

COMMON BOND



Welcome to your new look Common Bond.



At Ibstock we continually seek improvements in everything we do so, as well as a new design, we're introducing you to a range of new and innovative products and features inside.

Continuing with the fresh approach, it is also with great pleasure that I congratulate Liam Hughes on his new role as Ibstock Group Managing Director and officially introduce our new Managing Director - Wayne Sheppard, who moves within the Ibstock Group, from Forticrete.

But first to business.

At the moment the building industry still looks in reasonable health, both in house building and merchant sales - helped by strong house prices.

As part of Ibstock's commitment to investment in the industry, over the coming months I shall be updating you with the very latest on our new products and value added services. Our aim is to provide our customers with the appropriate business solutions in our drive towards greater flexibility and customer focus.

Find out more about the highlights inside, as well as our comprehensive support services and information, wherever you are in the UK.



New Fireborn™ - the latest in large terracotta block design

John Richards
Sales & Marketing Director

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What's New ... keeping you up to date with all the latest Ibstock products, innovations and developments.

FAQs ... we reveal the answers to some common queries.

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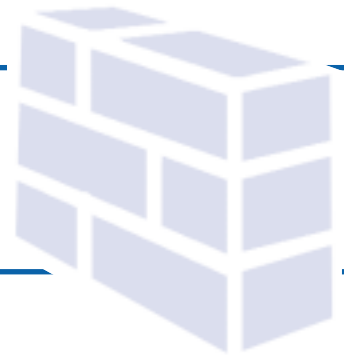
Tips from the Top ... in this issue we bring you expert advice on the decorative 'Dog Tothing' technique, along with the chance to win some lovely 'bubbly' in our **anagram competition**.

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Your indispensable guide to Ibstock's products and value added services ... with Contacts, Samples, Literature, Terracotta & Faience.



WHAT'S NEW



Wondering what's been happening in the world of Ibstock since the last issue of Common Bond? Well, there are some exciting developments to tell you about, so here's the lowdown on our inspiring new product ranges and the latest Ibstock news.



We've developed a vibrant new range called Fireborn™ which offers you the latest in fashionable large format design. Following the summer launch of Fireborn™, we've been delighted with the industry's initial response. Fireborn™ allows you to benefit from the flexibility and creativity of a



bigger, bolder design with a variety of textures and glazes. These highly perforated blocks are available in sizes ranging from 215 x 215 x 102mm, 327 x 140 x 102 to 327 x 215 x 102mm.

Visit www.fireborn.co.uk for the latest product information or call our Literature Hotline 0870 903 4030

The new Ivanhoe Range has been specially crafted to impart a traditional, rustic appearance, that looks as if it's always been there...

Specifically designed with the important self build market in mind, Ivanhoe is available in five warm colours and two blends; Burnt Red, Red Mix, Orange, Gold, Cream, Cottage and Rural Blends. The range offers increased tone variation and features an individual, hand-thrown texture. Ivanhoe is FL durability rated, with a compressive strength greater than 20 N/mm², water absorption less than 20% and dimensions of 215x102.5x65 mm.

Visit www.ibstock.co.uk or call our Literature Hotline 0870 903 4030



Innovation

Following successful trials and the launch of Tilebrick in 2000, we've continued to respond to customer demand, and have broken the mould with this stunningly simple Egan-friendly concept.

We now have independent QS verification (compared to examples of traditional tile hung exterior claddings) that Tilebrick offers a total installed cost-saving of up to nearly 30% and up to a 75% saving on build time too!

This is the result of independent site trials conducted by surveyors Townsend & Renaudon using trial walls constructed to simulate actual site conditions.

Further advantages of Tilebrick have also been confirmed, such as its excellent durability, which means long term cost savings on maintenance and repair. It is also quick and easy to lay using conventional bricklaying techniques, with no exposed joints to point. Visit www.tilebrick.com



FAQs

Fireborn™

Q. What colour range is Fireborn™ available in?

A. Fireborn™ blocks are available in 3 main colour ranges; 3 natural clay colours, 5 satin pastels and 5 vibrant gloss.

Q. Are there any structural implications to consider in terms of bonding?

A. Stack bonding is often preferred with larger size formats and stainless steel ladder type bed joint reinforcement should be incorporated.

Tilebrick

Q. Is Tilebrick simply laid in the conventional way?

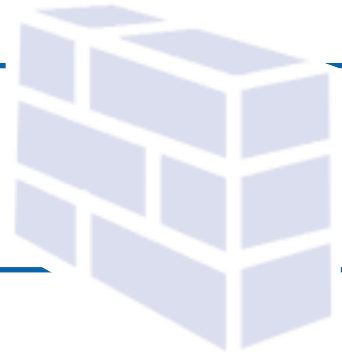
A. Yes. The entire wall is built as a traditional cavity wall from foundations to eaves. Scaffold costs will be minimised since there are no follow-on trades.

Q. What about breakages?

A. Tilebricks are far less susceptible to damage compared with conventional tile-hanging and their unique tapered edges result in a highly durable, mortar-free front face.

Send your technical, product or design queries to Marianne Jepson at m.jepson@ibstock.co.uk

TIPS FROM THE TOP



In this issue we explore the decorative technique of Dog Tothing as featured in the latest edition to Ibstock's popular Get It Right leaflet series entitled 'Creative Brickwork'.

Appointments

Wayne Sheppard
(former Managing Director of Forticrete)



has moved to Ibstock Brick as Managing Director. Wayne, an engineer, joined Forticrete in 1995 having previously worked with Tarmac and Redland. In addition to focussing on Ibstock's margin improvement, Wayne will give added impetus to product innovation following on from the success achieved in Forticrete.

Wayne Harris has been promoted to Major Accounts Manager (Builders Merchants).



Karen Cameron joins Ibstock as Area Sales Representative for the South East.

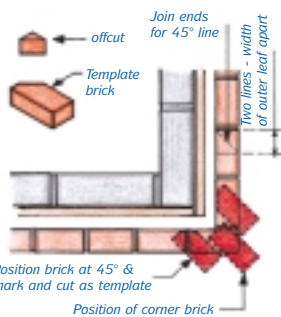
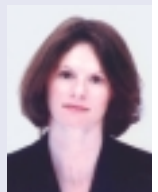


Fig.a - Marking 45° line on top of outer leaf positioning & cutting template brick.

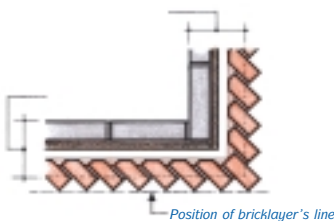


Fig.b - Plan of dog tooth course.

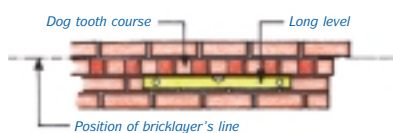


Fig.c - elevation of dog tooth course.

Dog Tothing

This is an alternative to dentil coursing having two basic forms, one projecting and the other recessed.

- Lay the first brick 'dry' on the wall, mark and cut it accurately for use as a template (fig. a).
- Position a line at the bottom of the arris to control the projection (fig. b).
- Place a spirit level along the underside of the string course to ensure that the 'line of sight' is maintained (fig c).
- Set out the corner details first and then set out the bond over the whole length. Open or tighten the vertical joints as necessary.
- Line the cut surface of each dog tooth brick with the inside edge of the external leaf to maintain the 45 degree angle, but check it with a bevel.

Recessed Dog Tothing

Proceed in a similar manner but position the line on the face of the wall. Check the level of the dog tothing every three or four bricks.

Full information on all topics covered in the 'Get It Right' range can be downloaded from www.ibstock.co.uk Alternatively call Ibstock's dedicated Literature Hotline on 0870 903 4030.

Competition

Can you re-arrange the letters to form an Ibstock related word?

N E O F R I R B

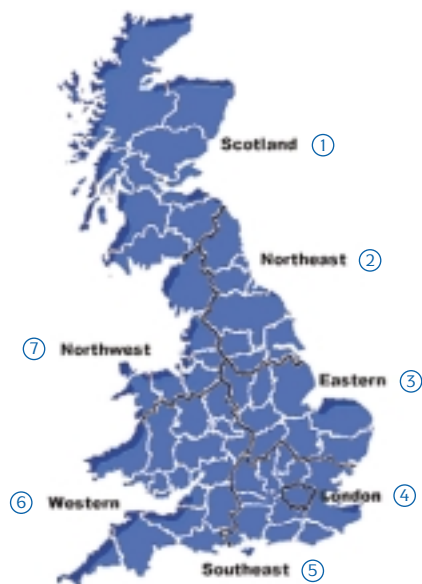
Hurry up with those answers! There's a magnum of champagne in it for the first 3 correct entries. Send your answer to Marianne Jepson (by 1st December 2002). email: m.jepson@ibstock.co.uk



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 Fax: 0870 904 0691
- ② Tel: 0870 903 4004 Fax: 0870 904 0692
- ③ Tel: 0870 903 4008 Fax: 0870 904 0695
- ④ Tel: 0870 903 4013 Fax: 0870 904 0697
- ⑤ Tel: 0870 903 4012 Fax: 0870 904 0698
- ⑥ Tel: 0870 903 4010 Fax: 0870 904 0696
- ⑥ Tel: 0870 903 4006 Fax: 0870 904 0694
- ⑦ Tel: 0870 903 4007 Fax: 0870 904 0693

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. **Contact your local sales office.**

Literature

In addition to comprehensive product range brochures, Ibstock publishes a host of guides to good 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** on **0870 903 4030** today.

Terracotta & Faience

Benefit from our world-leading experience! For more information on Ibstock Hatherware's unique ranges of decorative glazed brick, faience and terracotta clay products, call **0870 903 4016**

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www.ibstock.co.uk

INNOVATORS IN CLAY™

Stay in Touch

Technical Support

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

Design Advice

For design advice call the **Design Advice Hotline**
0870 903 4018

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 Universal Joint, 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 **01530 261999**

- I shall look forward to hearing from you.

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Tel: 01530 261999

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