

CCF Code for Construction Product Information Policy

CCF Ltd are committed to improving standards within the construction industry and recognise that, as an organisation in the centre of the construction product supply chain, we have a duty and a critical role to play in helping customers make correctly informed purchasing decisions.

Correctly handling product information is crucial to that role and CCF is committed to play our part in ensuring that construction products are accurately represented by our employees and within any product information that we may create or re-create (e.g. within our website or marketing materials or other digital or printed content).

In seeking to achieve the above we are committed to the principles of and processes of the Code for Construction Product Information (CCPI) as a means to help the industry ensure that construction products are accurately represented across product manufacturers and distribution businesses.

Specifically in this product information policy we are committed to the following:

1. Supporting the principles of the CCPI scheme and encouraging all our suppliers to seek alignment with the clauses of the CCPI and preferably to have their product data CCPI assessed.
2. Creating and maintaining internal processes which ensure that any product information created or shared by CCF Ltd is done so in accordance with the clauses of the CCPI and is free from ambiguous or misleading wording or exaggerated claims.
3. Reserving the right to reject or refuse to use suppliers product information and images where it does not align with the principles of CCPI (for example, by using words or phrases that exaggerate or are ambiguous or otherwise do not accurately reflect the construction products performance*).

If you have any questions about this policy please get in touch with your CCF contact.

*Guidance on words and phrases to avoid can be found in the CCPI "[Words and phrases to avoid using](#)" document which can be found on the CCPI website.

Signed: *Adam Taylor*

Role: Group Heavyside Director