



64TH ARGE ANNUAL CONFERENCE

Normandy, France



**Builders Hardware
Manufacturers Association**

Marketing Update
September 15, 2016



BHMA Staff



Ralph Vasami
Executive Director



Bonnie Sonnenschein
Marketing Communications Director

Agenda



- I. Trade Program Review
- II. Residential Program Review
- III. BHMA Member Marketing Tools



Trade Program Review



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[Home](#) [Features](#) [News](#) [Matter of Spec](#) [Columns](#) [Form+Function](#)

Examining builders hardware past, present, and future



HORIZONS
Michael Tierney

Locks, latches, deadbolts, and hinges are nothing new to those in the building construction industry. However, in the United States, recent legislation and rapid advances in technology have led to major innovations for the hardware industry, especially over the last 30 years.

In fact, it was not until the early 1900s that the first major advancement in hardware occurred. At this point in history, it was common practice for building owners to lock exit doors as a means of preventing workers from committing theft or taking unauthorized breaks. Ultimately, this practice of locking workers in contributed to hundreds of deaths, since these blocked exits trapped employees inside when building fires broke out.

Identifying that ease of egress was a major problem for facilities during this time, Carl Prinzler—the manager of the builders hardware department at Vonnegut Hardware Company—sought a way for doors into public facilities to be locked from the outside while allowing egress from the inside, with minimal effort during an emergency. As a result, the first model of a ‘panic bar’-style egress device was introduced in 1908, making it the first hardware of its kind to improve building safety and prevent senseless deaths.

This invention eventually led to a national standard for exit devices, which was one of the first standards for builders hardware ever to be published. The standard—A156.3, *Exit Devices*—was developed by the Builders Hardware Manufacturers Association (BHMA) and published by the American National Standards Institute (ANSI) in 1969. (In accordance with building codes, and as part of BHMA’s ongoing mission to protect and secure the welfare, safety and common good of the public, it is continually updated.)

The next major event for builders hardware was the passing of the *Americans with Disabilities Act (ADA)* in 1990. This created the need for many updates and changes to U.S. building codes, and required nondiscrimination based on disability by public accommodations and in commercial facilities. This meant all new and existing public buildings had to improve their accessibility, which had significant impact on many types of builders hardware.

For example, the act mandated that public buildings have door hardware that could be operable using only one hand, without requiring a person to tightly grasp, pinch, or twist the wrist. This resulted in the adoption of lever handles in place of traditional doorknobs. Today, 25 years after ADA was passed, it is not only common to see levers used in commercial buildings, but in homes and residential high-rises, as well. Widespread use of low-power and power-assist doors also resulted from the act: the performance and safety standards for these products are covered in ANSI/BHMA A156.19, *Power Assist & Low Energy Operated Doors*.



Door hardware, and the standards and codes governing these components, have evolved over the decades.

All photos courtesy iStock.

hardware, where is the industry now? And where is it going?

everyday life. In this new age, replaced more traditional, manually about a decade after ADA, and led to the standard: ANSI/BHMA A156.25, *Electrified* electronic hardware use made it easier buildings by only allowing specific other electronic credentials. This also collect information about who was people. As a result, battery-powered locks ing the need for a new standard that is



only the beginning. With battery- people to lock and unlock doors id now be linked wirelessly to new or today’s mobile world, the need to s greater than ever—and locks are no atures enabling people to secure or rld, with the simple push of a button

to see much more of its energy- in Energy & Environmental Design conscious certifications becoming more ts, builders hardware products must e, it is now more important than ever 156.22, *Door Gasketing and Edge* SI/BHMA A156.21, *Thresholds*) are much warm air inside a building as —or vice versa—as a means of energy

When the Americans with Disabilities Act (ADA) mandated public buildings have door hardware that could be operable using only one hand, without tight grasps, pinches, or twists, the result was increased lever handles in all types of projects.

ed to be recyclable and durable, and are naturally energy-efficient, as they However, current standards are now being updated to specifically address SI/BHMA 156.23, *Electromagnetic Locks*, will require manufacturers to disclose ire.

has seen a dramatic increase in innovation—specifically in the 20th and early energy requirements, and people’s needs have drastically changed. However, the ns the same—that is, to keep the public safe and secure. By monitoring authorities and code bodies, engaging in technical and other cooperative efforts orking jointly with industry leaders involved in hardware, security, and door safety, oducts help provide that assurance.

product standards coordinator for the Builders Hardware Manufacturers 17 years, where he works in the development and revision of performance ducts. Tierney came to BHMA following a 20-year career in manufacturing es, Honeywell, Black and Decker, and Yale Security. He is a principal member on al Fire Protection Association (NFPA), the A117 Committee for Accessible National Standards Institute ANSI. He can be reached

“Examining Builders Hardware Past, Present and Future”
February 2016
By: Mike Tierney



What Every Hardware Manufacturer Must Know: THE IMPORTANCE OF PRODUCT CERTIFICATION

By Mike Tierney



Because builders' hardware impacts life safety and security, it is one of the few categories of functional hardware that is specified. It is expected to remain operational at all times despite being subject to repeated use and wear. Each product, when specified and installed properly, can make a significant difference in the event of an emergency.

The security, fire resistance and egress capabilities of exits and entrances for both commercial buildings and residential homes are reliant on the quality of their collective parts, including builders' hardware such as:

- locksets
- deadbolts
- exit devices
- hinges
- door closers

Each of these parts has a specific job and needs to operate successfully under diverse circumstances. To make sure this happens, the Builders Hardware

Manufacturers Association (BHMA) develops and maintains performance standards for architectural hardware. BHMA is the American National Standards Institute (ANSI) accredited standards developer for builders' hardware, and its standards ensure that all certified products meet certain criteria in terms of strength, durability and performance. These standards also provide a vehicle for adoption by national code and regulatory agencies and, ultimately, are used in government contracts to establish value for design teams and project owners.

Why Certify?

In today's unpredictable world, attention to safety and function is of particular importance to the general public. Performance assurance is especially important for products such as builders' hardware, since they impact life safety and security. Under the BHMA-sponsored certification program, manufacturers voluntarily submit their hardware products to an independent

laboratory for testing to confirm that the product fully meets the criteria of its ANSI/BHMA standards. In fact, BHMA has developed more than 35 standards for builders' hardware to help boost quality assurance.

When it comes to builders' hardware, certified hardware is the best-in-class because a product that has been certified has been formally tested by an independent, third-party lab and shown to meet or exceed the minimum criteria of its standard. Certification not only demonstrates reliable quality levels, but also allows manufacturers to differentiate their products in the marketplace, and allows for enforcement of the BHMA Certified label.

- In short, BHMA certification:
- Provides purchasers with quality assurance
 - Helps eliminate unsubstantiated claims
 - Is a nationally-accepted methodology that is easily understood by purchasers.



“What Every Hardware Manufacturer Must Know:
The Importance of Product Certification”
April 2016
By: Mike Tierney



“Measuring the Sustainability of Builders Hardware” - Cover Story
September 2016
By: Mike Tierney

Upcoming Byline(s)



Topic: Specialty Hardware for Schools

Byline: John Woestman

Pub. Date: December 2016

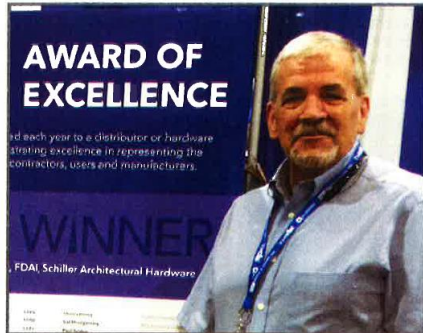


DHI'S MAGAZINE FOR DOOR SECURITY + SAFETY PROFESSIONALS

JUNE 2016

doors + hardware

2016 BHMA Award of Excellence



David Borgmeier, FDAI
Vice President,
Schiller Architectural Hardware and Door Systems

Each year, BHMA presents its award of excellence to a non-BHMA member who is a distributor or hardware professional demonstrating excellence in promoting specifications to architects; accurately taking-off and scheduling projects; promoting high quality products; and delivering service to contractors and end users by understanding the product's attainability, function, and intended usage.

This year's recipient, David Borgmeier, has been with Schiller Architectural Hardware and Door Systems since 1989. He manages all aspects of the Lexington Division, including identifying and securing contract and estimating opportunities and managing relationships with clients and suppliers.

“Dave Borgmeier of Schiller Architectural Hardware Honored with 2016 BHMA Award of Excellence”

April 2016



DOOR HARDWARE

Dave Borgmeier of Schiller Architectural Hardware Receives 2016 BHMA Award of Excellence

SOURCE: BUILDERS HARDWARE MANUFACTURERS ASSOCIATION (BHMA) APR 27, 2016



NEW YORK (April 27, 2016) – The Builders Hardware Manufacturers Association (BHMA) proudly presents Dave Borgmeier, FDAI and vice president of Schiller Architectural Hardware and Door Systems, with the 2016 Award of Excellence for his outstanding service and commitment to the building construction industry.



Industry Update



Industry Update



Industry Update




Dear BHMA Members,
It was great to see so many of you during the BHMA Technical Committee Week in early April. For those who were not able to make it, I hope you'll enjoy reading some of the meeting highlights, below, and I look forward to seeing you at our annual meeting this fall. This year looks to be another exciting one for BHMA as we gear-up for the official launch of our new residential program and

consumer website, as well as the publication of the new PCR for Automatic Doors, among many other activities. Additionally, as we look ahead to 2017, the BHMA board has approved two new task forces to better serve our members and our industry: The new **Home Electronics Task Force** will serve to help those in the industry collaborate with other stakeholders currently playing a role in the automation of hardware products. The second task force, called the **CPD Task Force**, will serve to develop a scope for revamping our existing online Certified Products Directory in order to provide a better tool for architects, specifiers, hardware distributors, industry stakeholders and, soon, consumers. Thank you all again for another successful committee week—be sure to mark your calendars for the fall meeting in October!

Regards,

Daniel Picard



Mark Your Calendars!
Join us for the BHMA Fall Annual Meeting
When: October 4-6, 2016
Where: Indian Wells, CA
[Hyatt Regency Indian Wells Resort & Spa](#)

More information to come



DHI CoNEXTions
May 4-6
Orlando, FL
BHMA Booth #329

NFPA Conference Expo
June 13-16
Las Vegas, NV

2016 NASFM Annual Conference
July 19-20
Albuquerque, NM

Dear BHMA Members,

BHMA has been quite busy since our Spring Technical Committee Week, especially in regards to the 2018 ICC building codes updates and the launch of our consumer program for residential hardware. We look forward to showcasing our progress in these endeavors, and more, during the Fall Annual Meeting in October. The 2016 annual meeting will be held at the Hyatt Regency in Indian Wells, California from October 4-6. Be sure to book your room now at BHMA's discounted nightly rate. This year, we're happy to announce that Marc Siegel, the Commissioner of the Global Standards Initiative for ASIS International, will be joining us as our keynote speaker. Additional information regarding the program and registration will be emailed to you shortly. I hope you all enjoy the rest of your summer, and I look forward to seeing each of you in October.

Regards,

Daniel Picard

Dan Picard
President, BHMA

DHI CoNEXTions
David Borgmeier, vice president at Schiller Architectural Hardware & Door Systems (right), was recognized for receiving the 2016 Award of Excellence at BHMA's booth during DHI CoNEXTions in Orlando during the month of May. David has worked for Schiller since 1989. Congratulations, David!



MARK YOUR CALENDARS
Join us for the BHMA Fall Annual Meeting
When: October 4-6, 2016

Where:
Hyatt Regency Indian Wells Resort & Spa
Indian Wells, CA

Make your [reservation](#) at BHMA's discounted rate of \$199/night.

Marc Siegel, the Commissioner of the Global Standards Initiative for ASIS International, will join BHMA as our keynote speaker.

UPCOMING EVENTS
2016 NASFM Annual Conference
July 19-20
Albuquerque, NM

BHMA IN THE NEWS
Locksmith Ledger
Online

MarComm Edition

Mark Your Calendars!



Join us for the BHMA Fall Annual Meeting

WHEN: October 4-6, 2016
WHERE: Indian Wells, CA

Hyatt Regency Indian Wells Resort & Spa
[Click here to register.](#)
Make your [reservation](#) at BHMA's discounted rate of \$199/night.

Marc Siegel, the Commissioner of the Global Standards Initiative for ASIS International, will join BHMA as our keynote speaker.

BHMA Promotional PowerPoint
BHMA has developed a comprehensive document that outlines our activities and emphasizes the importance of BHMA's work in the standards and codes arenas to help members and prospective members better understand who we are and what we do.

We invite you to visit the Members Only section of the BHMA website to download this presentation and share it with:

- Your company colleagues and employees (new hires unfamiliar with BHMA)
- Student chapters and/or trade schools
- Prospective members
- Other industry audiences

Presentation slides are available upon request. For more information, contact Larry McClean at lmclean@kellencompany.com.



“About BHMA”



BHMA staff created a comprehensive document that outlines our activities and emphasizes the importance of BHMA's work in the standards and codes arenas. The 'About BHMA' PowerPoint is designed to help members and prospective members better understand who BHMA is and what we do, and is available on the Members Only section of the BHMA website.




**Builders Hardware
Manufacturers Association**

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BHMA Sustainability



Product Category Rules: FAQs

In 2014, in conjunction with the publication of the North American PCR for Builders Hardware, BHMA created a 'BHMA Sustainable' logo and web page to explain the PCR and how it benefits our members.

This year, BHMA updated this section of our website to include a document containing Frequently Asked Questions about PCRs as we prepare for the publication of a new PCR for Power-Operated Pedestrian Doors and Revolving Doors. The document is available for download and provides answers to some of the most common questions on this topic.



BHMA
sustainable

LinkedIn



29,000

Organic Impressions



328

Followers



1.33%

Engagement Rate

34% increase
over previous
period

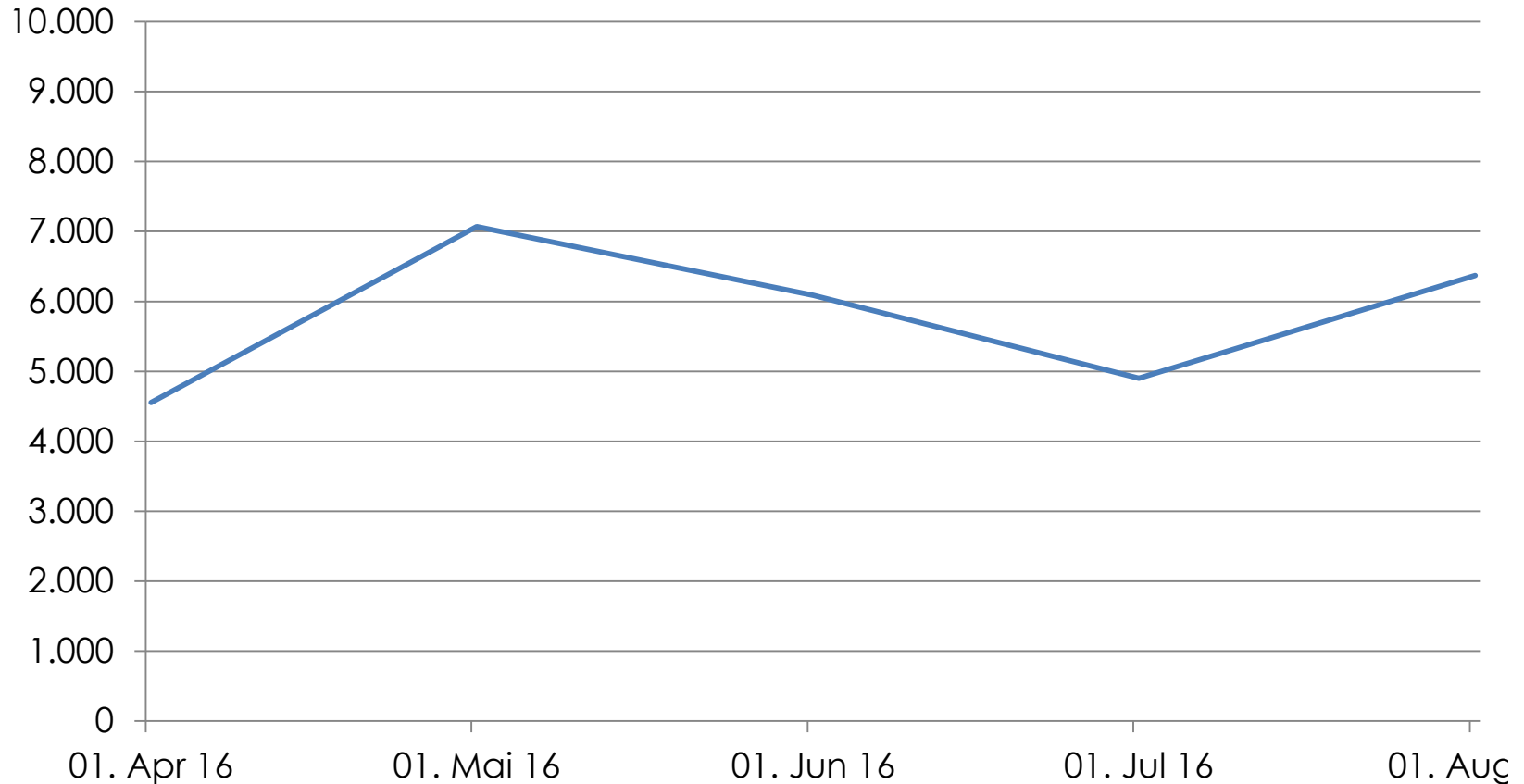
26% increase
over previous
period

66% of followers
are manager or
senior level
employees

Average
company page
engagement
rate: 0.054%



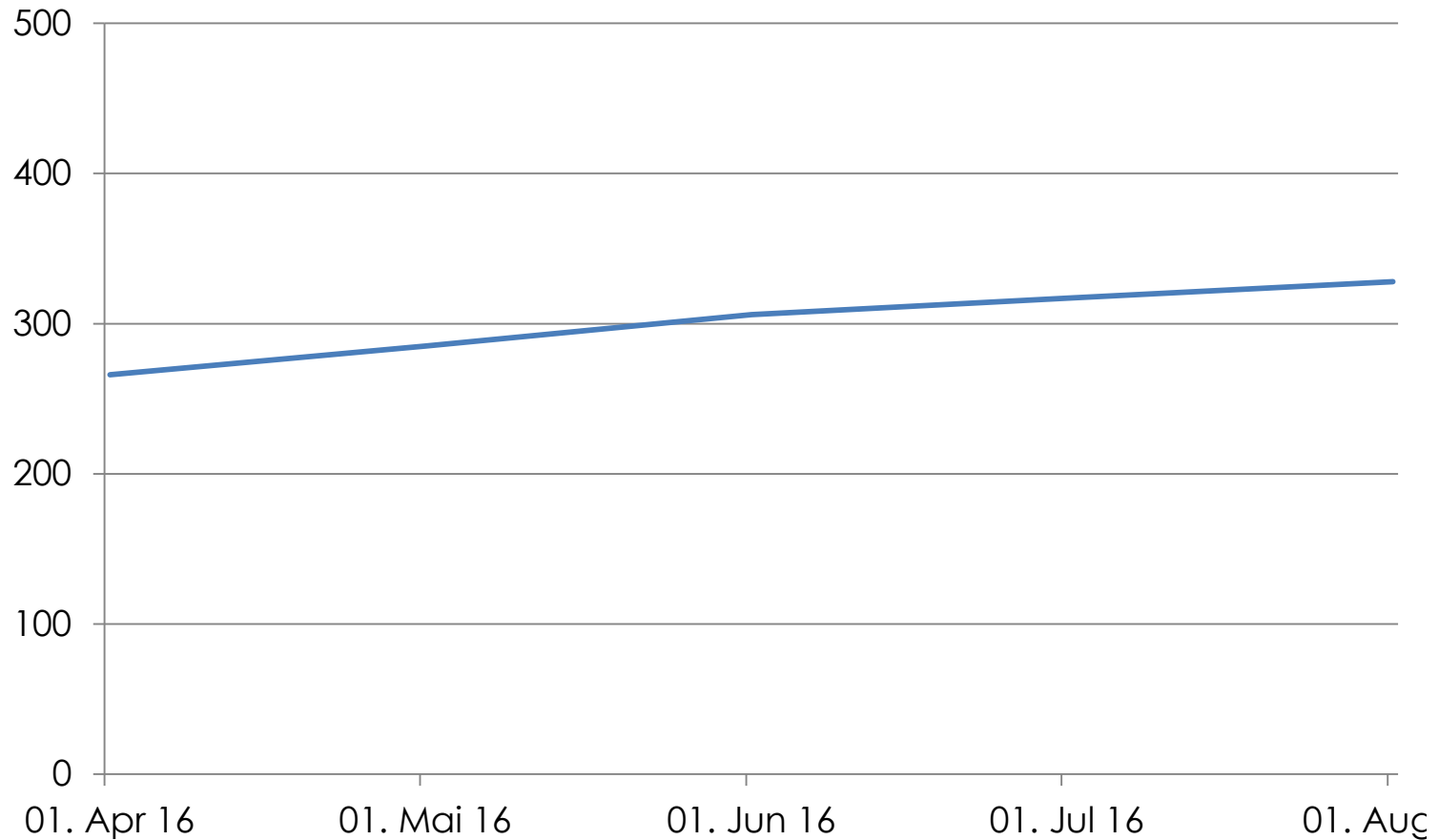
Organic Impressions



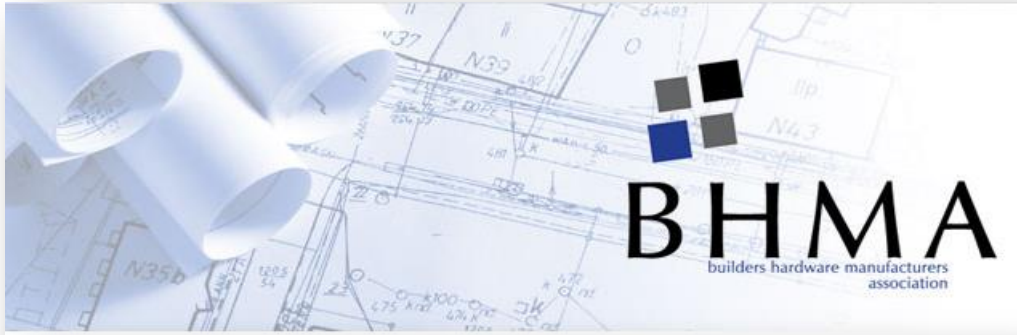
Organic impressions signify how many views BHMA's LinkedIn page and posts received without using ads to promote it.



Followers



Followers indicate the number of followers of the BHMA LinkedIn company page.



Builders Hardware Manufacturers Association BHMA President Scott James and Executive Director Ralph Vasami say a few words in celebration of BHMA's 90th anniversary. A banquet to mark the occasion was held during BHMA's annual fall meeting.



Builders Hardware Manufacturers Association This year marks BHMA's 90th anniversary. Find out more about the association's last 90 years:

About BHMA

buildershardware.com • BHMA was founded in 1925 as the Hardware Manufacturers' Statistical Association. Today BHMA is nationally recognized for its leadership role in ensuring the quality and performance of builders hardware. More than 80 percent of all U.S. manufacturers...

Most popular posts include:

- Industry story about classroom barricade issue
- Link to BHMA's new officers press release online
- Third-party story about standardizing door schedules
- Link to BHMA website's informational overview on standards
- General construction industry news



Residential Program Review

Overview



The BHMA Residential Subcommittee is currently wrapping up *Phase 1: The Pre-Launch* and moving into *Phase 2: The Launch*.





BHMA Certified Secure Home Label



BHMA Certified Secure Home Label



English



This BHMA certified product has been tested to a good (C), better (B), best (A) rating in each of these areas: security, durability and finish.
www.securehome.org

TM

French



Ce produit est certifié BHMA. Il a obtenu une classification C pour la sécurité, une classification B pour la durabilité et une classification A pour la finition.
www.securehome.org

TM

Spanish



Este producto certificado por BHMA ha sido sujeto a un examen de clasificación como bueno (C), mejor (B) y el mejor (A) en cada una de las siguientes áreas: seguridad, duración y acabado.
www.securehome.org

TM

Requirements for Use



STYLE AND USE GUIDELINES
The Builders Hardware
Manufacturers Association
Residential Certification
Labeling Program



INCORRECT USE OF THE LABEL
Always use approved artwork.
Whenever possible use vector
artwork for best results.
For your guidance, some typical
examples of incorrect use of the
label are included below. These
contain errors in the lettering,
colors and format.

INFORMATIONAL LABEL VERTICAL SPECIFICATIONS
The label must be used in its entirety, using
the color, black or white reverse motion.
The typeface used within the label must
always be Helvetica Neue; font size will
vary based on the size of the label.
The vertical informational label may not be
used in any size smaller than 0.75" wide.

DO NOT
SUBSTITUTE THE TYPEFACE



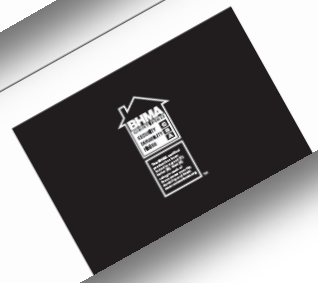
DO NOT
OUTLINE THE LABEL



DO NOT
USE 3D EFFECTS OR SHADOWS



PHONE: 800
CHRY-150 / 75 / 1030 / 100



Requirements for Use

INFORMATIONAL LABEL VERTICAL SPECIFICATIONS

The label must be used in its entirety, using the color, black or white reverse version.

The typeface used within the label must always be Helvetica Neue; font size will vary based on the size of the label.

The vertical informational label may not be used in any size smaller than 0.75" wide.



MINIMUM SIZE 0.75" WIDE



REVERSE



LOOK FOR THE LABEL

THE RATINGS

PROFESSIONALS

LEARN MORE

ABOUT BHMA

NEWS



LOOK FOR THE LABEL

Only products with the BHMA Certified Secure Home label are rigorously tested and rated for security, durability and finish.



CHECK THE RATINGS

Your security are put to the test every time you open and close a door. Check the ratings to assure quality and value.



WHERE TO BUY

Not quite sure what to buy or where to buy it? Click here to learn more about available products and options.

BHMA CERTIFIED SECURE HOME RATINGS



Security

Security measures how well a lock or deadbolt can withstand impact, whether it from a possible intruder or extreme weather conditions.



Durability

Durability measures how well a lock or deadbolt functions after repeated, long-term use. It also measures how well a lock or deadbolt operates with excessive weight on the door - such as a heavy purse.



Finish

Finish measures how well a product can withstand sun exposure, humidity, saltwater, dew and even the oils in our hands - all of which can cause the covering of a lock or deadbolt to soften, peel, discolor or corrode.





Secure Home Logo



Marketing Toolkit



- **Infographic(s)** – To help consumers and trade professionals easily understand how to read the label, and what to look for when purchasing certified hardware
 - Look for the Label
 - Assessing Your Need
- **FAQ Sheet** – Common questions about the residential program, with answers for quick reference
- **Press Release** – A fill-in-the-blank news release for retailers to customize and distribute to customers and/or local media

Available on www.securehome.org

Look for the Label



Three Steps to a More Secure Home™

Before you buy new door hardware for your home, ask yourself these three questions:

1. What are some key things I should consider before I buy?



My son gets home from school before I get home from work.

Having a lock that has been certified for **SECURITY** is important to me.



I have a busy family that is constantly coming and going.

Having a lock that has been certified for **DURABILITY** is important to me.



I live in an area where the weather constantly changes.

Having a lock with a **FINISH** that has been certified to withstand the elements is important to me.



2. Does this product have the BHMA Certified Secure Home label?

This label assures that the lockset or deadbolt has been vigorously tested in the three areas most important to you.



3. How does my product rate?

Once a product has been tested for security, durability and finish, it is given a rating of Good (C), Better (B) or Best (A) in each area. Find the product with the combination of ratings that best fits your specific hardware needs!



Only products with the BHMA Certified Secure Home label are rigorously tested and rated for security, durability and finish. BHMA is the only organization accredited by the American National Standards Institute (ANSI) to develop and maintain performance standards for residential hardware.

For more information, visit www.securehome.org.



Assess Your Need



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Next Steps



Trade & Retailer Education

- Direct Mail Campaign
- Trade Show Collateral
- Press Release
- Bylined Articles

Consumer Education

- Press Release
- Syndicated/Wire Releases
- Educational Video
- Social Media Program



BHMA Member Marketing Tools

Available Tools



'About BHMA' PPT



Product Testing

Products are tested and certified in five main areas:



**Builders Hardware
Manufacturers Association**



Strength



Finish

21



Hardware Highlights



ANSI/BHMA A156.18-2012 American National Standard for Materials and Finishes

Standard ANSI/BHMA A156.18-2012 establishes finish test methods and code numbers for finishes on various base materials. It includes criteria for viewing comparative finishes to the BHMA match plates and establishes five categories of finishes. For further information, consult the full standard, ANSI/BHMA A156.18 for Materials and Finishes.

BHMA has created this series of Hardware Highlights to provide useful, accessible information about builders hardware for anyone with an interest in devices that hang, control, secure, and trim the doors. BHMA is the trade association which represents almost all of the North American manufacturers of builders hardware. One of its main activities since 1983 has been the development and maintenance of ANSI-approved standards for 35 separate product categories.

Product Performance: Purchasers of materials and finishes certified to A156.18 (<http://www.buildershardware.com/ans1>) can be assured products will perform to their expectations.

Below are an explanation and some examples of the evaluations conducted for certification:

CORROSION	WEAR & CHEMICAL	SAFETY & SECURITY	NOMENCLATURE
Nearly every type of builders hardware is evaluated to the salt spray test described in the standard. The test method and failure criteria – lack of corrosion, staining, blistering – are described in detail.	A combination of tests – including pencil hardness, abrasion and perspiration resistance – is offered to provide assurance that the surface will hold up to handling during the operation of the hardware.	Finishes need to be formulated to resist degradation over time from exposure to light. Visual failure modes are any chipping, flaking, and color loss or change (from clear to white or yellow to brownish).	Useful to designers, specifiers, and other users, most combinations of architectural finish and substrate is assigned a BHMA Code Number, such as 605 for clear-coated bright brass (formerly US30).

Finish Terminology The standard contains a full set of definitions for applicable finishing terms, such as:
Polished: to set off by contrast through the partial removal of finish, creating a brushed, satin, or antique effect.
Satin: a smooth, dull finish with or without a directional pattern.

Sustainability Materials and finishes contribute to building sustainability through their verified durability, as well as material characteristics such as recycled content and recyclability. The reliable closing and sealing of openings can also contribute to energy conservation. BHMA has developed Product Category Rules, which will further define sustainability requirements and guide life cycle assessments and environmental performance declarations.

ANSI/BHMA A156.18 provides comprehensive tables with the finish code numbers, descriptions, and equivalent finishes, such as those shown below:

BHMA CODE NUMBER	FINISH DESCRIPTION	BASE MATERIAL	CATEGORY	NEAREST FORMER US EQUIVALENT
605	Bright brass, clear-coated	Brass	A	US3
612	Satin bronze, clear-coated	Bronze	A	US10
618	Bright nickel plated, clear-coated	Brass, Bronze	A	US14
625	Bright chromium plated over nickel	Brass, Bronze	A	US26
620	Satin nickel plated, blackened, satin relieved, clear-coated	Brass, Bronze	C	US15A
647	Satin nickel plated, blackened, satin relieved, clear-coated	Steel	E	US15A

To purchase a copy of any BHMA Standard, go to www.buildershardware.com or call 800-699-9277. This document is not a substitute for the full standard. Refer to the entire standard for full information.

Hardware Highlights

One-page summaries of each of BHMA's 38 standards, for quick reference.



Infographics

Steps to Certification

The Builders Hardware Manufacturers Association (BHMA) is the sole organization accredited to develop American National Standards Institute (ANSI) standards for architectural hardware including locks, hinges, door closers, exit devices and other products. Standards typically have three performance grades covering strength, durability and security. To assure that the standards are adhered to properly, BHMA sponsors an industry-wide, third-party certification process consisting of these steps:

- #### 1 APPLICATION

Manufacturer

 - ✓ reviews the Operational Manual, available on www.buildershardware.com,
 - ✓ files the certification application and fee with BHMA.
- #### 2 TESTING

Manufacturer contacts a BHMA designated testing lab and has hardware tested to the specifications outlined in the published standard. Lab will provide pricing for testing.

Products are tested in some or all of these five areas:
- #### 3 CREATION OF LISTING

Upon completion of testing manufacturer

 - ✓ files a proposed listing in accordance with the guidelines as outlined in the BHMA Operational Manual,
 - ✓ sends the testing report to BHMA.
- #### 4 AFFIRMATION

BHMA checks with the designated testing lab for affirmation of the proposed listing.
- #### 5 CERTIFICATION

Upon lab affirmation the listing is designated as **CERTIFIED**. Manufacturer product listing is then added to the online BHMA Certified Products Directory featured on the BHMA website www.buildershardware.com. Manufacturers are then permitted to use the certified logo — in accordance with the guidelines — on their packaging, website, advertising and marketing collateral.
- #### 6 ASSURANCE

BHMA certifies subject to periodic audits and compliance that the required certification is up to the life, health and safety of the consumer.

Manufacturers do not need to be BHMA members to certify their products. The only products certified to feature the online BHMA Certified Products Directory. Remember to look for the mark. Go to www.buildershardware.com

IS IT A BHMA CERTIFIED PRODUCT?

The Builders Hardware Manufacturers Association (BHMA) works with the American National Standards Institute (ANSI) to set stringent standards for reviewing the following tips.

DON'T BE MISLED.
"Soft words" can imply that a product is BHMA Certified when it is not.

Examples include:

- "meets ANSI/BHMA standards"
- "tested to ANSI/BHMA standards"
- "complies with ANSI/BHMA standards"
- "meets ANSI requirements"

LOOK FOR PROPER LANGUAGE.
Certified products will display language such as, "certified to ANSI/BHMA Standard A156.1-2019" in addition to being listed in the online directory.

LOOK FOR THE MARK

BHMA CERTIFIED™

Only BHMA Certified products display this BHMA Certified Mark. Only BHMA is accredited to certify compliance with ANSI/BHMA standards.

STILL NOT SURE? CHECK THE ONLINE DIRECTORY.
All BHMA certified products are listed in the Certified Products Directory, which is updated daily. BHMA Certified Products listings are always available online at buildershardware.com/certified-products/directory.

DON'T HESITATE TO DOUBLE-CHECK!
Marks that are modified or designed to look like the BHMA Certified Mark are not the real thing.

ANSI COMPLIANT
~~MEETS ANSI GRADE 3 SPECIFICATIONS~~

Be safe. Be secure. Look for the mark.

Contact BHMA with Questions or Concerns
If you believe a manufacturer is incorrectly indicating compliance with the BHMA certification program or are unsure about a specific product, contact BHMA at buildershardware.com or 212.297.2110.

Available Tools



Educational Video

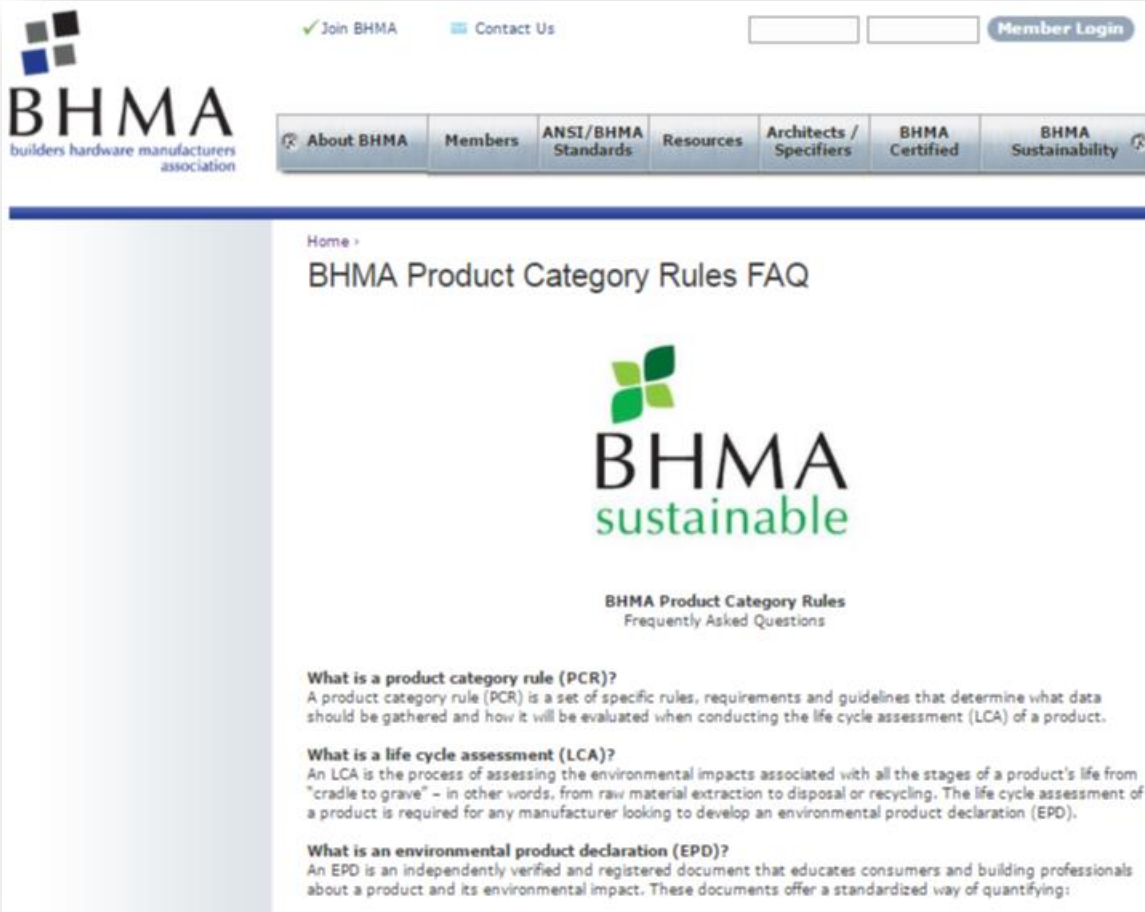


The video player shows the BHMA logo and title. The video progress bar is at 0:02 / 4:25. The video title is "About BHMA Certification". The channel is "Builders Hardware Manufacturers Association" with a "Subscribe" button and "0" subscribers. The video has "129 views". There are "Add to", "Share", and "More" options at the bottom left, and "Like" (0) and "Comment" (0) options at the bottom right.

<https://www.youtube.com/watch?v=43z9I3QEZZU>



FAQ for Product Category Rules



The screenshot shows the BHMA website's navigation and content. At the top left is the BHMA logo. To its right are links for 'Join BHMA' and 'Contact Us', followed by search and member login fields. A horizontal menu contains links for 'About BHMA', 'Members', 'ANSI/BHMA Standards', 'Resources', 'Architects / Specifiers', 'BHMA Certified', and 'BHMA Sustainability'. The main content area features a breadcrumb trail 'Home >' and the title 'BHMA Product Category Rules FAQ'. Below this is the 'BHMA sustainable' logo, which consists of a green leaf-like icon above the text 'BHMA sustainable'. Underneath the logo is the heading 'BHMA Product Category Rules' and the sub-heading 'Frequently Asked Questions'. The page lists three FAQ items:

- What is a product category rule (PCR)?**
A product category rule (PCR) is a set of specific rules, requirements and guidelines that determine what data should be gathered and how it will be evaluated when conducting the life cycle assessment (LCA) of a product.
- What is a life cycle assessment (LCA)?**
An LCA is the process of assessing the environmental impacts associated with all the stages of a product's life from "cradle to grave" – in other words, from raw material extraction to disposal or recycling. The life cycle assessment of a product is required for any manufacturer looking to develop an environmental product declaration (EPD).
- What is an environmental product declaration (EPD)?**
An EPD is an independently verified and registered document that educates consumers and building professionals about a product and its environmental impact. These documents offer a standardized way of quantifying:



Thank you.