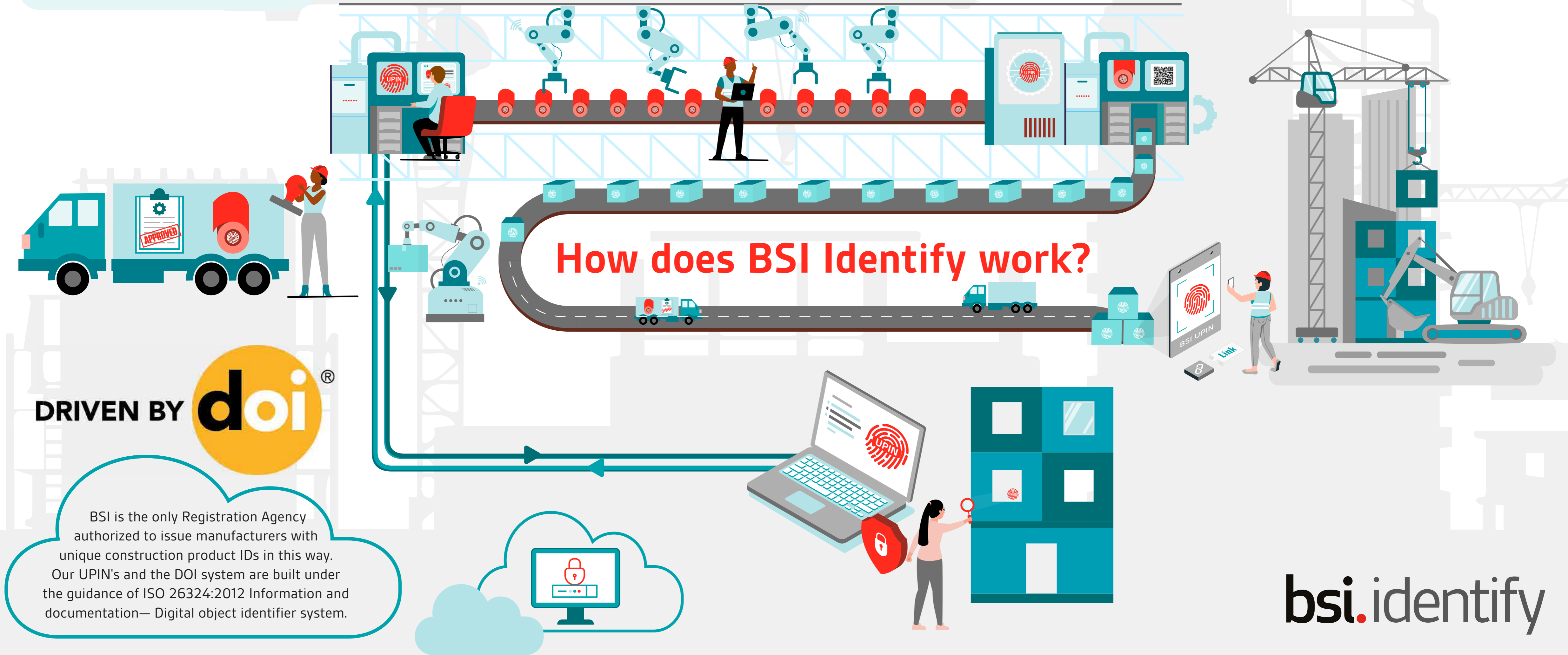


# Put safety first. Reduce customer risk with the digital identification service that provides accurate product verification and information

- 1** BSI Identify issues manufacturers with a unique, enduring and traceable identifier called a BSI UPIN (Universal Persistent Identification Number) to every product that's specified and incorporated in a building structure.
- 2** It holds these UPINs in an accessible and searchable registry. The technology used ensure that the link cannot be broken.
- 3** The manufacturer can then mark or tag their products with the UPIN. They can be included on the physical product via labels, within QR codes, NFC or RFID tags, as well as in any digital records of a building.
- 4** The BSI UPIN then acts as a smart link that can signpost users to a product landing page where they can quickly find all the most up-to-date information on a product. The manufacturer is in control of this open-access page, ensuring that there's one single definitive source of information on the product.



BSI is the only Registration Agency authorized to issue manufacturers with unique construction product IDs in this way. Our UPIN's and the DOI system are built under the guidance of ISO 26324:2012 Information and documentation— Digital object identifier system.

