



IMPACT

ISO 22716

For a business which produces white label toiletries and cosmetics for a wide range of companies, attaining an ISO has made a significant impact both on its internal processes and on its opportunities to trade.

T&H Marketing, based in Poole, contract manufacturers private label products. It sells direct to trade customers through its shopfront website, Bath Bubble and Beyond, and also works in partnership with customers to create bespoke toiletries and cosmetics.

The company has been trading for 30 years, creating products including a range of wet products, bath bombs, bath marbles and bath fizzers, and was the market leader in launching solid shampoo and conditioner bars. Everything is manufactured in the UK, making the company unique in its sector.

A number of factors came together to prompt the team at T&H Marketing to explore ISO certification. For the business, the ideal standard is ISO 22716, which relates specifically to the cosmetic industry.

Brexit was one of the drivers. The introduction of trade barriers between the UK and EU countries meant customers in the EU now preferred to deal with UK producers holding ISO certification.

T&H Marketing's Operations and Quality Manager, Sallyann Murphy, said: "Customers in the EU began to ask us about certification. This was the trigger, but we had already been considering ISO. Having an ISO in place would provide a firm basis on which we could begin to talk to EU based customers about working with them."

ISO 22716 is the international standard for Good Manufacturing Practices for the cosmetics industry, which has stringent standards similar to those that apply to the food sector.

"We realised a number of our competitors had ISO 22716, we'd seen what it could for a business and we thought 'we'd like a slice of that'," said Sallyann. "We believed the process would be highly structured but, in fact, what we found was that it provided a framework on which we could hang our own processes, procedures and way of doing things, providing we could meet all the criteria that ISO demanded. We found it could fit around us, rather than us shoehorning what we do into the ISO. It was challenging and hard work, but very rewarding."



T&H Marketing Ltd

making *private label* work for you

T&H Marketing chose IMSM to guide and oversee the ISO certification process. Sallyann said: “We had an initial contact call and found Michael at IMSM really spoke our language. They were supportive and so reassuring, providing advice and encouragement throughout the process.”

The process also led to positive changes in the way T&H Marketing operates. For example, prior to ISO, the journey from initial order to fulfilment was less joined up. Thanks to ISO, each order is now accompanied by a job sheet, taking the order from inception and plotting it through each stage. This has enabled greater accountability, quality checks and also continuous improvement.

“This has become like a working bible that we move around as the work moves around,” said Sallyann. “Once a job has finished, we can analyse every aspect through the traceability and data we have captured, so we can make changes for future orders. This means we have become much more efficient.”

During the ISO process, the business was also expanding into a third unit, and ISO helped make this much more coordinated.

Having achieved ISO 22716, T&H Marketing will now undergo an annual audit to ensure it remains compliant, in order to retain the certification.

Sallyann said: “ISO has brought many benefits, over and above making it easier to trade overseas. The business is more efficient, and we really understand now how the business is operating. This helps with everything from training, to recruitment, to resourcing, to involving the team, because everybody feels they have a voice.”

