

## CHAS Unveils New Brand Identity to Become Veriforce CHAS

2 years ago



Following the acquisition of [CHAS](#) by Veriforce in January 2023, CHAS has announced its company brand name will become 'Veriforce CHAS', reflecting its position as a key part of the Veriforce group.

The products and services of Veriforce CHAS, including its accreditation offerings and certification, will continue to be known as 'CHAS'.

Being part of Veriforce enhances CHAS's stability and market impact, enabling CHAS to expand its reach and influence and build on its position as the UK market leader in risk prevention, compliance and supply chain management.

Veriforce CHAS will continue to focus on delivering award-winning customer service while developing innovative products and services that help buyers, suppliers, and contractors thrive in an ever-changing market. This will include assisting customers in managing and mitigating risk across their supply chains in areas including health and safety, equal opportunities, diversity and environmental, social and governance (ESG) practices.

As CHAS has done for 25 years, notably as a co-founder and pioneer of the Safety Schemes in Procurement (SSIP) and the Common Assessment Standard, Veriforce CHAS will remain at the forefront of setting compliance benchmarks that improve supply chain risk management standards. Meanwhile, contractors and suppliers will be able to continue to rely on Veriforce CHAS to help them comply with complex regulations and to provide recognised accreditations quickly, easily and cost-effectively.

Commenting on the name change, Veriforce CHAS Managing Director Ian McKinnon says: "We are extremely proud to become an increasingly integral part of the Veriforce family during an exciting period

for both our business and our customers”.

“The strength of Veriforce’s global experience will allow us to provide even more market-leading products and services. At the same time, it was important to us and our customers that the CHAS name, widely respected across industry and seen on 10s of thousands of vans all over the UK, was retained. Plus we will continue to maintain the outstanding customer service for which Veriforce CHAS is renowned. CEO of Veriforce Colby Lane adds: “CHAS has a formidable reputation in the UK as a leader in supply change risk management and pioneer in setting compliance benchmarks”.

“We are excited to bring the Veriforce brand alongside CHAS’s very strong name and work together to deliver our mission to make the world of work a safer place for businesses, employees and the public.”

Contractors, clients and stakeholders will notice the new Veriforce CHAS brand on communications including e-mail, social media, website and the MY CHAS and client portals. Accreditation certificates and van stickers are currently unaffected by the change and will retain the CHAS brand mark only. CHAS members can continue to use existing certificates and stickers and are not required to apply for new versions.

For more information, please contact CHAS on [0345 521 9111](tel:03455219111).