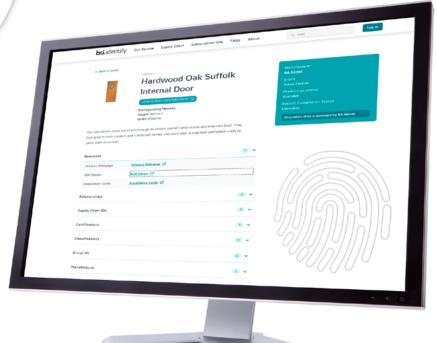# bsi.identify

Put safety first.
Protect your customers and your reputation.

BSI Identify is the digital identification service that improves industry safety by ensuring the traceability of your products and the accuracy of your product information.

Demonstrate your commitment to customers and to a safer supply chain by providing permanent and accurate access to your product information.

Create your digital fingerprint in 3 steps

1. Receive unique, permanent identifiers

BSI Identify will issue you with a unique, permanent and traceable identifier called a BSI UPIN for each of your construction products at unit level.

2. Ensure accurate product identification

You can then mark or tag your products with the UPIN, which acts as a smart link to signpost users to a page where they can quickly find all your most up-to-date information.

3. Maintain one single source of information

Supply chain operators scan the UPIN and are directed to an open-access page, controlled by you, ensuring that there's one definitive, accurate and up-to-date source of information.

Why join BSI Identify?

- ⊘ Demonstrate your pledge to product safety
- ⊘ Enhance your reputation as a responsible manufacturer with integrity
- ⊘ Reassure customers by giving permanent access to accurate product information
- ⊘ Mitigate the risk of product substitution
- ⊘ Do the right thing and put safety first

Your manufacturer's package

As a subscriber, you'll receive:

- A unique UPIN identifier for all your registered products, with unrestricted onward use
- An open-access information page for each product, that will stay there permanently

Find out more: www.identify.bsigroup.com | sales.identify@bsigroup.com | +44 (0)20 8996 7029