing this could reduce the likelihood of complaints from residents and associated negative social media mentions.'



97% of homebuyers agree that a BSI Kitemark Home would make them more confident the home was safe, secure and sustainable.*

1 in 2 homebuyers said they would pay more for a Kitemark Home.*

*2022 YouGov survey, based on the answers of 3018 respondents.

Home and dry with BSI's new Kitemark

The BSI Kitemark is a renowned symbol of the highest standards in quality and trust, with over 120 years of heritage. When it matters most, trust the BSI Kitemark.

Kitemark certification is exclusive to BSI and is a gold standard for safety, performance and reliability, differentiating holders from the competition. It has far reach as a quality and safety symbol with our in-house laboratories carrying out safety and performance testing to support Kitemark certification.

Kitemark Home offers peace of mind to specifiers and purchasing professionals that they are using the best products for their projects, while buyers benefit from the reassurance of enjoying the highest quality products within their home.

The BSI difference is that the Kitemark ensures continual assurance, continuously reflecting the changing works in terms of standards, accidents, regulations, technology and market expectations. Products covered by the scheme will be subject to regular factory inspections and scheme updates as the market moves forward.

Get in touch today and find out more

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