

Case study: British Retail Consortium



“We have been working very successfully with The Stationery Office for a number of years and their support and dedication have helped us to create a truly global safety and quality certification scheme that many international retailers and brand owners adopt to ensure confidence in their manufacturing processes”

Tessa Kelly, BRC Commercial Director

The British Retail Consortium (BRC) is the leading trade association representing retailers of every size, type and location, from large multiples and department stores through to independent retailers. BRC produce a range of Global Standards, Sector Specific and Best Practice Guidelines, which form a leading global product safety and quality certification scheme used throughout the world by over 14,000 certificated suppliers in over 100 countries.

TSO has been providing publishing, design and print services to the BRC since 2002 and has been an integral part of the success of the BRC Global Standards scheme. The portfolio of BRC publications now extends to over 200 separate titles across 17 languages.

The challenge

To support the BRC Global Standards Scheme the BRC produces a series of Global Standards on Food Safety, Packaging, Consumer Products and Storage and Distribution, and a number of Sector Specific Guidelines covering Cookware, Fresh Produce and Interpretation of the Standards. These are supported by a series of Best Practice Guidelines that deal with Traceability, Complaint Handling, Pest Control, Internal Audit and Foreign Body Detection. All The BRC publications are designed to assist retailers and brand owners ensure consistent safety and quality. Many UK, European and North American retailers and brand owners will only work with suppliers who have gained certification to the appropriate BRC Global Standard.

The publications need to be available in a range of languages to make them accessible to a global audience and they need to be available for order 24 hours a day, seven days a week, from anywhere in the world.

The solution

The Global Standards for Food Safety has been published by TSO in 17 languages and the Global Standards for Packaging and Packaging Materials in four. All language versions can be purchased from the dedicated BRC white label bookshop www.brcbookshop.com which was created by TSO and has been carefully tailored to match the design of the BRC website. Customers are given the option of purchasing the publications as downloadable PDF files, giving them instant access to the Standards, alternatively TSO will dispatch printed versions of the publications to the customer from our dedicated warehouse.

The market size for the Standards varies from language to language, to cater for this TSO produces some of the printed translations using print on demand technology. This reduces wastage and eliminates storage costs, while ensuring that all Standards and Guidelines are always available when required by a customer.

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TSO also provides marketing services to the BRC, including dedicated direct marketing campaigns promoting the Standards to relevant organisations across the world.

Next steps

TSO will be publishing a new edition of the BRC Global Standard for Consumer Products in early 2010. This edition will be supported by an Interpretation Guideline and Sector-Specific Guidelines. The Guidelines and Standards will be published in several languages.

The BRC Global Standard for Consumer Products and the supporting Guidelines are set to become some of the most important titles in the BRC portfolio. TSO and BRC will be working with the leading North American Retail Trade Association – RILA in order to ensure that these titles meet the needs of retailers in North America, Europe and beyond.

Service mix

- Print on demand
- Marketing
- Editorial
- Print production
- PDF production
- Bibliographics
- eCommerce
- Online cataloguing and ordering
- Warehousing and distribution

Results

- The BRC Global Standards and Guidelines have been sold in 111 countries worldwide and achieved sales of over 27,000 copies
- Sales of the new Standards have exceeded expectations - almost 25,000 copies of the current Standards have been sold to date
- Using Print on Demand and PDF delivery has reduced waste involved in the production of translated versions
- The Global Standard for Food Safety is published and available globally in 17 language versions.

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