



News and New Products

News for Customers

Hello and welcome to the web version of our newsletter for Ibstock Building Products customers. Called 'Common Bond' this quarterly newsletter contains information on the very latest changes and improvements within Ibstock.

If your company does not already receive a copy then please email us with your Name, Title and company address and we'll be pleased to add you to the mailing list.

We hope that you find this information useful and we will be pleased to hear your suggestions or comments about any of the articles featured.



Marianne Jepson - Editor

Contents

[Specially for Merchants](#)

[Delivery Livery](#)

[Flair and FL Quality combined at Ravenhead](#)

[Robotic packaging at Throckley ushers in new pack format](#)

[Click on CAD Services](#)

[The Tate's New Brick Sculpture](#)

[Increasing Clamp Output at Chailey](#)

[Threat to Brick Costs from Proposed Quarry Tax](#)

[Charting a Course](#)

[The Clay Dragon](#)

Specially For Merchants

Detailing with special shape bricks can bring a touch of class to a whole range of domestic building work. With our Special Shape Stocking Scheme builders merchants can offer specials ex stock to local builders, home



improvers and self-builders. No hassles, mystery or delay - but all the quality and service you associate with Ibstock specials.

Key features of our Special Shape Stocking Scheme:-

- A range of the most popular special shapes to meet common detailing needs
- Immediate 'off the shelf' availability
- An eye-catching display stand illustrating the specials and their use in work
- User-friendly sales/technical literature and display material
- Depot staff training to ensure ready, useful and accurate advice to end users
- Special terms on specials and agreed stock levels
- Limited number of outlets per territory

Interested in tapping this market? Call Julie Brennan on 0870 903 4007 for an information pack. Your local representative will explain the scheme in greater detail.

Delivery Livery



All Ibstock's documentation, leaflets, posters, literature and signage is well-known as being in blue and white. Soon we'll have a fleet of lorries to match as they, too, adopt this corporate identity. We think the new look is fresh, clean and dynamic, reflecting the Ibstock culture and values. We hope you like it.

Flair and FL Quality combined at Ravenhead



Ricotta Blend

Our Ravenhead factory in the North West shows great flair when it comes to developing new extruded products.

Recent additions are the Worsley Weathered and the Ricotta Blend. The Worsley Weathered, a tawny coloured brick with a rounded arris and creased texture, creates a pleasing weathered appearance. The Ricotta Blend is a striking and original wirecut with splashes of orange, purple and yellow. Both have FL durability and will look very attractive in any housing scheme.



Worsley Weathered

For further information, brochure or samples, contact Parkhouse Sales Office on 0870 903 4007

Robotic packaging at Throckley ushers in new pack format

In the vanguard of change, Ibstock is installing a state-of-the-art robotic packaging station at Throckley factory in the North East. As a result the pack size and pack format for all Throckley products will change.

New size:

1040 mm x 860 mm x 845 mm pack

New format:

4 blades wide and 10 bricks high all header course configuration (previously 5 blades wide, 8 bricks high with a cross-set void course)

Throckley Sales Office on 0870 903 4004 will be pleased to help with your enquiries.

Click on CAD Services

It is over ten years since we initiated our Computer Aided Design (CAD) Services in 1987, once more setting the pace for the brick industry, and extending the scope of the already well established Ibstock Design Advisory Service.

CAD Services supports our design advisors, representatives and customers with computer generated resolutions to brickwork detailing problems, with particular emphasis on special shapes. The service enables extremely accurate drawing details to be produced and maintains a data-base of these details.

The service, based at our Leicester head office, can provide details for:-

Ibstock specified projects (pre and post order) for architects, contractors, merchants and factors full size and full size plus shrinkage drawings for specials manufacture, mould production and cut special profiles
Cast stone projects at Design Advisory and manufacturing stages.

- We have the people:- with years of specialist brickwork expertise.
- We have the technology: - high performance hardware including Pentium PCs, scanners and plotters, plus the latest AutoCad and Windows NT software.

This allows us to produce expertly detailed drawings up to A0 size with extended plots for full size details.

We can provide 3D assemblies and, using Ibstock's bespoke software, quickly produce arch and radial details, as well as simple paving layouts.
More complex paving designs and areas of brickwork incorporating logos, emblems and crests are no problem.
From simple arch, corbel and coping features to more elaborate chimney, column, logo and elevation details - no degree of complexity is beyond us.

Your Design Advisor can be reached via your local representative or through the Design Advice Hotline on 0870 903 4018.

For further information contact Richard Holton, Group CAD Manager on 01530 261999.

The Tate's New Brick Sculpture



People say bricks are not art, bricks are bricks. But then paintings are just made of paint. Materials are just materials, but you can use them in a way that what comes out of it is art.

So said Danish artist Per Kirkeby, commenting on his brick sculpture, centrepiece of his recent exhibition at London's Tate Gallery.

[In The Tate Gallery](#)

The sculpture, specially constructed for the Tate, is architectural in scale - thirty metres long, four metres high, running along the centre of the Duveen gallery and visitors are encouraged to wander through its four separate sections. It took an eight strong team of bricklayers two weeks to complete the laying of 20,000 Laybrook Parham Red stock bricks - enough for more than two substantial houses.

Ibstock's Marketing Manager, Jamie Pickles, was pleased with the impact that the exhibition made.

"We at Ibstock are always pleased when bricks receive this kind of high profile attention. The flexibility and finesse of bricks are too often unappreciated. This brings home both to the general public and to design professionals the endless potential of the humble brick."

Those with long memories will recall the controversy over "Equivalent VIII", Carl Andre's brick sculpture bought by the Tate 26 years ago.

Increasing Clamp Output at Chailey



THE CHAILEY YIELD TEAM -
L-R Kevin Stevens, Andrew Carver,
Factory Manager Ken Blockwell,
and Phil Smith

In recent years we have seen a trend back towards more traditional bricks - none more so than the clamp-fired stock bricks of Sussex. But in times of heavy demand ready availability is hard to maintain. The reason for this lies in the traditional firing method. Each clamp is a temporary, open air stack and once it is fired it must cool, be dismantled brick by brick and then rebuilt for the next firing.

The introduction of robotics to speed production in modern plants does not seem out of place, but at Chailey - our clamp fired works in East Sussex - concern was initially expressed about its possible impact on traditional brickmaking. These fears have been completely unfounded. The firing methods are unchanged, as are the unique qualities of the Chailey product. But robots have dramatically cut the time needed to turn the

clamps round - increasing production by an extra half million bricks a year and giving a welcome reduction to lead times into the bargain.

Threat to Brick Costs from Proposed Quarry Tax

MPs Nicholas Soames and Norman Baker recently visited Ibstock brickworks at Chailey and West Hoathly in their respective Sussex constituencies, exchanging views with staff on the proposed Quarry Tax, which is currently under consideration by government.

Ibstock's Stephen Hardy, Group Property Manager - South, explained our major concern - namely the impact

on local employment implied by the inevitable increase in costs which would result from such a tax on raw materials.

The additional costs could well pull in brick imports from the continent, posing a further threat to the works. Both have over 100 years of brickmaking tradition, offering opportunities of industrial employment in a predominantly rural economy.

At both sites, lively discussions between the MPs and Ibstock staff led to the company's views being well represented.

Charting a Course



Special shape bricks can be critical to the design of feature brickwork or elegant detailing. Now there's an easy-reference wallchart from Ibstock to make the specification process easier.

The eye-catching wallchart includes dimensioned drawings of a wide range of both BS 4729 and Ibstock special shapes, together with photographs of specials in work. Its wealth of useful detail make it a valuable addition to any design office where brick detailing is on the agenda.

Copies are on the way via our sales representatives. Can't wait? Then call your local sales office for a copy on 0870 903 4000.

The Clay Dragon

In a valley in Wales, a red dragon lays,
A fearsome character is he,
He lays strong and still, never blinking or thinking,
This dragon who lives in the vale.

The children play at his side,
Using his tail as a swing and a slide,
He never snorts his fire and steam,
Just sleeps his silent, peaceful dream.

So why is this dragon so still?
Never moving by night or by day,
Well the secret, you see, is in the body of he,
As this dragon is made out of clay!



By Faith Wallbank



[top of page](#)