

## Code for Construction Product Information (CCPI)

July 2025



## About the CCPI

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The Code for Construction Product Information (CCPI) sets clear rules to make sure information about construction products is accurate, reliable and transparent.

It was created following concerns raised by Dame Judith Hackitt in her Independent Review of Building Regulations and Fire Safety after the Grenfell Tower tragedy.

The CCPI helps manufacturers and suppliers present product information that supports safety and builds trust across the construction industry.

## The Five Acid Tests

For product information to meet the CCPI standard, it must be:

- **Clear** - easy to understand.
- **Accurate** - factually correct.
- **Up-to-date** - regularly reviewed and current.
- **Accessible** - available to anyone who needs it.
- **Unambiguous** - leaves no room for misunderstanding.

## Scope of the Code

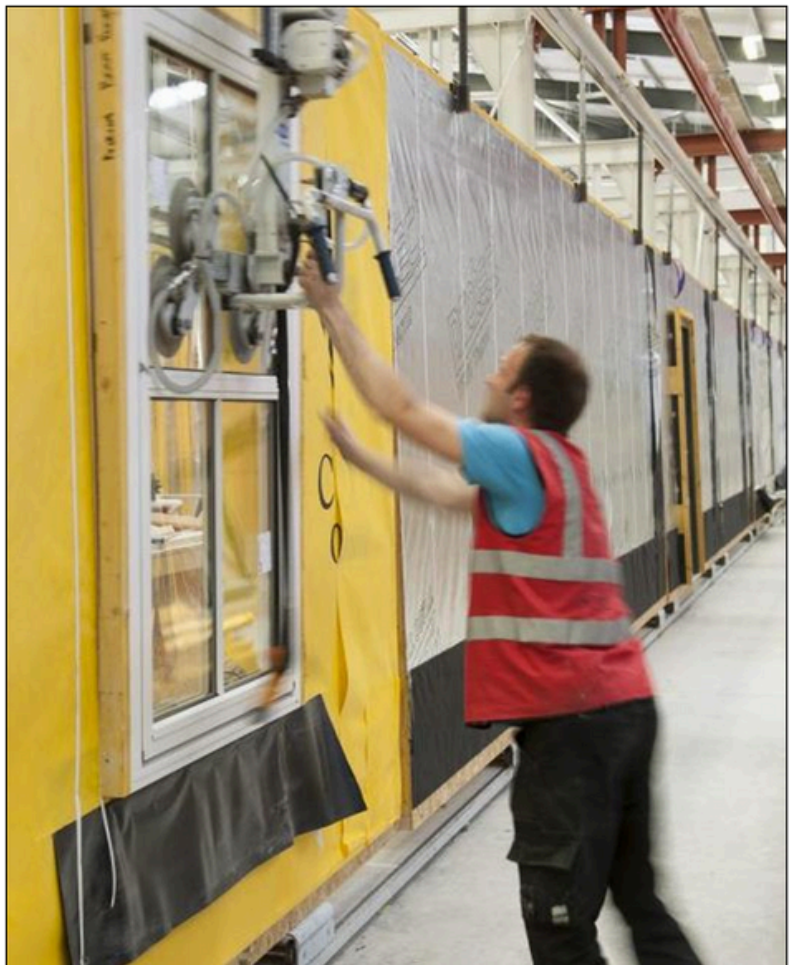
The CCPI applies to all forms of product information, including:

- Digital and printed materials
- Performance data and test reports
- Installation guides
- Verbal statements

## Why It Matters

The CCPI is part of a wider drive to improve standards in the industry. Adopting the Code shows a commitment to safety, professionalism and integrity.

It helps everyone, from designers to installers, feel confident about the information they rely on.



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## Verification

Organisations can have their product information independently assessed. If verified, they can use the **CCPI mark**, showing their materials meet the Code requirements.

For more details, visit: [www.cpicode.org.uk](http://www.cpicode.org.uk)

## Words and Phrases to Avoid

The CCPI guidance includes a list of words and phrases that can mislead or cause confusion if used without evidence or context.

Examples of words to avoid or use with caution:

- **Environmental claims:** eco-friendly, sustainable, carbon neutral. These should only be used if you have certified data to prove them.
- **Performance claims:** fireproof, soundproof, non-toxic. Must be supported by traceable test results.
- **General adjectives:** cutting edge, innovative, best, unique. Avoid unless you can show clear, objective proof.
- **Ease of use:** easy to install, user-friendly. These are subjective and depend on user experience, so they should be avoided or qualified.

## Key points to remember:

- Always use plain English.
- Be specific, don't rely on vague or broad claims.
- Back up every performance claim with verifiable evidence.
- Avoid comparative claims (better, greater, more effective) unless you have data that clearly demonstrates the difference.

The CCPI document explains that words like eco, green, safe, harmless, non-polluting, fireproof, and similar terms must not be used without clear, reliable evidence and references to recognised standards.

***If you're unsure whether a term is acceptable, check the UK Green Claims Code.***

<https://www.gov.uk/government/publications/green-claims-code-making-environmental-claims> and

<https://greenclaims.campaign.gov.uk/>



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