

BM TRADA - the new name for Chiltern International Fire Ltd

On 1 July 2013, BM TRADA Group introduced a new name and visual identity. This marks a significant step forward for our business and we want to tell you why and what changes you will see.

Historically, the group has delivered its services through a number of individual companies: BM TRADA Certification Ltd, TRADA Technology Ltd, Chiltern International Fire Ltd (including Chiltern Dynamics) and a network of international offices. Both BM TRADA Group and these individual companies will now trade under the same name - BM TRADA - and adopt the new visual identity.

With origins dating back to 1934, we have a deep history and services which are highly valued by our customers. We offer independent certification, testing, inspection, training and technical services around the world. In all these areas we continue to use industry-leading experts in their chosen fields to develop and deliver services – an ethos that has been at the heart of our approach since we began.

A recent review of our businesses and customers revealed that the individual identities sometimes make communications confusing, and that in an already complex business area, clarity and simplicity in communications is rare, but valued. It also revealed that a single identity and combined offer would help us strengthen our appeal.

With this in mind, we have brought the companies together under the name BM TRADA and taken the opportunity to create a fresh new visual identity. We have also introduced new and distinct certification marks for clients of our certification services; a positive, clear and uncluttered approach to communications; and the proposition '*when experience matters*' - which brings the strengths of the existing companies and our in-house experts to the fore.

As we introduce these changes, although some items will take some time to replace, you will see most of our communications materials change to the new identity very quickly, including signage, documentation and websites.

The validity of all documents previously issued by the individual companies including certificates, test reports and product assessments is unaffected by this change and a letter to this effect will be available to download from our website <http://www.bmtradagroup.com>.

We have modernised our image and combined our strengths. However, our values, our people and the integrity of our services remain the same. I hope you will welcome these changes and the improvements they will bring.

Please take a look at the examples of our new visual identity and certification marks enclosed with this letter. If you have any questions about the changes we are implementing your normal contact will be happy to help you.

Jon Osborn
Chief Operating Officer – Building & Product Services