

## Press Release

19<sup>th</sup> November 2008

### International branding

Chiltern International Fire took advantage of its open day for key clients this week to announce a corporate name change for its parent to BM TRADA Group Ltd.



CIF Chief Operating Officer Jon Osborn told guests: 'Unlike TTL Chiltern, which was simply a holding company, BM TRADA is a strong brand, recognised worldwide. Through BM TRADA Certification, the group has access to an extensive network of joint venture companies and overseas representatives, which will enable Chiltern Fire to act as a portal to external markets for our clients.'

He sketched a brief history of the group, from the establishment of a fire research and consultancy division within TRADA, the Timber Research and Development Association in 1974, through a management buyout of the commercial activities within TRADA in 1994, to the formation of Chiltern International Fire in 1997. BM TRADA came into being two years later, when through a company takeover the 'BM' prefaced what had been TRADA Certification.

The creation, he said, of 'a global group for the global marketplace', would give Chiltern Fire increased national and international recognition, as well as allowing 'seamless integration' of services between group operations, which also include Chiltern Dynamics, CCB Evolution, FIRA and TRADA Technology.

Mr Osborn added, 'As a group, we are now taking certification and testing to more than 70 countries worldwide. Our clients will never be far from a BM TRADA Group representative, on the ground, who can interpret local standards requirements.'

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