

LONDON PRIDE

Ibstock Brick's London offices have moved. With effect from 27 April you can find us at:-

(First Floor) 21-23, Dorset Square,
London NW1 6QE
Tel: 020 75633000 Tel: Sales 08709034013 Fax:
020 75633139

These attractive new premises are conveniently located close to Baker Street Underground and Marylebone Station, a step north from Marylebone Road. Excellent local service, specialist design advice and rapid access to samples will be provided from the new offices. Dorset Square will also be home to the renowned Ibstock Design Seminars. You can be assured of Ibstock Brick's continuing dedication to your needs in London.



The new Ibstock Brick London Design Centre in Dorset Square

THE NEW WORLD OF ARCHITECTURAL TERRACOTTA

The durable beauty and creative possibilities of architectural terracotta and glazed faience are opened up in our new Ibstock Hathernware brochure. The range of colours and options to achieve the desired effect and to solve curved, precise or highly decorative details are virtually infinite. Excellent built examples from around the world are illustrated. New build schemes such as No 1 Poultry by James Sterling Michael Wilford & Associates sit alongside more traditional facades and restoration projects. We are unique as the only UK brick producer able to offer high quality architectural terracotta. Come and see us show at the Heritage Forum on June 20-22 at the Business Design Centre, Islington, London and pick up a brochure. Or order one from our Literature Hotline on 08709034030.



ACHIEVING BETTER BRICKWORK ON SITE

In January, 14 staff from McCarthy & Stone's South West Region attended the first of two full day training sessions at our Cattybrook works, near Bristol. The course covered the all-important subject of achieving better brickwork on site and also included the practicalities of special shapes use. Regional Buyer David Ashford judged the day as extremely informative and has invited us to present to their sub-contractors later this year.



McCarthy & Stone delegates during the Cattybrook Works, along with Ibstock Brick's Graham Jacobs and South West Design Advisor, Peter Harrison, who organised the day's course.

SAMPLE OUR SERVICE

Our aim at Ibstock Brick is to give customer the industry's premier sample service. We can't wait to show them to you. So we provide dedicated samples facility for fast response and guaranteed direct delivery, across a wide range of formats. A computer based request service at all our sales offices automatically orders samples from the central samples despatch unit. Samples, in a standardised presentation for easier comparison, are sent direct to customers by couriers who've won 'Express Carrier of the Year' award for the last eight years. So we'll get them to you fast. Overnight in many cases - but see the table for typical turnaround times.

Format	Availability
Display panel (on a blackboard)	Next day
3 - stretchers	
2 - snap headers	
1 - natural header	
Brick box	Next day
Stretcher	As agreed
Header	As agreed
Site panel (from factory)	5 working days
Bespoke panels	7 working days
3 - stretchers across	
6 - stretchers deep	

GOLD Standard

Ibstock Design Advisor Peter Harrison has been honoured with a Gold Award from the British Institute of Architectural Technologists (BIAT) for services to the construction industry, the Institute and its South Wales and West region. The Institute is the professional body for technologists in the construction industry and Peter (a member since 1965) has been active in its affairs locally and at national level. Peter worked in architects' practices and local government architects departments, before joining Ibstock in 1987. He was the Design Advisor to the South West, where he retired earlier this year.

Caption: The award was presented to Peter (right) by Regional Council Member Mr Les Smith at the foot of Salisbury cathedral's spire during a guided tour of the cathedral roof spaces



DE LA WARR PAVILION BANDSTAND

The De La Warr Pavilion, Britain's third most loved building of the last century according to a Daily Telegraph survey, is to have a new neighbour. A new bandstand is to be designed to stand alongside the Grade 1 listed modernist architectural icon at Bexhill on Sea, the design chosen as the result of an architectural competition. Ibstock's Ashdown factory being just a few miles away, our associations with the area are strong. So are our links with engineering and architecture faculties at Canterbury and with local schools. So we were happy to help sponsor the venture, helping the winning concept become a reality, by funding part of the detailed design costs.



Company Secretary Stephen Hardy, MBE, with an architectural student involved in the new bandstand design.

IBSTOCK BRICK & IBSTOCK GROUP

Important changes to our organisation have been made following the amalgamation of the Ibstock Building Products and Forticrete businesses under CRH ownership.

The brick business, with which the Ibstock name is most strongly associated, is now Ibstock Brick Limited. Its scope covers all clay bricks and pavers from our 24 factories and Hathernware architectural terracotta. The new Ibstock Brick logo is being introduced into all material, taking the company into the new Millennium with clarity of purpose and vision. Ibstock's stone operations (Anstone, Shearstone, and Masoncrete) have been merged with the three divisions of Forticrete making concrete products, architectural products and roofing. This is known as Forticrete Limited. A separate entity - Ibstock Group - has been set up to supply central functions to these two companies. Consultation with customers was a major influence on these decisions and a major communication exercise has been carried out to inform people of the changes.



We were very concerned over the unacceptably high level of complaints about certain bricks from Nostell, and have taken action to tackle the underlying problem.

The complaints centred on perforation cracking. The remedial action, identified through Ibstock's Continuous Improvement process, was to change from 10-hole to 3-hole perforation and this was implemented last summer.

The product shape has improved, perforation cracking has been eliminated and the bricks are more structurally sound. And customer complaints have fallen drastically - a highly satisfactory outcome. The new perforation patterns being extended to all Nostell buff bricks.

COMPLAINTS CRACK-DOWN



LIFE-LONG LEARNING



Pictured (L-R) are: Graham Jackson, David Dickson, Charlie Westbrook, John Richards, Helen Bygate, Graham Irish, Adrian Jones, Mike Kimberland, David Desborough.

Well trained, technically expert sales representatives are an essential element in Ibstock Brick's service. They are, after all, our ambassadors. For new recruits or for refreshing the skills of 'older hands' we've developed the IBPU, a week long technical and sales training programme.

It's no doddle. Three days of technical and product training on an intensive 8am-6pm schedule with written and practical examinations to follow. A minimum 70% pass standard is required of our staff. One that hurdle is over the final two days focus on sales skills.

The three technical days are open to some of our larger customers' sales representatives and at the sixth IBPU held in March representatives from Taylor Maxwell (Birmingham and Glasgow), and Charterhouse Construction Materials joined Ibstock Brick staff. The next course is scheduled for mid October 2000.

ARCHITECTURAL TERRACOTTA CROSSES THE POND

Ibstock Hathernware recently exhibited at the Restoration & Renovation 2000 Expo and Conference in Boston, a well attended showcase for this specialised part of our business. It closely followed our successful restoration of the terracotta dome and lantern on the Kentucky State Capitol Building and interest was lively.

Ibstock Hathernware Sales Manager David Maddocks gave a conference talk on the manufacture of architectural terracotta, recent projects in the US, Canada, Australia, Holland and the UK were shown and the new architectural terracotta brochure launched.

Caption: The Ibstock Hathernware stand. The stand team included David Maddocks, Jonathon Gilmore (Ibstock Brick Design Advisor for Scotland & Northern Ireland), Erin McNamara (US Hathernware representative) and Jerry Carrier (Technical Services Manager, Glen-Gery Corporation).

HIMLEY RANGE

Rides Again

Using the skills and technology of other local works in the West Midlands we have successfully replicated key products formerly made at the now closed Himley factory. The following products are now available from Stourbridge:

- Himley Dulwich Weathered Yellow
- Himley Crown Buff
- Himley Mixed Russet
- Himley Worcestershire Mixture
- Himley Worcestershire Orange

The following products are now available from Aldridge:

- Himley Ebony Black
- Himley Dark Brown Rustic



The GREENING of Ibstock

The Leicesters site of Ibstock Brick has been certified to ISO 14001, the prestigious International standard for Environmental Management Systems. Leicester is the first site to win accreditation, but others are not far behind. Manufacturing process controls and effective use of resources play an important part in achieving this environmental standard - a good example of this is the use of water. Rainwater at Leicester is captured, stored and used in the brick making process and only drinking water is brought on to the site.

Community awareness

But the award also reflects the culmination of many years' effort, environmental awareness and community involvement at Leicester. Perhaps it started with the avenue of trees planted to celebrate the coronation of King George VI in 1910. In 1997 local schools helped with the planting of over 4000 trees to extend the National Forest, an initiative which resulted in a Business and the Environment Award in 1998 from North West Leicestershire Council. A further 4000 trees have taken root at the Leicester site since then.

The involvement of specialist groups is actively encouraged - for example in managing rare marsh orchids found in the restored quarry, and the pond in the same area which is used by the RSPB as a hospital for injured birds. The company has introduced stiles into its fencing to encourage local walkers to use the land around the perimeter. As a reflection of long-term commitment, our Company Secretary was awarded the MBE for services to the local community, the majority of which included environmental improvements.

The Story Elsewhere

As a company, we demonstrated our environmental commitment by restoring and landscaping over seven hectares of land and by planting over 13,000 trees in the thirteen-month period to the end of 1999. During the same period, some £3 million was allocated to the cleaning of kiln exhaust gases across the company. In the future, we intend to extend the ISO 14001 scheme to all Ibstock plants and the process is already underway. Dates have been set with assessors BSI to inspect three more factories and a further three are starting to prepare for their assessments.

The Competition Act



The Competition Act, along with awaited and highly significant piece of commercial legislation came into force on 1 March 2000. The much strengthened Office of Fair Trading now has substantial new powers to ensure that companies comply with the new Act. We at Ibstock Brick have worked very hard to familiarise ourselves with the Act. Our company policy - not only to enforce its provisions but to be extremely vigilant in doing so - has been communicated to all members of our sales force during a series of briefing sessions held in February.

RECAP ON CAPLOCK

Often the best ideas are the simple and Caplock, Ibstock Brick's coping and capping system, is a case in point. Caplock is designed to add security to parapet and boundary walls, where vandalism may be a problem, and consequently can reduce lifetime maintenance costs.



The heart of the Caplocks system is a specially designed PVC-u extrusion which, over its 2m length, locks together the top two courses of brickwork to form a virtually immovable monolithic mass.

For more details phone our Design Advice Hotline on 0870934018

Caplock:

- Locks coping and capping into place
- Vandal and damage resistant
- Strong even if mortar deteriorates
- Easy to build
- Available in many profiles
- Full range of specials - eg angles, returns, stop ends and transitions
- Suitable for solid, cavity, radial and sloping walls, flush and overhanging.

Brick Development Association -

Trading Working Party

Some months ago, Wolff Olins, a major London agency undertook research into the UK brick industry on behalf of the Brick Development Association. After extensive time spent with customers of the UK brick industry, Wolff Olins concluded that, as manufacturers, we had to:

- Be more consistent in quality
- Be more innovative in the development of products and services
- Fully understand how we could improve our contribution to the development of craftsman bricklayers
- Make our channels of distribution more transparent and simple

The Brick Development Association, therefore, tasked its Trading Working Party (TWP) to undertake work on an analysis of the channels of distribution. A proposal has now been developed for the setting up of a BDA Approved Distributor Scheme, which the Association's members may wish to choose for their products, the criteria for which has been drawn up by the TWP, with the appropriate legal advice, for submission to the Office of Fair Trading seeking approval of the proposals.