BHMA Enhances Its Certified Products Directory for Builders Hardware

Navigation and searchability options create a better user experience.

BY KAREN BISHOP

When the Builders Hardware Manufacturers Association (BHMA) compiled its first Certified Products Directory (CPD), it was in a printed volume that grew to be more than an inch thick. Moving the directory online in the early 2000s was groundbreaking at the time.

However, when BHMA decided a new version was required, the result was the 2021 launch of a state-of-the-art directory with an enhanced user experience, easier navigation, multiple search functions, and an ability to leave the site with a downloadable BHMA Certificate of Compliance (COC).

The directory is available at *www. buildershardware.com/cpd.*

Key enhancements to the CPD include the ability to search for products by the standard or by the brand, with more search filters within each standard. Users can now filter by keywords including function, grade, brand model, brand series and/or brand marketing description.

- **To search by brand,** simply click on the drop-down menu to display all brands with certifications. Once a brand is selected, click on the drop-down menu to display all the standards for which that brand has certifications. A standard will not show unless the brand has certifications to that standard.

- **To select a specific standard,** click on the drop-down menu to display all the standards. Select a specific standard which will take you to the standard and show all the brands with certifications to that standard.

BHMA is the only organization accredited by the American National Standards Institute (ANSI) to develop and publish builders' hardware industry standards on product quality and performance related to public use and safety.

To date, there are 43 BHMA standards covering a comprehensive variety of builders and residential hardware. To be certified, products must pass the operation, cycling, strength, security and/or finish tests as specifically stated in the respective ANSI/BHMA standard.

The BHMA/CPD currently has more than 16,500 products from 91 participating brands and 289 certifications and continues to expand. The opportunity to have a product

certified to BHMA standards and listed in the CPD is open to all builders' hardware manufacturers, not just BHMA members.

To ensure that every manufacturer has equal opportunity to display their certified products, search results are randomized each time a search is conducted. This way, the first listing is never a particular brand based in alphabetical order, nor will it always be the biggest or smallest brand.

Designed for the User Experience

The BHMA/CPD offers free access to all users: architects, facilities managers, specifiers, contractors, and even homeowners can easily find BHMA-certified products for their projects.

Once in the CPD, users will select a standard from a drop-down list. Once the listings populate, users can filter by brand name, brand model,

brand series, hardware type, function number, or ANSI number. Users also have the option to click on a brand's page to view the certified products listed under that brand.

The CPD listing is automatically updated once a product is approved to be certified, or if any edits are made and/or if a product is removed. With this automation in place, users are assured that the correct information is displayed. Manufacturers are assured their products are listed promptly once certified and that changes to product information are reflected in real time. This assures that the information being accessed is completely up to date.

Another important feature of the BHMA/CPD is the Certificate of

Compliance (CoC), which is available as dated and written evidence that a product is certified by BHMA to meet a specific standard. This certificate can be accessed on an individual brand's page in the CPD. A CoC is preferred by some customers to augment the listing in the CPD for the purchase of a specific product.

Navigating the Product Certification Process

To have a product listed in the BHMA CPD, a builders' hardware manufacturer fills out an application for product certification and reviews the operational manual for guidance on the process. Once the application has been submitted, the manufacturer needs to arrange for product testing

STEPS TO CERTIFICATION

1 APPLY

Manufacturer:
- Reviews the Operational Manual, available on buildershardware.com
- Files the certification application with BHMA

2 TEST

Manufacturer:
- Contacts a BHMA designated test lab

Lab:
- Provides pricing for testing
- Tests products to the requirements outlined in the published standard

3 SUBMIT PRODUCT

Manufacturer:
- Completes a digital submission through the certification portal on the BHMA website
- Pays fee to BHMA when invoiced

4 APPROVE

BHMA and Lab:
- Approve the product submission to be added to the BHMA Certified Products Directory on the BHMA website
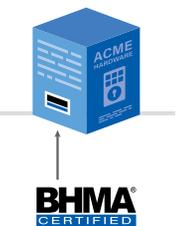
5 BRAND PRODUCT

Manufacturer:
- Places the BHMA Certified mark on packaging in accordance with the BHMA branding guidelines
- Promotes the BHMA Certified mark on website, advertising, social media and collateral

6 MAINTAIN CERTIFICATION

BHMA, Manufacturer and Lab:
- Ensure BHMA Certified® products are periodically tested and maintain quality for compliance reviews

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with a BHMA-designated lab. The lab will then test the product as outlined in the ANSI/BHMA standard.

After testing, the manufacturer submits the testing data via the certification portal on the BHMA website. This portal is where manufacturers can see their certification status, submit testing results, make edits to product listings and handle the renewal of their certifications.

Once the data is submitted and the results are affirmed to meet the product's ANSI/BHMA standard by the testing lab, BHMA then approves the submission. The product is now officially "BHMA Certified" and is listed in the CPD, and the manufacturer can use the official certification mark on the product packaging and wherever the product is marketed.

Certification is an ongoing process. To maintain certification, BHMA-certified products are periodically retested for compliance and can lose their certification status if the product fails its compliance test. To pass compliance testing, the manufacturer must sustain product quality. The BHMA/CPD is designed to notify manufacturers when their product certification is approaching expiration based on the test report issue date.

Manufacturers are advised to stay up to date regarding notable changes during ANSI/BHMA standards revisions that may impact future recertification. Each standard is reopened at least once every five years to make sure the specifications and requirements meet modern use and regulations.

For more information about the BHMA/CPD, the BHMA certification process, or about ANSI accredited BHMA standards, visit *www.buildershardware.com*. For direct access to the BHMA/CPD go to *www.buildershardware.com/cpd*. A helpful video about all the benefits of the BHMA/CPD can be viewed there. ✚

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