



**Kitemark**® for Vehicle Body Repair

Quality repair standards with the  
**Kitemark**® advantage

*raising standards worldwide*™

Thatcham





# Reflecting the Kitemark® advantage

The Kitemark for Vehicle Body Repair is your opportunity to show how serious you are about getting critical vehicle body safety repair processes right.

Any vehicle body repair business – large or small, independent or franchise, operating from fixed premises or mobile facilities can apply for a Kitemark licence.

## Why your business needs the Kitemark®

**Business security** – ensures that you attract and retain business as well as having a route for growth

**Reduce costs and waste** – a Kitemark scheme offers a blue print for better, more efficient business performance and less mistakes

**Reduce risk and enhance corporate responsibility** – shows your due diligence and duty of care to your industry, employees and customers

**Commitment** – the Kitemark allows body-shops to prove that they are serious about safety

**Powerful marketing tool** – of the UK adult population:- **88%** believe the Kitemark shows a reputable company; **91%** believe it gives them a reassurance of quality; **83%** believe a Kitemark service is an honest and genuine business.

## Why your customer will want the Kitemark®

**Trust** – that the vehicle will be repaired to the highest standards and will retain its pre-crash integrity

**Consistency** – in the quality of repair work

**Reassurance** – that their vehicle has been repaired safely

**Lifestyle** – the Kitemark means that safe repairs will be carried out, protecting the lives of consumers

“...the framework required to attain the Kitemark means that I know it will deliver huge benefits to our organisation”

Chris Oliver, MD, AJC Fix Auto Dagenham

# What the Scheme includes

Based on the technical specification – PAS 125 – the Thatcham BSI Kitemark for vehicle body repair, focuses on 5 key elements of the repair process – **people, methods, materials, equipment and process management**. A Kitemark licence for vehicle body repair can be awarded in any of the three repair types:

**1 Cosmetic** – This repair type covers basic damage such as dents, bumper scuffs, minor paint or panel damage. Your expertise should include having SMART trained personnel, panel, M.E.T and paint skills and the use of recognised repair methods. Such repairs can be carried out from a permanent site or mobile van unit.

**2 Structural – Steel** - Repair of this type involves replacement and repair of quarter, rear or sill panel(s), welded and bonded parts and severe damage repair. Requiring replacement of structural components such as chassis, Ultra High Strength Steel and Bodyshells. Skill requirements include traditional panel and paint skills, accredited bonding, joining and welding as well as the use of recognised repair methods.

**3 Structural – Specialist** - This covers repairs to vehicles with a specialist structure, which will require using specific methods in composite construction techniques when handling aluminium, carbon fibre and plastics. Skill requirements include traditional panel and paint skills, accredited advanced bonding, joining and welding techniques as well as having personnel with up to date expertise in specialist materials.

**Note:** 'Structural – Steel' includes 'Cosmetic' and any welding or bonding operations. 'Structural – Specialist' includes 'Cosmetic' and 'Structural – Steel'.

**The scheme does not cover** repair processes for public service vehicles, heavy commercial vehicles or heavy goods vehicles or other non-passenger vehicles such as fork lift trucks and windscreen repairers, although the replacement of windscreens and other automotive glazing and mechanical parts/components is covered when part of the repair process; and M.O.T Testing.



Picture courtesy of BMW

“Kitemark accreditation clearly demonstrates to the insurance industry and the general public that we are committed to quality and safety standards”

Jim Monteith, MD, AI Claims



# Frequently Asked Questions

## Why is Kitemark better than other schemes?

- Kitemark's uniqueness is in the fact that Kitemark bodyshops are audited annually to ensure that they maintain the same level of quality, safety and service and continue to meet the PAS125 standard AND the Kitemark scheme criteria.
- Kitemark is completely independent and totally impartial. With no vested interest in the industry it can be completely objective in its appraisals and auditing.

## How much will it cost me?

- The cost of this scheme in the context of an average business turnover is minimal. No price can be put on the importance of saving lives and at just £7 per day, it is a small price to pay for securing your business and the lives of your customers.
- The precise costs very much depends on how much you need to change and what type of crash repair you wish to apply for. Our advisors will be happy to help you and provide you with a bespoke quote.

## What do I get for my money?

Primarily a licence to use the Kitemark symbol to prove your business has been independently tested. There is only one KITEMARK and BSI are the only ones who can issue it.

However, as a Kitemark licensee you automatically become part of the Kitemark Club which gives you the following benefits and options:

- Listing of your bodyshop on [www.Kitemark.com](http://www.Kitemark.com) where consumers can search and find your garage
- Quarterly Kitemark Newsletter
- Kitemark Marketing Toolkit which gives you logos and artwork for you to use to promote your bodyshop as well as tips and guidelines for using the Kitemark symbol.
- Kitemark reception poster artwork for you to print copies

“I want the policy holder to see the Kitemark and be confident we are a first class repairer.  
**It's all about trust”**

Trevor Barefoot, Exway Coachworks



“Let no-one be in any doubt, the Kitemark is a must have – not only to show the customer we are fit for purpose, but also to keep us in shape and prepare for the vehicles of tomorrow”

Phil Gledhill, Claims Technical Manager,  
Norwich Union

- A presentation (in Powerpoint format) to you to play in your reception areas
- We can help you with a press release announcing your Kitemark award
- Ongoing benefits from the consumer and trade promotion that BSI carries out for the Kitemark Vehicle Body Repair Scheme.
- Option to purchase Extras Pack and additional promotional material

### Is the consumer getting the message?

- We certainly believe that they are. We took part in a YouGov survey late last year and found that an incredible 49% of the UK population would look for a Kitemark when buying or choosing anything.
- What is even more impressive is that 58% of them would prefer to use a Kitemark garage. This is a strong indicator that the consumer is already aware of Kitemark in the automotive field.
- In 2009 we will be pressing home the message about crash repairs to the consumer and making them aware of the very real advantages of insisting that their vehicle is repaired by a Kitemark bodyshop. As the majority of insurance companies now require their repair networks to be Kitemark certified, the motorist could gain the reassurance of Kitemark through their insurance policy.

### How much time will I have to invest to gain the Kitemark?

- **Time:** Your time will be needed to produce or manage your team's production of suitable documentation such as reporting, forms, information and invoices. You may already have these in place.
- **Training:** Whether you have long serving or new staff you will need to make sure that their training qualifications are up to date and appropriate for the services you are delivering. As a professional garage business you will most probably already have this in place.
- **Management:** You and your team will need to maintain the Kitemark system that you adopt but this should in fact release more of your time through more efficient systems and responsibilities.

# How ready are you for Kitemark®?



Simply answer the following questions, add up how many As, Bs, Cs or Ds you get and see how ready you could be to achieving Kitemark status.

While this is not a formal or in any way a complete audit of your business and processes it will give you an idea about how your bodyshop measures up to the Kitemark and PAS125 criteria. It should help you spot areas where you may need to make changes or highlight where training may be required.

This means that by taking some action now you could be on your way to Kitemark certification. BSI can come and visit you to help you identify any areas that need to be addressed so you can be in the best shape possible to progress to Kitemark.

## 1. Are the following processes defined for your business?

(a) scope of repair work (b) employee training, competence and qualifications (c) repair methods to be used (d) equipment & tools available (e) materials available (f) a management process (g) record of inspections and outcomes

- A Yes – all       B More than half       C less than half       D None at all

## 2. What does your repair process look like?

- A It is documented, filed and kept up to date       B Most of it is documented  
 C It is all in my head       D I do not have a repair process

## 3. Do you have the following elements documented?

(a) People: job descriptions, reporting lines, training and development records (b) Repair methods: damage assessment, estimating, parts removal and replacement, finished, quality (c) Equipment & Tools: availability, types (d) Materials: parts, components, fasteners – source, ordering, refinishing, receiving, storage, issue

- A Yes – all these are defined and documented  
 B Most of it is documented but in different places  
 C It is passed on verbally  
 D Nothing is documented, everyone does it differently

## 4. Do you have a staff induction session?

- A Yes – it reflects their role in the business,       B Yes – a general overview of the business  
 C Not usually       D No induction is completed

## 5. Do you use a Technician Accreditation Scheme, NVQ programme or manufacturer competence programme?

- A Yes       D No

**6. How do you record and manage your technicians training and qualifications?**

- A** Annual training needs are identified, training provided and the effectiveness verified
- B** Annual training needs are identified and training provided
- C** We leave it to the individual technician to determine
- D** We have no records

**7. Do you have recognised repair methods readily available for your staff to consult?**

- A** Yes       **B** Usually       **C** They have to ask       **D** None available

**8. Are you able to segregate materials and control activities to avoid cross contamination?**

- A** Yes always       **B** Yes usually       **C** Not very often       **D** No segregation at all

**9. Do you have emergency operational instructions documented and available?**

- A** Yes       **B** Only for some activities
- C** We all know what to do       **D** No instructions documented

**10. Do you record the following information during the repair process?**

(a) start date (b) finish date (c) repairer name/address (d) VIN, registration number, make/model/mileage of vehicle (e) detail of work done (f) name of technicians involved (g) jig/wheel alignment results figures (h) quality declaration signature.

- A** Yes – all information recorded
- B** Most of this information is recorded
- C** Less than half of this information is recorded
- D** None of the above is recorded

**11. Do you keep a copy of this information and for how long?**

- A** Yes – for at least 3 years       **B** Yes – for one year
- C** No copy kept       **D** No copy is produced

**12. Have you determined the equipment required for the types of repairs completed and is it capable?**

- A** Yes       **B** Mostly
- C** No we have to borrow       **D** We often make do with whatever tools we have

**13. Do you record the following information on your calibration records?**

(a) equipment identification (b) measurement reference (c) changes made to equipment (d) fault notification (e) confirmation of conformity after calibration (f) date it was last calibrated

- A** Yes – all of this is recorded       **B** Only some of this is recorded
- C** Only one or two items recorded       **D** Nothing is recorded

**14. Do you have a record available of when your workshop equipment was last cleaned and maintained?**

- A Yes – all equipment     B Sometimes     C Rarely     D Never

**15. Where do you source parts from?**

(a) OE - VM branded parts (b) OE – Manufacturer branded parts (c) Matching Quality – independently certified parts (d) other parts of a non-safety related status under a work provider agreement.

- A Source from all the above as appropriate  
 B Only use one or two of these sources  
 C Not sure what the requirements are for non-safety related parts  
 D Not sure of the sources of my material

**16. Do you source refinishing materials from:**

(a) directly or indirectly from VM (b) via supplier with evidence of suitability/compatibility?

- A Yes – we use both sources     B Only one source used  
 C I have other sources     D Don't use such materials

**17. Are the parts you receive identifiable and traceable to the vehicle repaired?**

- A Yes     B Sometimes     C Not sure     D No

**18. Have you determined what materials/parts should be handled and stored to preserve their condition?**

- A Yes     B Only for most dangerous items  
 C Not sure     D Have no records

**19. Do you regularly check the best before dates on materials and take appropriate action?**

- A Yes     B Sometimes     C Rarely     D Never check

**20. When you need to change a repair process do you do the following:**

(a) check that it works reliably (b) keep records of subsequent changes made to process

- A Yes     B Sometimes     C Rarely     D Never

**21. If you use subcontractors do you have an agreement with them and do they meet the same standards as you?**

- A Yes     B Mostly     C Rarely     D No

**22. Do you record and maintain an "authority to repair" agreement for all work?**

- A Yes     B Sometimes     C Rarely     D No



**23. How often do you carry out an internal audit of repair processes?**

- A** Once per year
- B** Once every 18 months
- C** Once every few years
- D** Never do an audit

**24. Do you have documented and available instructions on what to do if the internal audit highlights the need for corrective action, re-inspection and avoidance of recurrence?**

- A** Yes
- B** Not sure
- C** No
- D** Do not do internal audits

**25. Do you have someone in your organisation who will look after, maintain and promote your Kitemark status?**

- A** Yes
- D** No

**Mostly As:**

Great news, you have some good systems and records in place and should find the adjustment to Kitemark easy to absorb into your business. Apply now and take the first step towards Kitemark.

**Mostly Bs:**

You have some good practices in your business but need to strengthen them in places and add some more detail to match the Kitemark standard. Why not apply and contact BSI to arrange a pre-audit visit so that we can help you prepare for your Kitemark applications.

**Mostly Cs:**

While your repair work may be satisfactory your systems, management and documentation is the main issue in matching Kitemark status. You may need to invest in some more training, equipment and processes. Why not apply and call BSI to arrange a pre-audit visit so that we can help you identify the areas you need to work on.

**Mostly Ds:**

You may wish to secure the services of a specialist consultant to help you develop the necessary procedures. BSI may be able to help you identify such a person.

**Apply online at [www.Kitemarkautomotive.com](http://www.Kitemarkautomotive.com)  
or call 08450 765610 for an application form**



Securing motor related insurance work and the added value of the Kitemark for retail work is often more important than cost.

Whatever the costs – it is a small price to pay to save the lives of your customers.



Serious about  
**safety**

Call **08450 765610** now,  
email: [ps.kmservices@bsigroup.com](mailto:ps.kmservices@bsigroup.com)  
or visit [www.kitemarkautomotive.com](http://www.kitemarkautomotive.com)

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# Thatcham BSI **Kitemark**<sup>®</sup> Vehicle Body Repair Enquiry form



**Company Name:** .....

Address (main office): .....

Postcode: .....

Contact name: ..... Telephone: .....

Email: .....

Web address: .....

How many sites do you have? .....

How many production/technical staff on each site? .....

Are you an independent or franchise repairer? .....

Do you receive work from insurance companies? .....

If yes, please state:

Insurer name ..... Est. % of work .....

Insurer name ..... Est. % of work .....

Insurer name ..... Est. % of work .....

Which of the Kitemark repair types applies to you, please tick one.

1. Cosmetic       2. Structural– steel       3. Structural – specialist

**Please fax this form back to 08450 765603 or fold, seal and post this page back to BSI.**

CUT ALONG DOTTED LINE





Freepost RLXH-ZZGR-SUBE  
Garage Services  
BSI  
Maylands Avenue  
Hemel Hempstead  
Herts  
HP2 4SQ

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To return this form either:

Cut off this page and fax the reverse back to **08450 765611**

or cut off this page fold along dotted line and seal edges before posting.