



## CASE STUDY

**PROPERLAUK LTD®**  
SUPER HYDROPHOBIC COATINGS

**Client Name:** Properla  
**Location:** Bury, UK  
**Product Sector:** Materials  
**BBA Service:** Agrément Certificate

*"We chose the BBA because it is the largest and most trusted UK certification body in the industry. With validation from BBA certification, consumers can be confident of our benefits and claims, which has helped build trust with our customers – especially in the busy e-commerce space."*

## PROJECT OVERVIEW

In an era where Artificial Intelligence is evolving at an alarming rate, the unprecedented rate of false or distorted information is concerning. This is no different in the construction sector, where consumers are becoming increasingly wary of product claims made by manufacturers. As a result, consumer due diligence is higher than ever before to verify these claims. Users of information are looking for viable, accurate sources of truth to verify claims made, and are turning to sources like the BBA's MyBBA data warehouse in their verification activity. Being assessed and certified by an independent, trusted, third-party certification body such as the British Board of Agrément enables manufacturers to stand firm on their claims, providing consumer confidence. When Emperor Paints strived to demonstrate their commitment to quality, and verify their positioning presence in their own market, they selected the BBA to certify their consumer Masonry Solution.

Having had experience of the BBA with a product aimed at the professional market, the team at Emperor Paints understood the robustness of the certification process and its reputation with their customers. With this in mind, it was decided that BBA Agrément certification for their silicone-based



super hydrophobic masonry paint - which is suitable for use on brick, stone or render - would set the product apart from the crowded online consumer market while providing viable third-party verification of that product's ability to perform as assessed and intended.

## Consumer Confidence

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Gary Thompson, Managing Director at Emperor Paint, explains, *"Exterior refurbishment is an expensive project for homeowners to undertake and getting it wrong can be costly. We are increasingly asked for evidence from consumers to validate the claims we make about our products. We chose the BBA because it is the largest and most trusted UK certification body in the industry. With validation from BBA certification, consumers can be confident of our benefits and claims, which has helped build trust with our customers – especially in the busy e-commerce space."*

Gary added, *"We are known for producing high-quality exterior masonry paint solutions, and we wanted our customers to be assured that the Emperor Paint product not only complies with UK standards, but that we have had the claims that we make in our marketing material independently validated. BBA certification has been crucial for our professional range of products, as it provides a recognised independent assessment, which specifiers expect. We're now seeing the need for this moving into the consumer market too."*

## Consumer Confidence

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Marie Thompson, Head of Operations for Emperor Paint was involved in the certification process with the BBA team. *"Communication with the various parties involved in the manufacturing process is crucial, as the process included the BBA sending representatives to the German factory to help verify the quality, the ingredients and the manufacturing processes involved in producing the product. The BBA helped us negotiate its rigorous process, including overcoming challenges such as language barriers and the collation of the extensive documentation and data required. This included evidence of product testing such as advanced weathering and durability tests, which were required to achieve the certification."*



## Conclusion

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*BBA Agrément certification has not only helped Emperor Paint build trust with its customers but also helped to optimise its marketing communications through veritable and accurate product assessment claims. Katy Roberts, Sales and Marketing Director for the BBA, concluded, "Obtaining a BBA certification enables those certified to create a clear point of difference in highly competitive consumer markets, helping them to build trust and grow their brands. For Emperor Paint, the BBA certificate provided critical insight on product performance and verification on product aspects which the team is able to use through its own marketing activity and market development. The BBA logo issued to all Agrément-certified manufacturers serves as a visible reassurance and credibility of the independent validation of their products' performance and compliance."*