WPA
Wood Protection Association

in collaboration with

Timber Trade Federation
growing the use of wood

INFORMATION

Ref: WPA **CCPI**
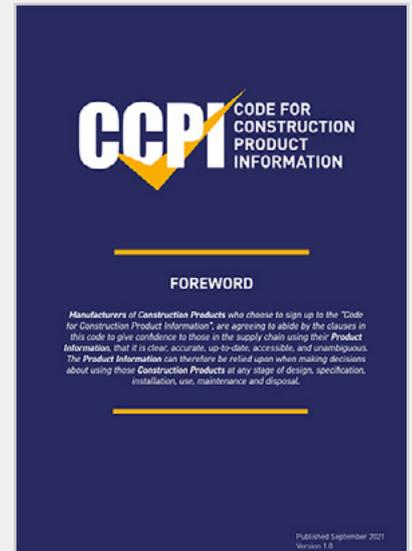
Issue 2: October 2021

Implementation Advice

Code for Construction Product Information (CCPI)

The UK is raising the bar on performance information supplied with construction products with Isuue 1 of the CCPI, published in September 2021.

Developed by the Construction Products Association, CCPI is in response to one of the key findings of the enquiry into the Grenfell fire which confirmed that shortcomings in product information had contributed to the disaster. Particular concern was raised about inadequate specifier guidance, product information, marketing materials and performance testing claims.

FOREWORD

Manufacturers of Construction Products who choose to sign up to the "Code for Construction Product Information", are agreeing to abide by the clauses in this code to give confidence to those in the supply chain using their Product Information, that it is clear, accurate, up-to-date, accessible, and unambiguous. The Product Information can therefore be relied upon when making decisions about using those Construction Products at any stage of design, specification, installation, use, maintenance and disposal.

Published September 2021
Version 1.0

What is the CCPI?

Covering all construction products and systems, the Code asks all those involved in marketing, sales, distribution and installation of construction products to ensure that information provided to buyers is **clear, unambiguous, accurate, up-to-date** and **accessible**.

This is to ensure that any 'competent' individual working with or installing the products can understand how and where to use them, how they will perform in service and the limitations of use.

For the time being, signing up to the Code and its associated auditing requirements will be voluntary. However, the benefits of being able to demonstrate best practice in such a vital area are clear. Making your company ready to offer customers the highest levels of customer service, technical information and ethical standards of behaviour will benefit your reputation and thus your potential for enhancing sales.

How does this impact my wood protection business?

These are measures that the WPA has been lobbying for many years and which we hope will help to tackle two key challenges for our members and their trading partners –

> **The safety critical issue of inadequate specifications, false claims and/or poorly performing 'flame retardant' products in our sector.**

> **The need for accurate, consistent and unambiguous specification of preservative treated wood products**

Three very practical examples of how this Code would work would be the non-compliance of vague, ambiguous and potentially misleading terms such as:

> *Garden Sleepers*: which are not sleepers in the original sense of the word and will not perform to the same degree.

> *Green Treated Wood*: where end use application/Use Class is not specified, meaning that the wrong product will probably be supplied.

> *FR treated Far Eastern Plywood*: where the precise species mix of the material is not specified and/or there is inadequate or inappropriate supporting fire test certification data.

The new CPA Code, made up of **11 clauses** shown overleaf, aims to set the benchmark for how product information is presented and marketed by manufacturers.

CCPI will help reinforce the drive for change in treated wood product information. The WPA and TTF are encouraging all members, regardless of whether they may be directly affected by this code of best practice, to align themselves with the ethics and good business sense behind its development, and to ensure they can demonstrate to customers their conformity with the principles and practices which it comprises.

www.cpicode.org.uk

Make sure it's 4 Use Class 4 GROUND CONTACT

Implementation Advice
Code for Construction Product Information (CCPI)

Code for Construction Product Information: Eleven Robust Ways of Working

'Manufacturers' of 'Construction Products' who choose to sign up to the *Code for Construction Product Information* are agreeing to abide by the following requirements. This is in order to give confidence to those in the supply chain using their 'Product Information' that it is clear, accurate, up-to-date, accessible and unambiguous and can therefore be relied upon when making decisions about using those products at any stage of design, specification, installation, use, maintenance and disposal.

Code compliance will rest with the producer/manufacturer/importer of the product and, beyond that, those who may change the initial material into other 'new' construction products, i.e. converting from solid wood planks into decking.

Information Creation

1. Have in place a documented sign-off process for creating 'Product Information'.

2. Have in place a formal version control process for all 'Product Information'.

3. Do not use mis-leading or ambiguous wording, phrasing or imagery and embrace the use of plain English to ensure accurate representation of 'Product Information' and performance claims.

   i) *Do not use words or phrases that exaggerate and/or do not accurately represent, a Construction Product's performance or capability.*

   ii) *If in any doubt as to which words, phrases or imagery would be appropriate or acceptable, please refer to the appropriate Trade Association for clarity.*

Core Information

4. Provide valid and demonstrable documentation where claiming compliance to, or achievement of, any Certification, Classification, or Industry Standard.

5. You must provide specific documentation when making any product performance claims which are outside of Certification, Classification or Industry Standard tests.

6. Make available on your website the descriptive and physical characteristics of the 'Construction Product'.

7. You must have a documented process ensuring all changes affecting Product Information resulting from changes to the Construction Product are identified and reflected in revised Product Information.

Associated Information

8. Publish on your website and make easily accessible, clear information on handling, installation, operation, maintenance and disposal of 'Construction Products'.

9. For any guarantees/warranties used in 'Product Information', your website must state what is: covered, excluded and required to comply with its terms. The guarantee/warranty should be transparent and in a format recognised by the relevant sector of industry.

Support and Competence

10. Ensure technical helpline contact details (*telephone and/or email*) are visible on your website.

11. Have in place a robust training programme (*for new and existing personnel*) to ensure that anyone conveying 'Product Information' is competent to the level of knowledge required for their role (*this will particularly apply to those in sales and marketing front line and/or management roles*).

To support our members and the wider market in adopting the CCPI, WPA has introduced a new **Training & Marketing Resources Accreditation Service.** Applications will be assessed against the CCPI criteria and the broader need to support good practice throughout the supply chain. Please contact WPA for further details on how to apply for this value added accreditation or any other aspect of CCPI compliance.

For further information or advice, please contact either :

The Wood Protection Association | **www.thewpa.org.uk** |Tel: 01977 558 274 | Email: contact@thewpa.org.uk

The Timber Trade Federation | **www.ttf.co.uk** | Tel: 020 3205 0067 | Email: ttf@ttf.co.uk