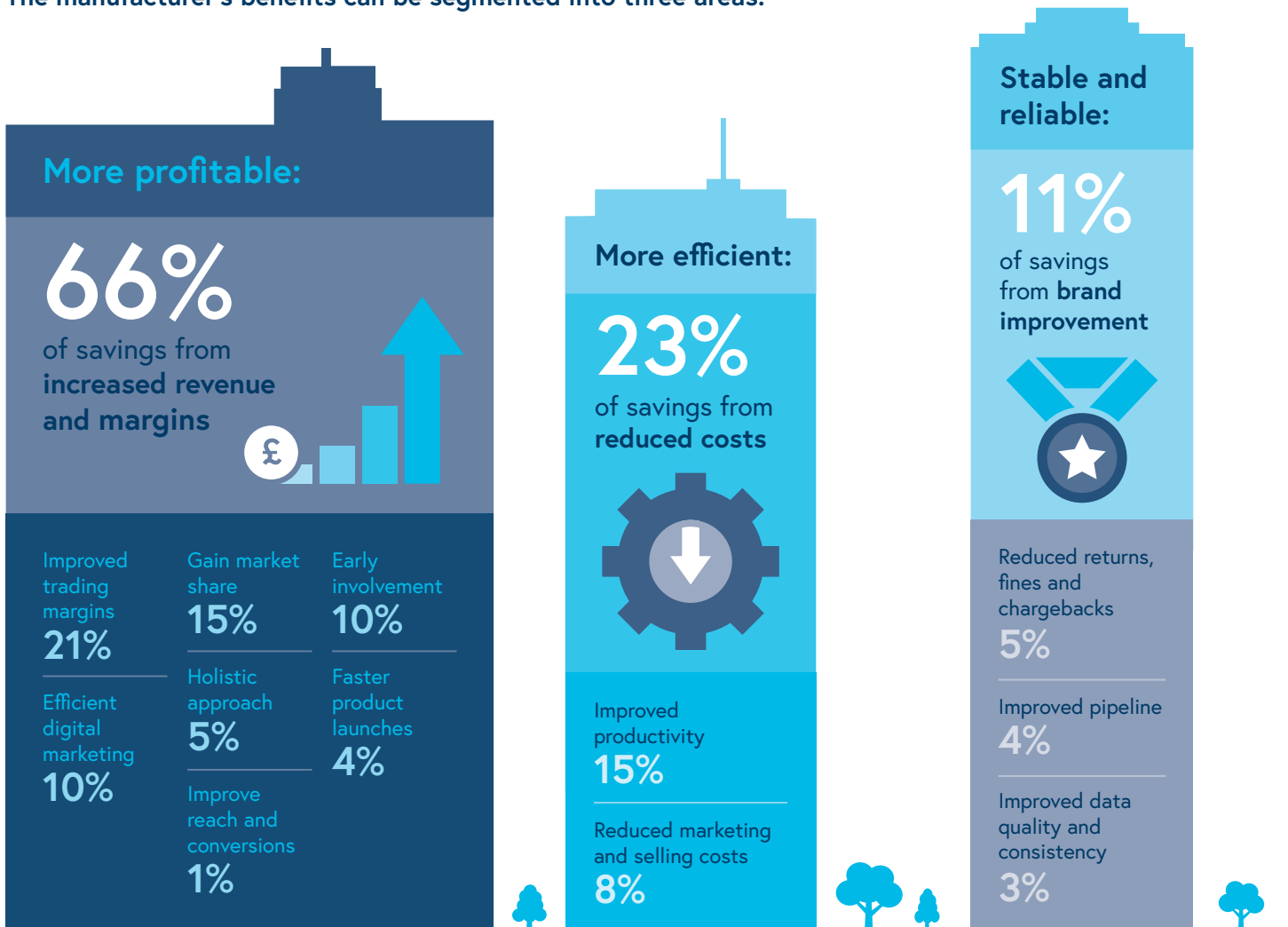


Digitisation for construction product manufacturers: a plain language guide

How manufacturers can structure and share data safely and sustainably.

The plain language guide helps decision-makers in manufacturing identify why supplying structured data is important, how to avoid poor investment decisions, how to set priorities for information management, and ways to safely share product information across the supply chain.

The manufacturer's benefits can be segmented into three areas:



Increased revenue and margins

A manufacturer providing structured product data is more profitable. Structured data helps manufacturers improve promotional targeting of different offers and supports volume selling, better brand messaging and positioning.

Reduced cost

A manufacturer working with structured data is more efficient. Structured data reduces the cost of lead generation and improves campaign targeting, visibility and market effectiveness.

Brand improvement

A manufacturer supplying accurate, structured data is perceived as stable and reliable. A smoother flow of sales, marketing and technical information reduces silos within the business, improving decision-making.

Why should manufacturers go digital?

Digitisation is the first step to compliance

Regulation is coming post-Grenfell and digital transparency will be key. Structured, secure, verified and interoperable product information will be a key element of the golden thread.

Digitisation supports integrity

It's only through digital transparency that industry and society will be able to confidently confirm the compliance of products. Digitally transparent manufacturers will demonstrate their commitment to integrity.

Digitisation makes commercial sense

A manufacturer providing accurate, structured product data is more profitable, more efficient, more stable and more reliable.

Digitisation futureproofs the industry

In the future, zero-carbon initiatives will also require traceability of products and evidence of conformance. Making structured information available to the supply chain is an essential step in this process and essential for manufacturers to future proof their business.

Our recommendations



For Manufacturers

Follow the guide. The guide sets out a simple process to implement internal digitisation as a first step to compliance and commercial benefit.

Make a commercial decision. Manufacturers can make commercial decisions about how to proceed in line with the standards to ensure compliance.

Work with your trade association. Ask your trade association to support this work for your sector and your fellow manufacturers.



For the UK Government

Support the digitisation agenda. By taking a digital-first approach to its policy initiatives, regulation and guidance, UK Government can encourage manufacturers to digitise.

Communicate digitisation to manufacturers. The Government needs to take the lead on communicating that digitisation is necessary, that it's easy to implement and set out the ways in which manufacturers can do this.

Engage and support small and medium-sized enterprise (SME) manufacturers. Government should encourage those working on policy initiatives to engage with SMEs directly through their trade associations.

Produced in partnership with:



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theiet.org/product-manufacturers

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