



KNOWLEDGE HUB

Guidance note for marketing executives

Following the tragic fire at Grenfell tower in 2017 the industry stepped up to the plate to look at itself, to identify where the risks were and what could be done to address the gaps that were identified.

Some of these issues centred around how products were marketed and the use of ambiguous wording. This short guide has been produced to help marketing executives and copywriters to be aware of what to avoid and what to use.

Code for Construct product information (CCPI) <https://www.cpicode.org.uk/> was formed from an industry working group to help organisations drive higher standards in the presentation of construction product information, prioritising building safety, and is available to guide best practice on providing performance information.

The CCPI is built around these five ‘acid tests’ - product information must be:

- Clear,
- Accurate
- Up-to-date
- Accessible and
- Unambiguous.

Let’s address ambiguity.

It’s a marketers role to point out what’s good, what’s unique and why it’s the best option and it’s also the area where phrases can be unclear when it comes down to describing performance, for example describing a product as fire proof or sound proof (which incidentally don’t relate to a performance test standard) or stating its compliant without more substantial information could lead to the product being inappropriately used with dire results.

Words used and why they are not appropriate and alternatives.

Words and descriptions to avoid	Reason	Suggested words and phrases to use.
Fire proof Heat proof Flame proof Fire safe Fire blocking Fire rated* Fire Resistant *	Proof, safe, blocking are examples or words that are not mirrored in any performance tests and should be avoided. All of these terms are ambiguous because products are tested to be, either fire resistant or have a reaction to fire classification.	Fire resistant FR 30-60-90 tested in accordance with BS 476-22 Test report NoXXXX Fire resistant EI 30-60-90 tested in accordance with BSEN 1364-1 and classified using EN13501-2 Test report No xxxx

<p>*Unless it's supported by a classification or appropriate fire test report</p>	<p>In the case of fire resistance, (<i>which is a products ability to stop the passage of fire, hot gasses and ensure that the temperature is contained with a set of parameters</i>), can currently be tested using two tests standards and still be compliant with the Building regulations and guidance set out in approved Document B (ADB)</p>	<p>Reaction to Fire classification should include the classification. A-F on how much the material contributes to the spread of flame. S1-3relates to smoke propagation D1-2 relates to flaming droplets as shown in the classification report following the test.</p>
<p>Fully fire tested</p> <p>Meets current building regulations.</p>	<p>Again, these are ambiguous. Descriptions should be clear and specific. If a product is tested, be clear and reference the test and the resulting class or classification.</p> <p>Its impossible to know where the product will be used or even which approved document it refers to so avoid saying it meets the building regulations.</p>	<p>Tested in accordance with the test shown in the test report and classified using the classification standard shown in the classification report</p>

The CCPI have a useful Words and Phrases to avoid using Here https://www.cpicode.org.uk/wp-content/uploads/2023/03/Words-and-Phrases-To-Avoid-Using_Feb-2023.pdf

The CCPI Code has eleven robust ways of working and ensuring compliance, the first three are useful to consider here as process to reduce risk

- 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.

All eleven ways of working can be seen here <https://www.cpicode.org.uk/ways-of-working/>

[NOTE: although this guide discusses the importance of using the correct terms when describing the fire performance of products when they are correctly specified and installed in the built environment the same issues apply to acoustic performance, here some examples](#)

<p>Sound proof dB rated X dB without specifying the classification eg R_w</p>	<p>Airbourne sound insulation Structure borne sound insulation. Sound absorption</p>
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