

# Guidance for Correct Use of Words, Phrases and Imagery on Product Information

Contents	Page
1. Executive Summary	1
2. CCPI Principles & Obligations	
3. Essentials to Declare	2
4. Environmental Claims	
5. Fire Performance Claims	3
6. Imagery, Icons, & Diagrams	4
7. Internal Workflows & Controls	
8. Evidence Pack	5
9. Templates	
10. “Dos” and “Don’ts”	6
11. Enforcement & Risk	7
12. References & Further Reading	

# Guidance for Correct Use of Words, Phrases and Imagery on Product Information

## 1. Executive Summary

This guidance sets out how Lignacite authors, reviewers, and approvers must create, verify, and publish product information for aggregate concrete masonry units and related systems. It operationalises the Code for Construction Product Information (CCPI), EN 771-3, and the UK Competition and Markets Authority (CMA) Green Claims Code, covering words, phrases, data, diagrams, icons, photos, and all marketing or technical materials. It includes rules for environmental and fire claims, imagery controls, and internal workflows, with templates and checklists for compliant releases.

## 2. CCPI Principles and Obligations

All product information must meet the five CCPI principles: clear, accurate, up-to-date, accessible, and unambiguous. CCPI requires documented sign-off, version control, audit trails, and prohibits misleading or ambiguous wording and imagery. [CCPI website, master class overview]

- **Clear:** Plain English; define all terms; avoid jargon.
- **Accurate:** Claims reflect tested/certified performance; numbers match reports/DoP.
- **Up-to-date:** Use latest approved versions; maintain review cadence; retire superseded files.
- **Accessible:** Product information is easy to find, consistent, and retrievable across channels.
- **Unambiguous:** No exaggeration, absolutes, or suggestive imagery that implies performance not evidenced.

# Guidance for Correct Use of Words, Phrases and Imagery on Product Information

## 3. EN 771-3 Essentials to Declare

EN 771-3 (2011+A1:2015) specifies characteristics and performance requirements for aggregate concrete masonry units, including description, designation and classification, marking, and AVCP. Ensure the following appear consistently in datasheets, websites, labels, and DoPs:

- Declared dimensions (order: Length × Width × Height), tolerance class (D1–D4), category/groupings.
- Compressive strength, density category, dimensional tolerances, water absorption, freeze–thaw (if relevant), thermal/acoustic/fire properties where claimed.
- AVCP system applicable to market; product marking as required by the standard; alignment with the Declaration of Performance (DoP).
- Use test methods referenced by the standard; maintain traceable reports.

## 4. Environmental Claims (Green Claims Code + CCPI)

Environmental claims must be specific, evidence-based, and consider life-cycle boundaries. Avoid vague or absolute wording and ensure imagery does not imply benefits without proof.

- Substantiate with credible evidence (e.g., verified EPD to EN 15804, LCA report). Keep an audit trail and make sources accessible.
- Be specific: declare functional unit, scope (A1–A3, A4, A5, B, C, D), data vintage, program operator, and verification.
- Comparisons must be like-for-like, same method and unit, fair and meaningful; show sources and assumptions.

# Guidance for Correct Use of Words, Phrases and Imagery on Product Information

- If using offsets or targets (e.g., carbon neutral/net zero), disclose calculation method, residual emissions, offset scheme/certification, validity period, and that the claim relates to corporate target (not inherent product performance).
- Do not use imagery (green leaves, planet icons) or colour schemes that imply environmental benefit unless directly supported by the text and evidence.

Words/phrases to avoid or qualify heavily: eco-friendly, green, sustainable, carbon neutral, net zero, low-carbon, environmentally safe, non-polluting. Use quantified statements instead (e.g., “Embodied carbon A1–A3 = 145 kgCO<sub>2</sub>e/m<sup>3</sup> per verified EPD, EN 15804 +A2”).

## 5. Fire Performance Claims (Safety-Critical)

Fire claims must be precise and traceable to standardised tests and classifications. Never imply absolutes.

- State the exact standard and classification (e.g., EN 13501-1 Euroclass A1/A2; EN 1364/1365 for fire resistance of assemblies).
- Include laboratory name, test report ID, date, specimen description, construction build-up, and limitations.
- Clarify system versus material performance: if results depend on mortar, finishes, penetrations, or fixtures, say so explicitly.
- Avoid terms like “fireproof” or “non-combustible” unless supported by classification and definitions; use “Euroclass A1 reaction to fire (EN 13501-1)” with references.

# Guidance for Correct Use of Words, Phrases and Imagery on Product Information

## 6. Imagery, Icons, and Diagrams

Visual elements must not imply benefits that the text does not substantiate. Apply these rules:

- Use neutral diagrams and clearly labelled charts; include units, sources, and version identifiers.
- Avoid safety absolutes (shields/padlocks) or environmental icons unless accompanied by precise, evidenced claims and context.
- When visualising fire classifications, display the exact class and standard alongside the icon (e.g., “EN 13501-1 Euroclass A1”).
- Ensure imagery is consistent with product scope and limitations; assembly images should match the tested build-up.

## 7. Internal Workflows and Controls (CCPI-aligned)

Adopt the following creation-to-publication process for all product information:

- 1. Creation:** Author drafts in plain English; references standards and data; prepares Evidence Pack.
- 2. Technical QA:** Specialist checks values, test references, EN 771-3 declarations, and alignment to DoP.
- 3. Legal/Compliance QA:** Green Claims Code assessment; remove/qualify risky words and imagery; verify accessibility.
- 4. Sign-off & Version Control:** Documented approvals; archive superseded versions; maintain audit trail.
- 5. Publication & Review Cadence:** Publish to all channels; schedule periodic review (12–24 months or upon new test/EPD).

# Guidance for Correct Use of Words, Phrases and Imagery on Product Information

## 8. Evidence Pack – Minimum Contents

- Standards references & scope (EN 771-3 characteristics, designation order, tolerances, category/group; AVCP; marking).
- Test reports & classifications (fire, thermal, acoustic) with lab names, dates, report IDs, assembly details.
- Environmental evidence (EPD/LCA, carbon calculations, offsets including scheme name/certification, validity).
- Version-controlled product information (datasheets, website pages, brochures) with sign-off records.
- Accessibility check (functional links, downloadable files, consistent naming).

## 9. Templates

**9.1 Claim Statement Template** (copy into datasheets or web pages):

**Reaction to fire:**

Euroclass A1 (EN 13501-1), tested by [Lab], report [ID], date [dd/mm/yyyy].

**Declared characteristics per EN 771-3:**

Category I, tolerance class D1, designation 440×100×215 mm (L×W×H).

Embodied carbon (A1–A3) = 145 kgCO<sub>2</sub>e/m<sup>3</sup> per verified EPD (EN 15804+A2), program operator [Name], valid to [YYYY].

# Guidance for Correct Use of Words, Phrases and Imagery on Product Information

## 9.2 Environmental Comparison Template:

**Comparison basis:** functional unit [e.g., 1m<sup>2</sup> of blockwork at 100 mm thickness], scope [A1 – A3], method EN 15804+A2.

**Data sources:** EPD IDs. Result: Product A = [X] kgCO<sub>2</sub>e;  
Product B = [Y] kgCO<sub>2</sub>e.

**Assumptions:** transport [A4] distance = [km]; mortar type = [spec].

**Limitations:** excludes use/maintenance phases (B) and end-of-life (C).

## 10. Quick “Do/Don’t” Reference

- **Do say:** precise, evidenced, standard-referenced claims.
- **Do:** “Declared compressive strength: 7.5 MPa; Category I; tolerance class D1; designation 440×100×215 mm.”
- **Do:** “Reaction to fire: Euroclass A1 (EN 13501-1).”
- **Do:** “Embodied carbon (A1–A3): 145 kgCO<sub>2</sub>e/m<sup>3</sup> per verified EPD (EN 15804+A2).”
- **Don’t say:** vague superlatives or absolutes.
- **Don’t:**
  - “Eco-friendly”
  - “sustainable”
  - “green”
  - “carbon neutral”
  - “net zero”
  - “low-carbon” without specific evidence and defined scope.
- **Don’t:** “Fireproof”  
“non-combustible”  
without classification and definitions.

# Guidance for Correct Use of Words, Phrases and Imagery on Product Information

## 11. Enforcement & Risk

The CMA can take action where environmental claims are misleading; CCPI addresses misleading product information in safety-critical contexts and expects continuous improvement in product information quality and culture. Non-compliance risks include reputational damage, withdrawal of materials, and enforcement action.

## 12. References & Further Reading

- CCPI – Code for Construction Product Information (overview, clauses, and words/phrases to avoid).
- EN 771-3:2011+A1:2015 – Specification for masonry units – Part 3: Aggregate concrete masonry units (scope, marking, AVCP).
- Industry guidance on BS EN 771-3 (dimension order, tolerances, categories).
- CMA Green Claims Code – principles, checklist, and full guidance.
- Fire safety context post-Hackitt; importance of accurate product information (passive fire protection).