

Driving innovation and pushing boundaries with standards

Overview

Zeroignition (Zi) is a chemical technology company which designs bespoke, non-toxic fire retardant (FR) formulations used in the manufacture of construction materials. Zi's solutions are integrated into its customers' manufacturing process to create fire retardant products without affecting the material's original performance.

The challenge

Taking existing products and making them fire retardant requires a clear understanding of fire safety standards, product formulations, material properties and applications. Every product needs a unique additive formulation, so Zi must draw on a broad knowledge base to ensure its additives work only to enhance the construction materials being treated.

For FR construction materials treated by Zi, it's essential that they remain compliant with any existing standards the product may be certified to; to ensure this the products must be re-fire tested. With so many materials and products - which each adhere to their own sets of standards and legal requirements - Zi needed to find a way to work alongside standards to give their customers' products the best possible protection against fire.

Zi uses standards to:



Understand its customers' compliance requirements and retain a material's properties and performance



Provide a framework for innovation in Zi's solutions



Maintain quality and consistency across multiple facilities, varying conditions and different legislative requirements

Advancing fire safety with standards

Zi's formulations must ensure the construction product materials are both fire retardant and perform for their primary requirements. This means using potentially hundreds of ingredients, depending on the complexity of the starting material.

For Zi, standards in many ways provide a baseline and a framework within which to operate. Working within the parameters of standards ensures Zi is always innovating, refining and improving its processes and products; standards help push the company to be increasingly inventive and continue to reinvent how FR additives work, driving the entire fire safety sector forward.





Setting the standard for success

Standards enable you to:



Access quality information in any particular area or on a specific subject – especially valuable for SMEs which don't always have the resources of larger organizations.



Ensure you're following the best practice for your industry. It's faster and more cost-effective to demonstrate compliance with recognized standards.



Give consumers and other stakeholders confidence in your products and services by setting the benchmark for quality, safety and many other areas.

Ian King

Chief Operating Officer, Zeroignition

“Construction projects are incredibly complex involving myriad decisions. Importantly, each choice has a knock-on effect with potentially devastating consequences when a systemic approach to fire protection isn't adopted. An individual component failure can have a devastating impact. Standards set levels of performance and that gives us the ability to apply our expertise to the customer's material. For us, and the way we work, standards drive us to innovate every day.”



See what BSI standards can do for your business

For more information on how standards can help your business, [contact us](#).
Find out how we've helped other organizations with their business challenges [here](#).