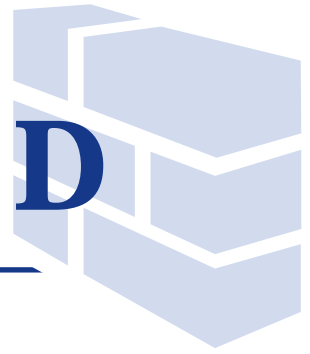


COMMON BOND



Welcome to the Autumn issue of Common Bond.



The chill imposed on all of us – domestically and commercially – by the big increase in energy prices announced by the gas and electricity utilities will hit us with the winter. Istock is no exception – energy is one of our major costs despite all our energy saving and efficiency measures.

All building material manufacturers will be affected; indeed, it's a world-wide problem.

Unfortunately, this means we will have to increase our prices from January 2005, and it is likely to be up to 8% across the Istock product range.

As energy costs go up, house price inflation has begun to stabilise and is reaching more sustainable levels. Although the UK economy is up by around 3.7% on a year ago, lenders are reporting fewer borrowers.

Nevertheless, as NHBC completions slipped by 1% to stand at 42,400 in the 3 months leading to the end of August, NHBC start applications were up 2% at 47,700 homes for the same period.

The Construction Industry Trade Survey remains bullish, with construction output growth expected to remain firm over the next twelve months. During the 2nd quarter of this year, total construction output was up 4% on the previous year. Driven by government funding, public housing output is up 36% on 2003 and at the same time, the industrial and commercial sectors have witnessed growth during the 2nd quarter of 2004 with rises of 15% and 9% respectively on last year.

Also, the Government's statements about the need to increase social housing provision, with a 50% increase in new social housing starts by 2008, translates into 10,000 social housing units a year. This will underpin building activity over the next few years.

Istock isn't standing still either. Along with flat out production to meet your demand, we have been looking at what the market wants, too.

We note that while brick is certainly part of the Government's most up to date building plans, homeowners also cherish the nostalgia of brick as a traditional material.

Which is why you will find more details about our superb Ancestry Collection of bricks and much more inside this issue...

John Richards
Sales & Marketing Director



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Your indispensable guide to Istock's products and added value services – Contacts, Samples and Literature.

WHAT'S NEW



The building year has already witnessed a number of interesting developments for the 'Innovators in Clay'. Here we bring you the latest updates.



The very best of Ibstock's time honoured bricks are brought together with the introduction of the new Ibstock Ancestry™ Collection. High quality handmade and traditional products from six historic brick making factories are now available under one name. Timeless bricks

from Swanage, West Hoathly, Chailey, Funton, Pinhoe and Ashdown sites, are ideal for matching existing historic buildings, complementing local vernacular and achieving the premium appearance of traditional brick.



If you've been looking for good quality wirecut bricks without any delays, then look no further than our versatile range of wirecuts. We now have the answer to the current shortage with a combined selection of twelve popular wirecuts from South Holmwood which include bricks from the Dorking, Holbrook and Surrey ranges. These bricks have instant appeal to the specification, housing and merchant markets in the South East and London, East Midlands and West Country - and what's more, most products are now available ex-stock. **For further information on**

Ancestry and South Holmwood products please call the Laybrook sales office on 0870 903 4012.

And last, but by no means least, we have just launched a brand new range of high quality photographic sample cards to make brick choice even easier. For direct matching these versatile cards enable accurate on-site selection with the product images now bleeding to the edge of the card. Including a wealth of important BS EN771-1 information, the cards also highlight complementary and ancillary products from across the Ibstock portfolio. **To order your new and improved sample cards, call the sample hotline on 0870 903 4030.**



Making life easier through innovation

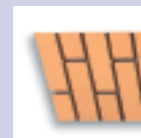
Intelligent Brickwork® is Ibstock's innovative approach to making life easier for the developer or builder, a unique range of pre-assembled feature brickwork details. Readily available, they are offered in a wide range of

effects, colours and sizes reducing the skills required on site without any loss of quality.

Just take the i Brick Chimney, for example. Available in single or twin pot versions, in a variety of sizes and colours to match most Ibstock bricks and with real terracotta pots for a quality appearance. It's lightweight enough to handle safely on site, and put up in one operation - avoiding extra time on the roof. But it's designed to be post pointed, so you can match it to the rest of the brickwork. Most ridge pitches and mid-ridge or gable end versions are available. **Want to know more? Why not ask for our handy Intelligent Brickwork® information pack? Call our literature hotline on 0870 903 4030.**



The Intelligent Brickwork® Range so far...



i Brick
Flat Arch load bearing and non-load bearing



i Brick
Bullseye



i Brick
Bonding Courses - Soldier, Polychromatic, Dentil



i Brick
Stack Bonding Panel



i Brick
Basket Weave Panel

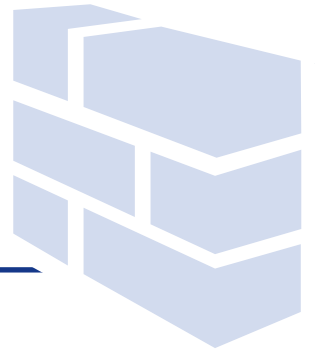


i Brick
Chimney

i Brick
Segmental Arch load bearing and non-load bearing

i Brick
Quoin

TIPS FROM THE TOP

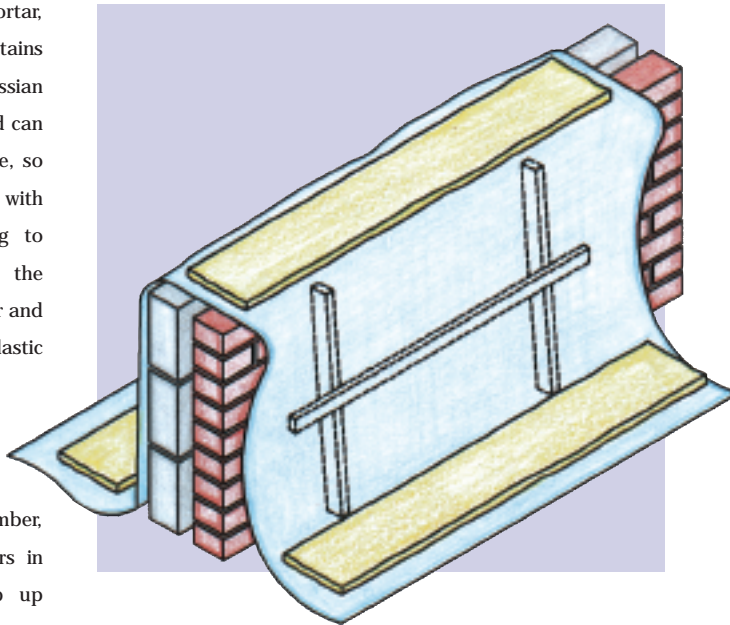


Unless an Indian summer is well on its way, don't forget, new brickwork should be protected from the autumn rain and cold if you want to ensure the best appearance for your building efforts.

For a start, bricks should always be stored in a dry level place, once inspected, as long term saturation can affect the strength of the mortar. Traditionally, hessian is used to insulate mortar from the sun, allowing it to dry out naturally, however wet weather can cause many different exposure problems.

New brickwork soaked by rain can result in colour change of the mortar, saturation of the bricks, lime stains and efflorescence. If it rains, hessian loses its insulation properties and can cause staining, and efflorescence, so instead when work stops, cover with plastic or waterproof sheeting to protect it from the rain and the elements. To let the air get under and help dry it out, just prop the plastic away from the wall a bit.

If there is snow and frost, it is even more important to protect the work. And remember, it's not just mortar that suffers in cold conditions, always wrap up warm yourself!



Competition

Tradition has it that the old ones are the best...if you can unravel this classic anagram you could be in with the chance of winning a vintage bottle of champagne...

YEASRNCT TOLCELIOCN

Please email your competition entries to Marianne Jepson at m.jepson@ibstock.co.uk by 30th November 2004



IBSTOCK SUSTAINABILITY MATTERS

- At the prestigious Building Awards 2004 Ceremony, Ibstock was awarded the coveted Sustainability Award for the depth and comprehensiveness of its environmental programme.
- Ibstock is the first building materials supplier to win. The award was collected by Dr. David Hills, Ibstock's Environmental Manager.



- The judges made specific reference to Ibstock's dedication to the local environments where it works. What really blew the panel away is the company's commitment to site restoration - instead of abandoning clay quarries when it is finished, Ibstock has transformed some of its pits into nature reserves.
- The evening marked a double success with Ibstock's sister company Forticrete winning the Best Practice Award.

To find out more about Ibstock's commitment to sustainability, please call the literature hotline on 0870 903 4030.

YOUR INDISPENSABLE GUIDE TO IBSTOCK'S VALUE ADDED SERVICES



More than 170 years' brick making experience is sustained by Ibstock's national network of factories and highly trained staff.



National Sales offices

- ① Tel:0870 903 4001 tannoch.sales@ibstock.co.uk
- ② Tel:0870 903 4004 throckley.sales@ibstock.co.uk
- ③ Tel:0870 903 4008 leicester.sales@ibstock.co.uk
- ④ Tel:0870 903 4012 laybrook.sales@ibstock.co.uk
- ⑤ Tel:0870 903 4010 cattybrook.sales@ibstock.co.uk
- ⑥ Tel:0870 903 4006 lodgelane.sales@ibstock.co.uk
- ⑦ Tel:0870 903 4007 parkhouse.sales@ibstock.co.uk
- ⑧ **Belfast** - Tel:0870 903 4007
parkhouse.sales@ibstock.co.uk
- ⑨ **Dublin** - Tel: 00353 -(01)660 5023
info@ibstockbricks.ie

Samples

With our high quality photographic sample cards, it's never been easier to view and select from the UK's leading range of clay facing bricks and pavers. Sample cards are available for all promoted products with next day delivery, if your order is received by 1pm. Call the **Sample Hotline on 0870 903 4030**.

Literature

In addition to comprehensive product range brochures, Ibstock publishes a host of guides to brickwork and best practice, technical specification and inspirational design magazines as well as the popular 'Get It Right' series. For your latest copies call the **Literature Hotline 0870 903 4030 today**.

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STAY IN TOUCH

Technical Support

For technical support call the **Ibstock Technical Service Helpline**
0870 903 4017

Design Advice

For design advice call the **Design Advice Hotline**
0870 903 4018
Head Office, Leicester
Tel: 01530 261999

Website

For all the latest news and information on Ibstock's comprehensive range of products including wirecut bricks, cut and bonded specials as well as our unique Tilebrick™, Fireborn® and Easyangle®, visit our website at www.ibstock.co.uk

Note from Marianne Jepson, Editor:

If you have any comments or feedback on how we can improve the editorial content of Common Bond to suit your needs, please don't hesitate to drop me a line at m.jepson@ibstock.co.uk or call **01782 568260** - I shall look forward to hearing from you.

IBSTOCK[®]
innovators in clay