



## Our stories:

# Sealing the deal with Selleys

BRANZ's testing capacity, technical rigour and customer focus have helped to ensure new products manufactured by high-profile DIY and trade brand Selleys are fit-for-purpose, Building Code-compliant, and brought quickly to market.

*Minimising the time to bring new products to market is critical for manufacturers like Selleys. BRANZ's ability to test an entire product range concurrently, thoroughly and quickly has given Selleys a competitive edge.*

A BRANZ Appraisal is robust, in-depth and independent. It gives confidence to building specifiers, regulatory bodies, building officials and building consent authorities that a product or system has been examined rigorously by an independent, trusted organisation.

When carrying out appraisals for a client, BRANZ aims to add value by taking a systems approach. The goal is to acquire a deeper understanding of the long-term business needs of the client and go the extra mile.

A longstanding client, Selleys approached BRANZ in January 2021 to appraise a new range of silicon sealants used in both internal and external construction projects.

For Selleys, there were several advantages in dealing with BRANZ.

BRANZ has the capacity to test a full product range concurrently which, in the case of Selleys, was approximately 25 products. This enabled a more efficient, faster testing process, which helped Selleys reduce the time to bring the products to market.

*"Having BRANZ as a one-stop shop ensures our products are ready to meet New Zealand market specifications. A BRANZ Appraisal helps to give our customers the confidence to choose Selleys,"*

George Harley, Brand Manager - Selleys New Zealand

BRANZ's ability to conduct testing that accurately simulates Aotearoa New Zealand's unique climatic conditions was another big advantage. The sealants were exposed to the equivalent of 15 years under the New Zealand sun – by spending just 15 months in BRANZ's bespoke UV machine. This facility gives a brand like Selleys the confidence to market products internationally in the knowledge they will stand up to the very highest levels of solar radiation.

BRANZ continues to strengthen its relationship with Selleys by maintaining a client-centric focus. For example, BRANZ has willingly answered questions from consenting authorities about the performance of Selleys products. This has helped Selleys get fast regulatory and market acceptance for its new products.

BRANZ Appraisals are commonly accepted by approving authorities in both NZ and Australia as evidence for Building Code performance requirements. For more information, email [assurance@branz.co.nz](mailto:assurance@branz.co.nz) or freephone 0800 080 063 [within NZ].