

In recent times the profile of timber has increased significantly, driven by the environmental credentials of the material and the added value treated wood products can bring.

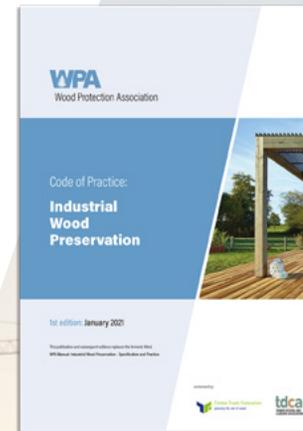
The WPA/TTF campaign to raise awareness about the correct specification and use of treated wood is helping to build market confidence and grow demand further.

As part of this, we have developed a range of communications and training resources for use by members of both organisations.

As the new **Code for Construction Products Information (CPPI)** starts to impact the need for improved product data, it is likely that more communications and training resources will be produced by organisations and independent consultants for specific target audiences.

This is to be welcomed – it is something the WPA has been lobbying on for many years.

Although WPA is and should be the lead body on all matters regarding wood treatment, we are not the only source of expertise and advice. However, one of our key roles is to set standards and help our industry ensure that information provided to buyers is **clear, unambiguous, accurate, up-to-date** and **accessible** in line with the CCPI requirements. To support this, we have created the **WPA Accreditation Service**.



[www.thewpa.org.uk](http://www.thewpa.org.uk)

## How does CCPI impact my wood protection business?

We hope it will help to address 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.

The **WPA Accreditation Service** is designed to help members, third party organisations and key stakeholders in the treated wood supply chain, who want assessment and endorsement of their resources – anything from product marketing and technical information to training collateral.

- ✓ Applications will be assessed against the CCPI criteria and the broader need to support good practice throughout the supply chain.
- ✓ Dependant on material, up to two experts from the WPA team will review the resource and issue a short report with suggestions for improvement (if any) prior to accreditation.
- ✓ On approval of a final version, the WPA accreditation logo will be issued, which can be applied to the accredited material.
- ✓ Accreditation lasts three years, during which time the WPA will list Accredited Resources on its web site.

The baseline application fee for resource accreditation by the WPA is: **£450 + VAT** for WPA members, **£900** for non-members, payable in advance.

A fee supplement may be due for certain resources which require significantly more time to assess. Further fees will be payable if the application is incomplete and assessment of additional data after the original assessment is necessary.

In the event that WPA accreditation of the resource is not recommended the application fee is non-refundable.

For full details, get in touch with the WPA.



**WPA** ACCREDITED RESOURCE  
Wood Protection Association

## What is the CCPI?

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.

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.



The Wood Protection Association can help monitor standards of information and add value to third-party organisations through the concept of the **WPA Accredited Resources service** – this could be anything from a piece of literature, a poster, website page or a training course.

**Get in touch for more details.**

**NEW**



## Training & Marketing Resources

# Accreditation Service



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