

Why BSI Identify is a great fit for Insulfix



The story at a glance

- As a young company with a new product, Insulfix wanted to demonstrate to its customers that it was an expert construction business that would serve them well and be around for a long time.
- The team set out to engage with respected industry organizations like BBA and BSI, whose association with Insulfix would add weight and credibility to the company.
- Insulfix joined BSI Identify as a way of making sure its customers could always access the information they needed to find and install its products quickly and easily.
- The company can now be confident that its information is always available, while its association with BSI reassures its customers and builds its reputation in the industry.

Background

In 2016 a carpenter called Jason Cureton was wrestling with a familiar building problem: how to fit insulation boards between rafters in cramped loft spaces. Like many builders, Jason had found this a frustrating and time-consuming task for years.

But after a particularly difficult session, he came up with the idea of a plastic sleeve to hold the insulation in place. This proved such a quick, simple and effective solution that he founded a company – Insulfix – to manufacture and market the product, calling it Insulfix Track.

In 2020, Rob Warren joined the Insulfix team as Technical Consultant. “When I saw Insulfix Track for the first time, I thought it was a fantastic idea: one of the best things I’d seen in construction,” he says.

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“It’s a way for anyone to find information about a product when they want it – today, tomorrow, until the end of the project and beyond.”

"It was one of those meetings that stick in your mind," remembers Rob, "because every person around the table could see the advantage of Identify for their particular role. And I thought, wow ... this is something that applies to the whole of construction and there are very few things that do that."



Customer need

After years in the construction industry, Jason and Rob were very aware of the problems with product traceability. Substitutions and changed applications can lead to poor-quality buildings, and confused or missing information adds to the problem.

"It doesn't matter how good your information is – if people can't find it, it's useless," says Rob. "We wanted our customers to be able to find all the information they need about our products at any time. And of course, that's vital for everyone else involved in a project too."

There was also another challenge. Jason and Rob were confident that Insulfix Track would improve their customers' lives. But as a young company with a brand new product, they needed to convince customers that they were a serious business and would be around for the long term. They realised that the best way to build their reputation in the construction industry was to work with respected industry organizations.

The solution

Some years previously Rob was at a presentation. "I was looking into how companies can achieve BIM Level 2," he explains "and it became clear that the most important letter in BIM is the 'I' – the information."

The presentation mentioned BSI Identify, a service being developed to provide unambiguous identification for products and the long-term persistent storage of associated product information. It worked by using a

digital ID called a UPIN (Universal Persistent Identification Number).

And when I heard about the concept of Identify I just felt it was the missing piece of the jigsaw, because it's a way for anyone to find information about a product when they want it – today, tomorrow, until the end of the project and beyond. That persistence of the data is absolutely key. To me it seems a fundamental requirement, because information is so important in the built environment."

Rob was so excited by the possibilities of BSI Identify that he volunteered to be part of the industry steering-group that was developing it. "I thought it was a great opportunity to make a difference in construction, and I really wanted to be part of it," he explains. At his first meeting he sat down with representatives from across the whole of the supply chain, from specifiers to manufacturers to distributors and facilities managers.

So on joining Insulfix in 2020, Rob was quick to recommend BSI Identify to its founder, Jason. "I could see it would be a very good fit for an innovative company like this," he explains. "And because of Jason's on-site experience, he immediately saw that it was a no-brainer. For example, different pieces of track can look very similar but a UPIN lets fitters scan and identify each one correctly; they can also scan a QR code to go straight to our video that shows how to install the boards quickly and easily."



Customer benefits

One of the prime benefits for Insulfix is having a third party looking after their information. says Rob. "We know that if our website falls over one day, people can still access that information elsewhere. And we're also kept informed if there are issues with any of our links. It just made sense to me to let someone else handle all that."

"Being part of BSI Identify gives us the peace of mind that our information will not go missing,"

"It's also reassuring for customers to see our links with BSI, because it's such a well-known and trusted name," he adds. "A small and relatively new company like ours definitely benefits by association. When someone scans the QR code, it takes them to a BSI Identify page where all the information is stored. It's very smart and very authoritative. They can then click to see the video showing how they can install the boards quickly and easily."

As Insulfix expands its range of products to cover more rafter sizes, it will create new BSI UPINs to make sure that its customers will always know what they have and how it should be used.

Rob strongly encourages other manufacturers to join BSI Identify. "People in construction spend a lot of time, effort and money on gathering information about their products and how to install them," he explains. "All that goes to waste if a customer can't find that information. And if they try to do the installation themselves, or if they use a substitute product, that can create a building performance gap."

Rob sums up: "It's just a way of saying you care about your customers. I want to make sure our customers always have information at their fingertips which will help them do a better job. BSI Identify is a great way for us to make that happen."

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Next steps

Find out how BSI Identify is transforming product traceability to make construction safer.

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