

Ceasefire demonstrate product quality through LPCB certification

Fire safety is paramount, and the quality of the equipment used is integral to this. In order to distinguish their products from other offerings in the market, Ceasefire have relied on LPCB certification as a key differentiator.



Case Study



Challenge

The use of effective fire safety equipment is of the highest importance and is instrumental in saving lives and protecting property.

Ceasefire – a leading India-based manufacturer of firefighting products – works with companies across a broad range of industries. In order to differentiate their 360 degree-unified firefighting product portfolio from other products in the market, Ceasefire required assurance of testing to rigorous safety standards. However, with numerous organisations offering testing and third-party certification, Ceasefire had to determine which was best placed to start their journey with based on several factors, including level of expertise and worldwide recognition.

As Vishal Solanki, Marketing Head at Ceasefire, explains, "Ceasefire extinguishers and systems are designed and manufactured at the very forefront of technology in the company's state-of-the-art manufacturing facility that guarantees top-of-the-line quality for consumers.

"However, to substantiate the high-quality promise of Ceasefire, the company wanted an independent assessment of its products by a world-renowned quality agency which could second the quality claim of its products and services, worldwide".

Benefits



Expertise

Demonstration of compliance with well-recognised industry standards



Opportunities

Certification has opened new international markets for Ceasefire



Certification

LPCB certification has differentiated Ceasefire's products from others in the market

What was done

Ceasefire's journey to LPCB certification began a number of years ago. Vishal adds, **"In the quest to get our products and processes certified to the most coveted standards in the world, our team connected with LPCB. The ability to test the safety and performance of our products to a number of globally recognised standards meant that LPCB was our first choice for certification"**.

He adds **"LPCB was able to test and certify our products in a UKAS accredited testing laboratory, and support us through regulatory compliances"**.

Project Outcome

Ceasefire have been continually impressed with the extensive laboratory facilities that BRE have available for testing, and impressed with BRE's fire safety experts, who are renowned for their expertise.

Successful certification means that a number of Ceasefire's extinguishers and fire systems have been thoroughly tested to well-recognised industry standards. Vishal believes that **LPCB certification has allowed Ceasefire to demonstrate their product's quality and recognition in the market.** Vishal says **"LPCB certification gives our firefighting equipment the recognition that it truly deserves and opens up a large market for us in terms of the countries that acknowledge this certification"**.

About Ceasefire

Ceasefire is a leading manufacturer of a 360 degree-unified firefighting product portfolio and a fast-emerging global name that protects millions across the globe. The company is expanding around the world to fulfill the market gap by offering a holistically integrated fire safety range to the customers, all under one banner.



For more information on Ceasefire:

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Next steps

Whilst Ceasefire are pleased with the certification that their products currently hold, they have no doubt that they will continue to work with LPCB in the future. Innovation and continuous product development is at the core of Ceasefire's ethos, and therefore a whole host of new fire solutions are always in the pipeline for development. Ceasefire is keen to have its new fire technologies tested and certified, as Vishal explains, **"We are working towards expanding our range under the purview of the LPCB certification"**.



About LPCB

The Loss Prevention Certification Board (LPCB) has worked with industry and insurers for over 150 years to set the standards needed to ensure that fire and security products and services perform effectively. LPCB is a globally recognised third-party certification body which delivers certainty and manages over 16,500 listings in the renowned Red Book.

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