



## AWARD WINNERS

The prestigious Brick Awards 2000 ceremony was held at the Café Royal in London on 28 November and Ibstock projects were there in force. From an impressive range of finalists - projects demonstrating the best in brickwork design and craftsmanship - Ibstock bricks were used in no less than 14 short-listed schemes. Of these, four were category winners - the best performance of any single brickmaker.

The standard was extremely high, as was enthusiasm in submitting entries, the nominations reflecting the enduring popularity of brickwork masonry, its humane appeal and the infinite diversity of options in brick.

Congratulations to the teams involved in all the projects.



**Best Refurbishment Project**  
Ikon Gallery, Birmingham  
Architect:  
Levitt Bernstein  
Brickwork Contractor:  
Carillon Building



**Best Structural Use of Brick**  
World of Glass Museum, St Helens  
Architect: Geoffrey Reid Associates  
Structural Engineers: Building Design Practice  
Brickwork Contractor: Lightburn Construction (Leigh) Ltd



**Best Private Housing Project**  
Blackwall Basin, London  
Architect: David Richmond & Partnership  
Brickwork Contractor: Wates Built Homes



**Best Commercial Building Project:**  
Canon (UK) Headquarters, Reigate  
Architect: David Richmond & Partnership  
Brickwork Contractor: NJC Contracts

## Customer Comment Feeds Continuous Improvement

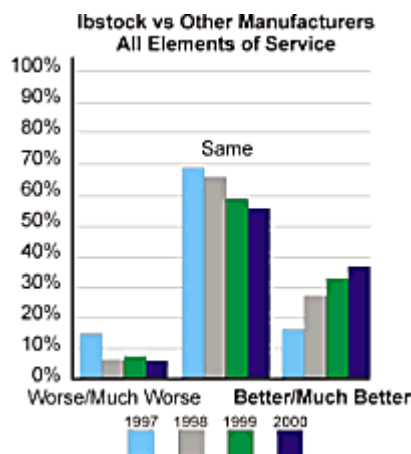
The process of Continuous Improvement at Ibstock Brick involves the principle of measurement in every area of activity. Of the many performance measures introduced, customer satisfaction is the most important indicator of all.

- n We commission annual independent research among our top 600 customers including specifiers, housebuilders, factors and builders merchants.
- n The survey is structured so that feedback can be attributed to a particular Sales Office or External Sales Division, reflecting year-on-year changes. The results help identify specific areas for focused improvement.

- n A detailed communications plan is rolled out which includes information packs, feedback roadshows and one-to-one meetings so that all individuals know how their team has performed.

- n Most improved office and best performing offices are rewarded directly as a result of the survey.

- n The overall aim is for Ibstock to give customers a



level of day-to-day service which distinguishes us from competitors.

The results of the fourth survey make it clear that Ibstock Sales teams are continually improving and that their customers are recognising the difference.



## Spreading the Word

Double page spreads in leading architectural and building publications are demonstrating the beauty of Ibstock brick. In beautiful buildings.

The latest stunner to be featured is the Stadium of Light for Sunderland AFC - a further example of a winning line-up - quality bricks teamed with architectural flair and bricklaying craftsmanship to create a real result.

More than 351,000 facings and 15,000 special shaped bricks were used on the main stand. A novel feature is the incorporation of name bricks which gave fans the chance to immortalise their names in fired clay - a permanent record of their commitment to the club.

More projects are in the pipeline. Keep an eye out in Building and Architects Journal for the latest stunner from Ibstock Brick.

## 60mm pavers from Atlas

**Our Atlas Range** sand-bedded pavers are now being produced in the more popular size of 200mm x 100mm x 60mm. This supersedes the old 65mm paver, which will be phased out.

The colours available in the new size are:

Atlas  
Barley  
Atlas  
Bronze  
Atlas  
Chestnut  
Brown  
Atlas Flame  
Red  
Atlas Slate  
Blue

For information on all Ibstock's Paver Range, call Lodge Lane Sales Office on 0870 903 4006.



## Improving pack quality

Some 70 per cent of Ibstock factories have introduced plastic strapping to bind brick packs together. This distinctive green strapping is replacing metal banding in order to improve overall pack quality in a number of important ways: -

- Longer lifespan - no corrosion

Tighter packs for improved integrity  
Reduced risk of injuries on site

Reduced chipping from more elastic material

For more information contact our Technical Services Department on 0870 903 4017

## Hard Hat Show 2000



Ibstock Brick exhibited at the Hard Hat

Show 2000 at Stoneleigh Park in November. Promoted as the 'innovative building show', it was an opportunity for small to medium-sized contractors, tradesmen and housebuilders to source new products, see new ideas and meet leading suppliers. As well as our extensive and innovative brick range, the Ibstock Brick stand featured special shapes and their use in everyday situations.

## **Regional Choice - Builders Merchant POS**

Jobbing builders, self-builders and DIY enthusiasts are the target of new point-of-sale material for builders' merchants. We have just published a regional range brochure for distribution to these end-user customers. Southern Selection displays some 150 brick types that have been used over the years in London, the South East and the South West. Site photographs of everyday brickwork applications show the products in work. Also illustrated - to inspire and encourage customers to greater things - are features in and around the house using Ibstock special shaped bricks.

If response is as good as we anticipate, Northern and Midland Selections will follow in 2001.



## **Scottish Brick Campsie Buff Multi**



The latest addition to our Scottish range is the Campsie Buff Multi wirecut. We believe it will prove a popular choice for specification and housebuilding projects north of the border. A dark buff multi with white flecks, the Campsie Buff Multi has a coarse, dragfaced texture, as favoured by many customers in Scotland. It will blend particularly well with stone and render environments.

Customers can use the Campsie Buff Multi with confidence in any part of their building design, thanks to its FL durability and 60 year guarantee. The product, including the innovative texturing, was developed by our Tannochside factory, where special shapes in manufactured and cut & bond options are both available to match the facings.

For more details, call our Tannochside Sales Office on 0870 903 4001, or contact your local Ibstock Representative.

## **Just Released CD ROM V3**



Judging from the phenomenal customer response to our first two CD ROMs we tapped into a real wish to view Ibstock

information in digital form. Quickly and in high quality. We were the first UK brickmaker to launch CD ROMs and Version 2 went to over 10,000 customers in under 10 months. We've used that experience in our latest release.

Welcome to Version 3 - available now! This update has loads of enhancements and new features - such as:

- n New brick database - as the latest Range Brochure
- n New special shaped brick database - as the latest Specials Brochure

## **Welsh Architects Consider 'Habit.....'**

Ibstock Brick was pleased to repeat its support of the RSAW Annual Conference, held this year at the St



David's Hotel, Cardiff Bay on 3 November, and attracting over 100 architects.

The theme of Habit, Habitat, Habitation stimulated discussion and debate; right from the outset it was a challenge; the Presiding Officer for the National Assembly for Wales opened proceedings by challenging delegates to consider the subtleties of the conference theme translated into Welsh! Dutch Architect, Francine Houben, talked about her innovative buildings in Delft and Amsterdam, and Dublin Architect, John Meagher, was interviewed about his eight 'Desert Island Buildings'.

n Full-size screen images of bricks - with technical data adjacent  
 n Revamped and updated Ibstock Brick website, [ibstock.co.uk](http://ibstock.co.uk)  
 Contact the Marketing Department on 01530 261999 for your free copy.

## Hamsey Range Rationalised

In order to improve general availability at Chailey, the Hamsey product range has been rationalised by withdrawing the Hamsey Stock and the Hamsey Rustic.

They will be replaced with the Hamsey Mixed Stock, a blend of the two, thus retaining the traditional aesthetic integrity of the Hamsey brick. This new product, however, will not be available until 1 February 2001. If you require any samples before then, three-brick boxes are available.

Contact Ryan Walker at our Laybrook Sales Office on 0870 903 4012 for more detail.



## Carry on Getting it Right

Four new practical leaflets have joined the Ibstock Get it Right series on builders merchants' trade counters. The important issues covered in the latest leaflets are: -



No.7 Durability of Clay Brick  
 No.8 Window and Lintel Details  
 No.9 Simple Arches in Clay Brickwork  
 No. 10 Domestic Paths and Driveways using Clay Pavers

The ten-topic series, in special Get in Right dispensers, offers guidance on practical

aspects of bricks and clay pavers and is written by our expert Design Advisor team. It demonstrates our commitment to good design and site practice everywhere and support to their merchants' end user customers. They've proved very popular with builders. Want a set? Call the Ibstock Literature Hotline on 0870 903 4030, or contact your local Ibstock Representative.

## GRADUATION DAY

Every graduate from the Ibstock Brick University (IBU) has to undergo a demanding five-day course, including three of technical training and two of sales skills development. It's not just for novices - all our sales team participate to keep their knowledge fresh and their skills sharp. So well thought-of is the training that many distributors take up the option of places on the technical element. For the seventh IBU session in Derbyshire, Taylor Maxwell, Ridgeon, Keyline and GBY Brick all sent delegates.

We set the bar high for graduation; Ibstock students must pass the technical exam with a minimum 70% pass mark. This is followed on the last day with presentations to the sales management team.

The next courses are in March and October 2001.



Sales & Marketing Director John Richards with (from left) Ibstock delegates Ken Johnson, Ben Wildsmith, Ron Williams, Claire Gould and David Blair.

## Hardwicke Blazes a Trail



Hardwicke Clipstone Amber

Hardwicke Sherwood Blaze

A subtle creased texture and hearted appearance are two features of the latest additions to the popular Hardwicke Range.

The Hardwicke Clipstone Amber is a lively golden colour, with warm red hearting. The Hardwicke Sherwood Blaze is a vibrant red with deep hearting.

Designed to complement each other, particularly in housing developments, both are wirecut bricks of FL quality, developed at our Dorket Head factory, near Nottingham.

For more information or samples, contact your Sales Representative or call 0870 903 4000.



## Bonny Bricks

Ibstock Scottish Brick's new brochure Facing Bricks for Scotland features its updated range of high quality wirecut facings for the Scottish construction market. There is a wider choice than ever before, produced largely at our Scottish Tannochside factory near Glasgow.

Reflecting Scottish specification priorities, buff bricks take pride of place, followed by red and blue.

Technical data and application photography accompanies panel photographs and all bricks are

designated FL quality.



For your copy contact Tannochside Sales Office on 0870 903 4001 or call our Literature Hotline on 0870 903 4030.



## OLYMPIC FLAME BURNS IN SCOTLAND



Ibstock Scottish Brick hosted their customer open day on 18 October at Tannochside near Glasgow.

Over 100 customers responded to the Olympic theme in a universal spirit of true sportsmanship, but with varying levels of competence and

success! Target golf, brick 'putting', laser clay pigeon shooting and target football were on offer.

As were:-

- New products for the Scottish range
- Complementary Hatherware and Forticrete exhibits
- Specials, CD ROM and website demonstrations
- Innovations from Technical Advisory Service
- Best practice presentation

Winners gold in the luxury weekend competition was taken by Lindsay Baird of Bryant Homes, Edinburgh.





## TWO NEW REFURBISHMENT PUBLICATIONS

- Birmingham's Ikon Gallery (Category Winner in the Brick Awards 2000) results from the highly successful transformation of a Victorian board school. It is among several distinguished refurbishment projects featured in the latest issue of our Design magazine. Other schemes include terraced housing, railway architecture, mansion and hotel blocks. Dedicating a whole issue to this one sector reflects both the growth in the renovation market and the importance of finding appropriate materials and specialist supplier expertise.
- The complementary Refurbishment and Renovation Range brochure details the brick ranges most suitable for such work.

Arranged by colour group and format, It highlights the sizes available in each brick type illustrated, together with technical properties and product code. The 73mm (2 7/8" Imperial size) brick being the most popular for refurbishment, a 73mm dimension table is included to assist with working out brickwork dimensions.

It also has features on special shaped bricks and on Ibstock Hathernware, traditional hand-made terracotta and faience widely used in restoration.

**To order your copies call our Literature Hotline on 0870 903 4030**

Subtle Texture

### for New Arrival from Nostell



The Nostell Denby Orange is a plain orange/red wirecut with a fine dragfaced sanded texture - an ideal combination

for the North West and Yorkshire areas, indeed for all projects requiring consistent monochrome brickwork.

Its FL durability makes it technically suitable for all locations. Produced at our Nostell factory in Yorkshire, it also has special shaped bricks in purpose-made and cut and bond formats.

For more information or samples, contact your Sales Representative or call your local sales office on 0870 903 4000.



### Olde Worlde Charm

Priory Red and Priory

Weathered Red are two versatile introductions to Ibstock's wirecut range. Though they have a traditional feel suited to the refurbishment and renovation market, they are also appropriate for new-build projects, as main facing or feature brickwork.

They are subtle red bricks in plain red and red/black shades, both featuring slightly irregular arrises and a semi-smooth texture to produce brickwork with a mature appearance and heritage appeal.

Created by our Nostell factory in Yorkshire, the Priory Red and Priory Weathered Red are FL durable. Matching special shapes are available in purpose-made and cut & bond options, increasing design flexibility.

For more information or samples, contact your local Sales Representative or call 0870 903 4000.

## SIZE MATTERS

Sometime in 2001, we expect to see published a new product standard for bricks. This one, however, is different! For the first time, we shall have a common basis to compare bricks made in any EU state. This is the standard that should have appeared in 1992. It has been delayed by 'minor differences of opinion' between different European countries and some of these differences relate to the various national sizes of bricks. Before you dismiss the idea that anybody could seriously disagree about the size of a piece of fired clay, please remember the heritage these mere 'pieces of clay' have brought us and which we still enjoy today.

The standard will appear to offer a bewildering array of size tolerances but importantly it does not contain any absolute dimensions for a brick because these are different throughout Europe. In the future, however, we can use the same product standard to assess any size format - which is not the case now. Experiments with modular sizes two decades ago taught us that people overall still prefer the BS 3921 format size, and this will not be subject to any decision from Europe - it is here as long as the 'Brits' want it to be.

### Measurement Methods Change

So what does this standard mean in terms of sizes? It is important to remember that it is only the method of measurement that is changing, the bricks themselves remain the same - who would want to change a traditional clamp fired stock or the clean rectangular shape of a Staffordshire Blue? In future, we will be measuring **ten bricks** (not 24) using a digital vernier calliper (not a six-metre tape) and measuring them **individually** (not altogether). Apart from that, there is really no difference. The **average** length, width and height of the ten bricks will be the important figures so you will need a calculator too.

### Size Tolerances -

#### Know your Ts and Rs

In future, there will be three size tolerances (not one). These are T2, T1 and T0. In practical terms, T2 is the tightest tolerance, T1 is an acceptance tolerance and T0 is as declared by the manufacturer. Both T2 and T1 will be defined in a National Annex stating common format sizes. T0 is mainly to be used to avoid any product being barred from sale where the customer requires only a certain appearance and is not concerned about tolerances, for example, with the use of highly irregular shaped bricks. Alternatively, it could also be used where a tolerance is agreed between customer and manufacturer to specific requirements.

As well as the size tolerance of the average of the ten bricks as defined by T2, T1 or T0, there are optional range tolerances. Range is the difference between the smallest and largest bricks in the ten measured for size tolerance. These tolerances are R2, R1 or R0.

### Ibstock Ready to Roll

Ibstock have undertaken the largest measurement exercise within the industry for decades to determine our position. During a six-month period, technical staff measured over 25,000 bricks with callipers and painstakingly assembled a picture of the widest range of products on the market from any single manufacturer.

We are ready to publish our 'Ts and Rs' for all of our products immediately after the standard is launched. You can be sure that Ibstock have thoroughly researched the whole situation. We will be able to navigate you around the maze of size tolerances and you can order your products with confidence.

### Innovative Images - New Sample Cards



In August we introduced Brick Sample Cards for our 100 most popular products - the first phase of a

### Retro Metro



Our Ravenhead factory in Lancashire has developed two new FL products to satisfy the refurbishment

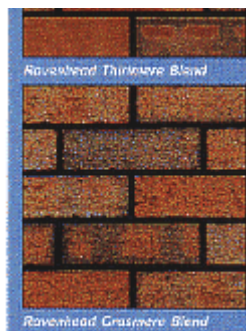


### customer service innovation.

These lightweight, durable - and above all convenient - cards incorporate colour-accurate photography of sample panels. Unlike physical samples, each card carries technical information on the product itself. Orders can be delivered overnight by post. Customers liked the cards, often preferring them to samples. In response we have expanded the Sample Card range with a further 108 products - which means that by 2001 over half of the Ibstock Brick range will be available in this format.

As a further service we can provide purpose-designed folders with capacity for up to ten cards. These can be used for particular projects or future reference.

**For sample cards call your local sales office on 0870 903 4000. For folders, please contact your local Sales Representative.**



### market in the North West.

The Grasmere Blend and Thirlmere Blend offer two traditional wirecut products in contrasting textures. The Grasmere Blend is dragfaced, the Thirlmere Blend is

smooth-faced with rounded arrises.

In addition to standard 65mm both products are available in 73mm size to match coursing of older buildings, making them ideal for conservation and refurbishment schemes.

**For more information or samples, contact your Sales Representative or call your local sales office on 0870 903 4000.**

## Innovation Corner

### TILEBRICK TAKES OFF



**It's beautifully simple, beautifully creative. But you'd expect that from the Innovators in Clay™**

The TILEBRICK™ a ground-breaking new product - a standard clay unit with clever profiled edges and a tile-shaped front face, which replicates vertical tile-hung elevations when mortared together.

It enables a bricklayer to work from ground level to eaves using traditional construction methods, with no interruptions for separate skills and materials needed at tile-hung sections.

The units co-ordinate on dimensions with brick and lightweight internal wall block, so can be easily built in with a normal cavity and there is no visible mortar on the external face.

We see it primarily as a brick replicating a tile in a typical first floor cladding application, but there is no reason why complete wall façades or gable ends cannot be built down to ground level utilising its inherent strength. There are six colour and texture options and we anticipate a warm response from the private housing market.

Regrettably you can't all have Tilebrick™ right away.

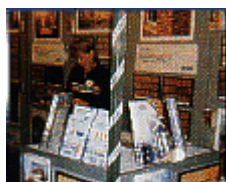
Availability is limited initially to the small number of development partners helping us with on-site installation guidance. Once Phase I roll-out is complete, we shall be extending availability in 2001. It will be worth the wait.

**Watch this space.**



## Scottish

### Self Build Show

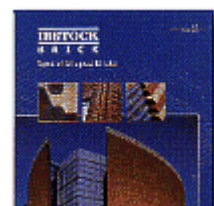


Scotland is one of the key self-build areas in the UK and once more Ibstock Brick demonstrated its faith in this market by a major presence at a major

## From Ibstock -

### Something Special

Special shaped bricks are an indispensable aid in designing elegant brickwork and detailing. They extend architects' and designers' freedom to creating distinctive





Scottish self-build show. Following the success of last year's show, Ibstock Brick doubled its stand

area at the 'Self-build and Home Improvements Show' held at Edinburgh's Corn Exchange 28-29 October.

Whilst Edinburgh is a predominantly stone area, visitors flooded in from surrounding brick areas and the importance of this exhibition was underlined by large numbers from south of the border, particularly from the North East, in search of self-build products and services. Stone enquiries went to local representatives of our sister company Forticrete.

Ibstock's involvement with Scottish self-build continues in 2001 with our presence at the Glasgow 'Selfbuild and Home Improvements Show'.

***The venue - Scottish Exhibition & Conference Centre, Glasgow.***

***The date - 7-8 April.***

buildings, providing limitless design solutions in brick masonry.

Our new Ibstock Special Shaped Bricks Brochure illustrates the most widely used and relevant BS and Ibstock Special Shaped Bricks. These are arranged by alphabetical order and by special type. Colour coded sections provide drawings and dimension tables of the bricks in standard size options.

Other features include:

Quick guide to specials

Section on CAPLOCK - Ibstock's unique coping and capping system

Section on cut & bond and decorative specials

Section on other products and services

***To order your copy, call our Literature Hotline on***

***0870 903 4030, or visit our website on***

***www.ibstock.co.uk***

