

Going for gold - the new NSI brand

The National Security Inspectorate (NSI) is launching its new brand image at this year's IFSEC and FIREX. This will help NSI achieve universal quality mark recognition across a diverse range of security and fire services for the benefit of customers, specifiers and suppliers.

The new image, which retains the familiar owl as its central feature, has been designed to distinguish different levels of achievement for suppliers of security and fire services. Quality Assured companies will be awarded NSI's highest gold medal approval with companies in the earlier stages of their development receiving silver or bronze medals.

NSI already owns one of Britain's most recognisable security brands for the electronic systems sector, NACOSS. However, extensive research identified that the wider security industry still lacks a recognisable quality mark for approved companies such as the BSI 'Kitemark' or the gas industry's 'Corgi' mark, both of which have extensive public awareness. Due to its evolution, NSI has projected six different brands into the marketplace, diluting the strength of a single message. A single brand was required that would universally identify quality in the security and now the fire sectors.

Tom Mullarkey, Chief Executive, comments "NSI's new brand will help customers to identify the highest quality standards across a diverse range of services. From now on customers will need look no further than NSI as a measure of confidence in Britain's best security and fire companies. Only those which are good enough deserve a medal."

The new look NSI

A simpler, unified approach has been adopted which will make it easier to identify NSI approved companies across the security and fire industries. All schemes will be categorised by a medal of achievement approach. A Gold medal is awarded to companies achieving the highest level of technical competence together with ISO 9000 Quality Management. For the smaller company, where QM is not appropriate but they meet the other applicable standards, the Silver medal is awarded. The Bronze medal is designed as an entry-level scheme for new companies (Guarding scheme only).

The new scheme logos have been reproduced alongside the previous versions. Each medal of achievement awarded to an NSI approved company includes the scheme and level descriptor, e.g. Guarding Gold, Fire Silver. There is one anomaly. NACOSS Gold will be used instead of Systems Gold. The NACOSS name is well known and because of this recognition, the name was retained.

