



News &  
New Products

# COMMON BOND

The newsletter for customers of Ibstock Brick Ltd.

September 2000

## SYDNEY OLYMPICS

### Eat Your Heart Out

### TANNOCHSIDE IS HOSTING THE BIG ONE.

*The Ibstock Olympics are coming to Scotland. Are you up for it?*

The Venue - Tannochside Customer Open Day  
Tannochside factory, Uddingston, near Glasgow  
The Date - Wednesday, 18 October 2000  
The Events - Tannochside Brick Olympics - 'fun' challenges to test your sporting and athletic skills  
Factory Tour - see Tannochside's enhanced performance  
Egan Presentation by Peter Jones, Deputy Director of Construction Best Practice Programme  
Synchronised scoffing - an all day buffet with an international flavour  
To Qualify - Contact our Tannochside Sales Office, telephone 0870 903 4001 for your invitation today!



At the Funton yellow stock brick factory in Kent, we are reaping the benefits of product development targeting the longstanding problem of breakage. But it goes much further.

Breakage levels down by 75% on bricks delivered to site

Strength significantly improved

Water absorption reduced

Durability designation improved

All round better performance is embodied in an exciting new product, the Funton Orchard Mixture, a brick similar in colour to the Funton Mild, but with very significant differences. FL durability designation, greater strength and lower water absorption put the Funton Orchard Mixture in a class apart. But the real benefit comes from the 75% reduction in breakages on site, with levels more in line with other stock bricks. But being so similar to the Funton Mild, it is a credible alternative when matching up brickwork. The Funton Orchard Mixture has all the benefits wanted and expected from a quality traditional stock brick, making it attractive in London, Kent and Essex as a merchant stocking brick, and for public and private housing projects.

Over the coming months, the benefits from our development work at Funton will filter through to the complete Funton range, giving you the confidence to invest in a unique range of traditional yellow stock bricks.

For further details, call our Laybrook sales office on **0870 903 4012**



## Ibstock Alive to the Needs of Independednts

Ibstock Brick's first Independent Builders Merchants Forum, held this June at Puckrup Hall, Tewkesbury, addressed the particular needs of this market sector. Following its success two such forums will be held each year - one in the north, one in the south.

The programme included presentations from John Richards, Sales & Marketing Director, members of the sales and marketing team including merchant representatives. The presentations showed what Ibstock can offer independent merchants. The open discussion sessions were honest, open and very inter-active, tackling many topical issues. Interesting in participating next time? Contact your local Ibstock representative or sales office for an invitation.

### Lunch and Learn at our London Office



Why not check out our new London office at 21 Dorset Square - the venue for our 'working lunch' technical presentations and lectures. The schedule is shown here -



For more details contact Lisa O'Neill at the London sales office. Tel: 020 7563 3000

### NEW YORK, NEW YORK



In June, the latest group of Birmingham School of Architecture students visited New York with the support of Ibstock. Local knowledge came in the shape of Dominic D'Argenio of Glen-Gery Brick (Ibstock's sister company in the USA) with a guided tour of some of the world's most impressive buildings - including the renowned Seagram Building.

### APPOINTMENTS

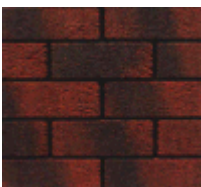
Ron Williams - Ron rejoined Ibstock in June as Sales Representative for West London and Middlesex, after an interval of 13 years.



Ken Johnson - Ken (pictured left) joined Ibstock in late July as Sales Representative for Central Manchester.

Ken has worked within the industry for many years.

## Traditional Factories meeting Refurbishment Needs



At Aldridge and Swanage, two of Ibstock's more traditional works, we have introduced two products to meet the special size requirements of key refurbishment markets. From Aldridge, the Anglian Ruskin Multi is available in 73mm size exclusively, and is targeted at the refurbishment market in the North and Midlands. Complementing the existing Anglian range, and sharing its unique texture, the weathered red colours will blend well with houses, factories and warehouses built in the Midlands throughout the Industrial

Revolution. The quick turnaround of special shapes and FL durability ensure that there are no barriers to using this brick on any project, whether blending in with other brickwork or for new build in sensitive conservation areas. Contact our Lodge Lane sales office for more details on 0870 903 4006.

The new Swanage Imperial Red Stock is a true imperial brick, sized 228 x 109 x 68mm, for the London refurbishment market. The brick has a 'soft' texture, a better defined shape, and an orange-red colour to match existing Victorian brickwork. Unlike many imperial bricks, the

Swanage Imperial Red Stock, as part of the Ibstock Brick range, is available ex-stock and not manufactured solely to order. This brick will appeal to builders merchants in London, looking to stock a key refurbishment brick that is always in demand, and to architects and organisations specialising in restoration and refurbishment eg. English Heritage. For further details, call our Cattybrook sales office on 0870 903 4010.



## Charlie Dimmock gets our support



It's a tough job but someone's got to do it. And when Charlie Dimmock asked for our support, who were we to refuse? Not our Rougemont works in Exeter, that's for sure. If you were watching Charlie's Garden Army, on 17 July you'd have seen Ibstock supporting an initiative to transform unused ground into a productive fruit and vegetable garden. Ibstock supplied 6000 edging bricks and approximately 1000 red/brown pavers from Rougemont to help out Charlie

Dimmock and her cohorts in creating the one-and-a-half-acre garden in Great Torrington, Devon. It will be maintained as a community enterprise, the produce being sold in Great Torrington Pannier Market. It also provides a peaceful oasis in the centre of the town and demonstrates how brick really looks great in the garden.



## Radiant Ravenhead

Putting popular products under the microscope from time to time can pay big dividends. Close scrutiny, new clay sources and process improvements at Ravenhead in the North West have revitalised the Ravenhead Red Smooth and the Ravenhead Smooth Village Mixture.



### RAVISHING REDS

More intense and consistent orange red  
Smoother surface  
Softened arrises for better shape, better delivered quality

### MORE VIBRANT VILLAGE

Punchier orange base with carbon flashed hearting  
Restored to original mid-90s look  
A real competitor to Caradale and Elliots in North and Midlands

### MORE GOOD NEWS

Ex stock availability

## The Brick Awards 2000



The BDA Brick Awards 2000, celebrating the best of brick, will be presented at the Café Royal on 28th November 2000.

Awards are made in several categories from Commercial Building to Single Private Home and Structural Brickwork. From these, the Supreme Winner is selected.

We at Ibstock Brick have submitted nominations for the projects we believe have really something special and demonstrate our products at their best. We are hoping for a good result.

For information, contact either Andy Hill at the BDA (01344 885651) or Ibstock's Marketing Department on 01530 261999.

## Clamp-fired character with Beckley

Traditional clamp-fired stocks are as popular as ever in London and the South East, and early indications are that the Beckley Medium Multi Stock from Chailey is going to be another winner. Its traditional red multi colours and rugged texture, unique to clamp-fired bricks, will appeal to architects working on renovation and new commercial projects and developers looking to use a traditional brick on their more prestigious housing projects. Moreover, the colour and character of the Beckley Medium Multi make it an ideal stocking brick for merchants in Kent, Surrey and Sussex. For more details, call Laybrook sales office on 0870 903 4012.



## Real People. Real Life. Real Buildings.

A major new advertising campaign is underway which will underline Ibstock's leading position in the industry, and our association with projects of quality. Like many of the buildings featured, the messages are simple, but powerful: -

Ibstock bricks combine with architect design flair and bricklayers skills to create stunning new modern commercial and public buildings.

Our bricks provide a warm, secure and natural feel

People prefer brick buildings to live in and work in; hence the simple message: Real People. Real Life. Real Buildings.

The projects demonstrate the suitability of Ibstock Bricks in modern settings and partnering other materials.



Click on the pictures for a larger image

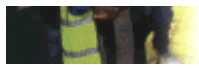
## What's on at Stourbridge



A packed agenda - that's what. Visitors, more than 150 of them to the Stourbridge open day on 14 June, took the opportunity to see the results of Ibstock's investment in modern brickmaking. And a whole lot more.

Production at the nearby Himley works ended this year and Stourbridge is replicating many of its popular ranges. Staff explained the processes involved





in reproducing old favourites and were challenged to spot the difference. Automation is increasingly the norm in today's brickworks and visitors saw the newly installed robotic process for sorting and packing fired products. Other events included a paver laying demonstration featuring the new pavers from the Atlas works, and a presentation on Egan by Zara Lamont, Director of the Best Practice Programme. Ibstock's strength in depth was on display with displays from Ibstock Brick, Ibstock Hathernware, Forticrete, Shaws Glazed Bricks, as well as Ibstock's Technical Design Advisory Services and innovation team. And the new design garden shows off Stourbridge's new specials and pavers in situ. Despite pouring rain, which the presence of an all day barbecue almost guaranteed, spirits were not dampened. Especially not for Steve Hubbard of MKM Building Supplies. Steve won the competition for a luxury weekend for two!

## White Rose Award



It's White Rose Award time again in Ibstock's North East region. This year's scheme - Design Excellence 2000 - attracted over 30 entries, representing a wide range of architectural styles and with contract values of between £180,000 and £5 million. After whittling entries down to 10, the final judging took place in July and two projects will receive the full White Rose award at an awards ceremony this November. A third project, a school extension in York featuring Chesterton Red Smooth and Leicester Red Stock facings and specials, won Highly Commended award. Ibstock has sponsored this design competition, exclusively for Yorkshire based architectural practices, since its inception in 1984.

## New Sales Office Network

Ibstock recently decided to focus sales support services into a smaller and more manageable network of sales offices. Consolidation into fewer offices enables greater consistency of service, product knowledge, systems, training and support, and with the imminent introduction of a brand new computer system, we expect significant improvements in efficiency and performance against our key customer service measures.

The decision involved closing four sales offices - Pinhoe, Nostell, Dorket Head and Roughdales. A phased timetable of closures ensured the transfer of operations with minimum disruption to customers. The process is now complete.

## Beyond the Blue Horizon

Just to prove there's more to Atlas than its deservedly famous blues, the Atlas factory has innovated with two new buff bricks, the Atlas Smooth Barley and the Atlas Wirecut Barley. Both plain buff in colour, their sharp lines create clean, precise one colour brickwork. With the Atlas Smooth Barley, Ibstock Brick is the only brickmaker to offer the Midlands a locally manufactured smooth buff option.

Both products will appeal to architects specifying high-value projects looking to use a plain buff brick for feature brickwork, or as a facing, particularly in the Midlands. Complementing the Aldridge Wirecut Bronze comes the Aldridge Smooth Bronze. Its unique colour, from golden brown ranging through to copper, and sharp exact lines, create distinctive brickwork, attractive to architects involved in industrial and commercial projects in East and West Midlands conurbations. All three new Atlas products are FL durable and, with the ready availability of special shapes, are suitable for most brickwork situations.

For further details, call our Lodge Lane sales office on 0870 903 4006.



## McCarthy And Stone Take Stock Of Laybrook



Staff at Laybrook factory at Pulborough, West Sussex, were proud to show off their latest new product, Laybrook Cream Stock (shown here) to a group of senior managers from McCarthy & Stone (South West) who visited and toured the works in June. They were accompanied by David Hughes of Taylor Maxwell and Ibstock Representative Graham Jackson. The visit centred on a technical seminar from the South East Design Advisor Mike Kimmer, and an in-depth discussion on bricks with Laybrook Factory Manager Ian Lissamore, and South East Divisional Sales Manager Jeremy Reckless.

## Vintage Performance from Northdale Burgundy

The Throckley Northdale Burgundy is a welcome addition to the Northdale range, specifically developed to meet changing market needs for wirecut bricks. With the distinctive rustic



Northdale texture, and interesting blend of reds and purples the Throckley Northdale Burgundy has a broad appeal to all regional markets. This new brick is ideal for developers and architects involved in commercial and industrial specification projects, particularly in the North and Midlands, looking to use an interesting, and significantly different range of bricks, with a unique blend of colour and texture.

Call our Throckley sales office on 0870 903 4004 for further details.

## Innovation Corner

We have just released our latest Design Guide on the Ibstock Brick Easy Arch - an example of design innovation in action. The Easy Arch was created primarily for the housing market. But its simplicity of construction, versatility in detailing, and flexibility to accommodate any size of opening make it just as attractive for commercial developments.

Standard units 215mm high with a 75° skewback held in stock at certain factories and in selected brick types.

A range of standard voussoirs, key bricks and feature bricks to individual designs.

Designed for use on standard lintels.

Commemorative plaques and dates.

A reinforced option is available.

For your free copy of the new Ibstock Brick Easy Arch Design Guide, call our Literature Hotline on 0870 903 4030, or your local Ibstock Design Advisor if more detailed advice is required:- Design Advice Hotline 0870 903 4018.



## Unmistakably Ibstock New Range Brochure

The front cover of our new brick range brochure shows an excellent example of our bricks in work - the Falkland Islands Memorial Chapel at Pangbourne College in Berkshire. It is striking, innovative and unmistakably Ibstock.

We hope it typifies our approach to technical literature - which our Customer Surveys show as one of the most important customer priorities. The new brochure brings together our current range, including the many innovative new products introduced since the last edition. We have focused on improving as many elements as possible to make it even more attractive, useful and user-friendly, yet maintaining the familiar format.

Ask your local Ibstock Representative for your copy of the new range brochure, or telephone our Literature Hotline on 0870 903 4030, or order direct on the Ibstock website, [www.ibstock.co.uk](http://www.ibstock.co.uk).

