

## Keystone delivers Merchant opportunity!

Keystone Group partners with E.H. Smith Builders Merchants to deliver a **£1.4m** Brick Slip Feature Lintels deal to DNRC, Loughborough.

The recently completed Defence National Rehabilitation Centre in Loughborough is a record breaking project on many levels. One such record was the requirement of over 1,000 prefabricated Brick Slip Feature Lintels and over 3,000 metres of Brick Slip Cornice. E.H. Smith Builders Merchants and Keystone Group partnered to secure the specification of the product, totalling to an order value of £1.4 million.

DNRC serves as a great example of how partnering with Keystone can reap rewards for the merchant. As the Keystone Group's product range continues to grow, so too does the opportunity for the merchant.

As a result 2019 has become a year of opportunity for Keystone and its merchant partners.

Keystone Group delivered a brilliant product to DNRC. A project we can both be immensely proud of.

**John Cave**

Brick Sales Director, E.H. Smith

House builders and contractors increasingly search out our innovative products, helping them deliver projects on time and on budget.

Opportunities come to those who act, so rather than waiting around for news on Brexit, Keystone Group is moving ahead with new ideas and investment, creating better products and enhanced services.



9.6m Stainless Steel Brick Slip Feature Lintel installed at DNRC, 1 of 1,000 lintels supplied.

Our vision lies way beyond 2019 as we invest in developing zero carbon solutions and products that are easier to install, reducing onsite labour. We are all about turning challenges into opportunities, so now really is a great time to engage further with the Keystone Group.

**Merchant:** E.H. Smith Builders Merchants

**Architect:** Steffian Bradley Architects / Purcell / John Simpson Architects

**Contractor:** Interserve Construction Limited

**Brickwork Contractor:** Lee Marley Brickwork

- ★ Over 1,000 Brick Slip Feature Lintels
- ★ Over 3 Kilometres of Brick Slip Cornice
- ★ £1.4m Merchant order

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If you're like me, you are probably sick of the endless circle of debates on 'soft' vs 'hard' or 'customs union' vs 'Norway plus' and so the list goes on. I much prefer to deal with plain old facts.

One such fact, is that even good building products don't sell themselves. Oh yes, it's easier to sell a well respected product than one which no one has ever heard of, but that's the very point I am making.

At the Keystone Group we don't leave selling to chance, because we know that even the best products require the best customer support, the best technical advice and the most active sales partnership with merchants.

And to prove that we believe this fact, we continue to invest heavily in a combined technical team of over 100 people, engaging the market daily to support the customer, working alongside our growing field sales teams, in support of our merchants.

We are fully committed to the merchant/manufacture partnership process and welcome the opportunity to work vigorously with like-minded merchants.

So no, I can't predict the outcome of Brexit but I can guarantee that our approach to business will ensure a great future.

**Adrian Forbes**  
Keystone Group Sales Director

## Industry Indicators



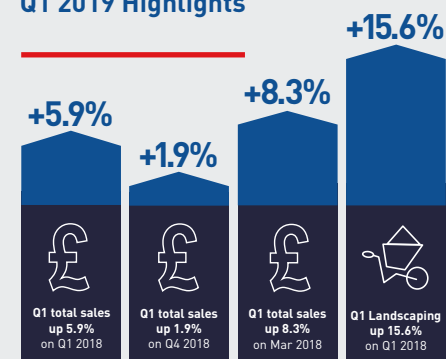
### BMBI reports sales growth at UK Builders Merchants

Figures just released in the BMF's Builders Merchant Building Index (BMBI) show positive sales growth through UK builders merchants during the first quarter of the year. Total Q1 sales were up +5.9% compared with the same period in 2018.

Landscaping products saw the strongest annual value growth (+15.6%). The two largest product categories also performed well with Heavy Building Materials up +6.8% and Timber & Joinery Products rising by +6.6%. Sales in all three product groups were adversely weather affected in 2018 so a stronger performance during a relatively mild, dry winter was to be expected.

There was a mixed picture for interior product groups, with Decorating rising by +4.3%, Ironmongery up +2.3% and Kitchens & Bathrooms up +1.1%, but Plumbing, Heating & Electrical showed a marginal decrease at -0.2%.

### BMBI Report Q1 2019 Highlights



# Keylite Crowned Best Roofing Brand

Keylite has won Best Roofing Brand for a second year running at this year's BMJ awards, reflecting the company's popularity amongst merchants.



The award has been warmly received by Keylite staff, who see it as recognition for the excellent support offered to merchants by the whole team.

It is particularly encouraging that the BMJ awards process is driven by merchant nominations who have experienced Keylite's customer service first-hand, rating it highly for response rates, reliability and commercial support.

## Merchant VOX POP

**What advice would you offer to a young person considering a career in merchanting?**



**David Young**  
Group CEO  
The Bradfords Group

"Go for it. People don't see a builder merchant as a career because they are not aware of all the career opportunities in the business which include HR, Marketing, Finance and Sales. It's also a wonderful industry to be involved with in terms of people; it's a very social business with the opportunity to talk to new people on a daily basis. I would urge anybody who's looking for a career to consider the builders merchant industry."



**Ian Haldane**  
Group Managing Director  
Haldane Shiells Group

"It's a great business, very much a people's business where you can build life long relationships with fellow employees, customers and suppliers, have a bit of fun along the way and build a good career."



**Ian Northen**  
CEO  
Ridgeons

"I would say go for it! We've seen so many people with really varied and rich careers in merchanting because it's just a really exciting business. Merchanting gives people the opportunity to get involved in so much. It's difficult when you are competing against technology companies that on the face of it have a much sexier product but they're not gaining the skills and they're not actually enjoying themselves anywhere near as much as our people do."



**John Newcomb**  
CEO  
Builders Merchants Federation

"The first thing I would recommend is that they visit the careers section on our new website [buildingmaterialscareers.com](http://buildingmaterialscareers.com). This website features details on the careers and opportunities available. It is a great industry to work in and we need to work together collectively to raise the profile of the industry and talk about the sheer diversity and depth of roles that are available."





# NO BULL Bradford's

As they head into their 250th year, Bradford's is proving they are very much the modern merchant business. We ask George Adams, Chairman, & David Young, CEO, about their future plans.

## What sets Bradford's apart in the market?

**DY:** We will be celebrating an incredible 250 years in business next year and we remain a family owned independent merchant that really cares about creating a very special working environment for the wonderful people we have in the business.

Our staff are key to our success and have been integral to our expansion into 43 sites across the West of England, incorporating 23 Plumbing & Heating, 23 Tool Hire and 7 Kitchen & Bathroom businesses. Having been in business for so long means we also enjoy fabulous support from our customers, including a few who have been dealing with us for over 100 years!

**GA:** I agree, it's our people that make the difference together with our openness to change and adapt early to changes in the marketplace. We are focused on the customer's needs and are happy to try new things which makes a big difference. For example, we now have our Big Yellow Book which contains product pricing and we are also using e-commerce for both the consumer and the trade.

We have a really special connection with the local community as both staff and customers value the input of a family business in the West Country. When you consider that over a thousand people attended our recent customer evening to meet key suppliers and learn more about our products, you can understand why we value these special relationships.

## What are your plans to celebrate 250 years during 2020?

**DY:** I can share a little bit about what will be a massive year of fun events. We already have our own branded beer and of course a cider but we will add a gin as well. We are refurbishing one of Bradford's original horse drawn delivery carts which will visit the local agricultural shows and be seen around our branches.

Work has also begun on a very special, bespoke vehicle which will be making a big impact at the customer events we have planned. And naturally we will be running 250 promotions throughout the year with lots of fanfare and noise as we celebrate along with customers and staff.



## Will this milestone mark the launch of new branches or diversification?

**DY:** We take a long term view and because we have a wonderful estate our short term goal is to maximise what we've currently got as I believe we can generate 50% more turnover from our existing branches.

Medium term, I would love to see us grow to 60 branches before we look further afield geographically, so we want to maintain our current strength as a South West focused merchant.

Of course, in the longer term, after a period of consolidation we can look at extending our reach into other regions.

## Quite recently you started trading with IG Lintels and Keylite Roof Windows, how has that gone?

**DY:** Changing suppliers is often challenging because customers can be very loyal to the old brand and may create a lot of noise, so historically, we don't change suppliers very often.

However, we experienced the opposite when we changed our lintel supplier to IG Lintels with zero noise or complaints from customers, and I think that speaks volumes.

■ ■ IG's product quality is exceptional, and their service is beyond our expectations. We have a fantastic sales team and it has been encouraging to see the ways proactive relationships and support have grown with the IG team in the field. ■ ■

**DY:** Starting with Keylite as an additional roof window brand has been interesting because we have always been very Velux orientated, but I think the Keylite product is superbly built with added value and benefits to offer to our customer base. We're doing some good numbers and I've got every confidence that these will grow, so **we're thoroughly looking forward to a great ongoing trading relationship with both IG and Keylite.**



## What are the key things in your relationships with suppliers?

**DY:** Openness, honesty and accountability which I believe leads to the type of long-term relationships we value. We want our customers to make money, we want to make money and we also want our suppliers to make money, so we need to work closely together. I think our supplier relationships should rank equally with our customer relationships.

**GA:** Obviously the basics are quality and availability, after that, we want to see that suppliers have a sound plan with us, because we want to work closely with key suppliers. That sounds really simple but I know that we can still improve on it and a number of our suppliers also need to become more proactive.

This is vital, so David and myself are blocking out time to meet key suppliers, to start working on joint plans, driven from the top.



## What way has technology changed your business in the last five years? What are your plans in this area in the next five years?

**DY:** We launched our e-commerce retail website five years ago and then late last year we launched it on a trade basis for our core customer base. There is a lot to learn in this digital field to do it effectively, but I think the whole exercise has really improved all of our business processes. We have developed a click and collect service and boosted our local delivery service on the back of the website.

So I see more of a move into digital and online work in the coming years which will boost our impact in the local market considerably.

## How important is marketing to Bradford's and what do you think a successful builders' merchant will look like in 2030?

**DY:** We are advertising currently on Sky TV with some amusing and risky campaigns, so we see marketing and advertising as key to awareness for driving footfall into our stores. 5 years ago we had a £100k marketing budget and that is now £1.5m and includes our sponsorship of Exeter Rugby Club.

I think the scene in 2030 is going to look physically very similar to today but merchants may need to improve on speed of service. This is one of our mantras, **we want to be the easiest merchant to do business with and we're using technology to help us do that.**



# Keylite Creates New Margin Opportunities

Matthew King, Sales Director of Keylite, gives a roundup of the latest margin opportunities

Flat Roof Apex System



**Matthew King**  
Sales Director, Keylite

Merchants have traditionally seen roof windows as a pitched roof product but now the RMI market increasingly brings builders through the merchant's gates on the lookout for daylighting products for flat roof projects.

In response, Keylite has launched a comprehensive range of products ideal for flat roof home extensions and loft conversions.

This trend is driven by the typical process of adding single storey extensions to the rear of a house with the associated negative effect on the ability of light to penetrate deeper into the home. In the past these roofs may have been pitched but now an increasing trend towards flat roof extensions has been driven by the availability of new roof window options.

## Flat Roof Apex System

The merchant can now offer customers a range of options from Keylite including a modern Roof Apex solution which provides daylighting on a grand scale to create outstanding living spaces. With each apex typically consisting of 4 or 6 Keylite Roof Windows, often with the upgrade to the spec it represents valuable additional sales.

Merchants can rely on Keylite's technical support team to guide them and their customer through all the relevant ordering and installation details so a lack of technical knowledge in the branch should never be a barrier to adding margin with these products.



Flat Glass Rooflight

## Keylite Lantern

The Keylite Lantern is the latest flat roof option and is in tune with the very latest design trends for brighter, lighter homes. This type of high performance lantern product was previously only available from specialist companies, but now, thanks to the innovative design and easy assembly features it is available to builders through merchants.

While this is not a stock product for merchants, it represents an opportunity to add margin by engaging with Keylite for individual project Lantern pricing and a fast turnaround on delivery. Talk to your Keylite Area Sales Manager for more details on how to access this opportunity.

■ **Merchants can rely on Keylite’s technical support team to guide them and their customer through all the relevant ordering and installation details. ■■**



Keylite Roof Lantern



New Keylite Dormer System

## New Dormer System

House builders are increasingly looking for options which reduce work on site and the new Keylite Dormer System meets this criteria while providing a dramatic new roof window feature in the room. The new system combines conventional Keylite Roof Windows with a Keylite Roof Dormer frame in a range of layouts.

Ease of installation is a growing concern to builders feeling the squeeze on availability of skills so it is particularly reassuring to know that all of these new daylighting options have been designed for easy installation onsite, without the need for any specialist skills.

Full details of this and other Keylite systems are contained in the new Keylite brochure.



Keylite Dormer System



# Start of a New Era for Ridgeons

Ridgeons became part of the Huws Gray portfolio in October 2018. We speak with Ian Northen, CEO of Ridgeons, on the change this has had for the Ridgeons business.

## Tell us a bit about Ridgeons?

Ridgeons started in 1911 by Cyril Ridgeon in Cambridge and has been a strong presence in East Anglia. Ridgeons is a very well recognised local brand, and we've been a strong brand within the independent merchant sector built on quality, customer service and strong relationships. Ridgeons was acquired in October by Huws Gray, we are both very similar really with the same culture and values, and the only difference is Huws Gray is in Wales and Ridgeons in East Anglia.

## What has made Ridgeons such a success?

First and foremost our people, our business is built on relationships between our people and either our customers or our suppliers and that has always been the case. Also, the way the business has been run over many years in terms of our values and the way of doing things is very consistent with Huws Gray which I think is why it works so well.



## Has there been any change in the coming together of Huws Gray and Ridgeons?

I would say everything changes and everything stays the same. On one level, nothing has changed, as we're still a regional independent merchant. We are still operating with the same customers and same suppliers, in most cases. We have started to see some changes coming through and are in the process of adopting the Huws Gray system (computer system), which will change areas of how we operate in branch, making things simpler for us and better for customers.

The other thing that is noticeable for us is, we've come out of Fortis Buying Group. We have started to see more investment in our branches - our branches were always well invested in anyway and always had good stock - but there's been a bit more investment in branch network, a bit more investment in stock in some cases, and just generally trying to simplify things to make it easier for us to do business which is great for our customers and ultimately great for our supplier partners as well.

## How strong is your relationship with the Keystone Group?

I would say it's very strong, we have a good relationship with both Keystone and Keylite and great relationships with the sales people. When you go around our branches, the ones that have built up a good relationship with Keystone staff have got a much better traction with the products and I guess that's what we ask from our suppliers and our people. Keystone has always been very willing to engage with us and this has led to a very positive relationship.



## How have Ridgeons' loyal employees embraced the joining up with Huws Gray?

Very openly, if you were to talk to my Huws Gray colleagues they would say that overwhelmingly they've had a really positive reception. I think culturally Ridgeons has always been very open and trusting and we've extended that trust to Huws Gray. When I'm out and about at branches at the moment, everyone is very excited about what the future looks like rather than concerned about what Huws Gray might do. That's a big credit really to what Terry and the Huws Gray team has done, they've spent a lot of time in our branches, getting to know the people, explaining some of the Huws Gray history and some of the ways they do things. There's no hidden agenda. It's all very positive and people in the business can see the impact of Huws Gray's investment, so everyone's very excited.

## Will this in time add opportunities of relocation and advancement across the wider state?

We've gone from 41 branches across the East of England to over 100 branches, across the middle of the country and that's not the end of the story for us. We are still very much looking to grow the business further and with growth comes opportunity. So as we expand there will be new branches coming into the network, creating more job opportunities. Huws Gray has a long track record of promoting from within where possible. Over the past 6 months, within Ridgeons, we have seen quite a number of people promoted into their first management positions or to more senior management roles.

## What benefits can Ridgeons' loyal customers expect to see from the joining of Huws Gray?

Geographical coverage, which is relevant to some customers, but it's more about that continued focus on a sustainable long term future through investment in branches, increased stock levels and convenience for our customers. They will find us simpler to deal with, as we adopt the Huws Gray ethos of local branches owning their own destiny with Branch Managers and teams having more say on local decisions, something which will already be apparent to customers in some of our revamped branches.



# More than Timber

We speak with Ian Haldane, Group Managing Director, of the Haldane Shiells Group about how the Group has grown to be much more than a timber merchant.



## Tell us a bit about Haldane Shiells Group?

The company was formed in 1946 by my grandfather, Robert Haldane, and during its early years Haldane Shiells was a timber operation centred around native soft woods. When my father came into the business in 1958, he saw the opportunity to increase the product range and offering, so we started specialising in sourcing and purchasing timber from Scandinavian countries, Canada and Russia.

Then tragically my father was killed in the Troubles in 1991 and at 27 I was thrust into the position of Managing Director. Since then and with the support of my late mother Elizabeth, sister Carol, brother David, son Rob and an extremely loyal and committed Board of Directors and Management Team have developed the business throughout Ireland, England and the Isle of Man.

With 9 acquisitions to date we have a total of 20 branches in the existing network, we are one of the largest timber and building material suppliers in Ireland and with a turnover of £128 million, we are in the top 10 UK Merchants and employ over 630 people.

## What has made Haldane Shiells Group such a success?

I'd say leadership, people, quality products, value for money and above all customer service. Obviously, you can expand greatly on all of those aspects but those are the core principals and drivers behind the success of our business.

We want customers to feel it is easier to trade with us than the competition and to maintain that requires a process of continuous improvement.

## Have you had a long relationship with The Keystone Group?

Yes, absolutely, we got involved right at the start. I remember going up to Cookstown. What came across was Sean's very clear vision of what they wanted to do in the business and that soon sparked a very long partnership between our two companies.

I have to say it's an excellent relationship whether it is; Director, management or operational level, **Keystone is always willing to get involved supporting us on the ground. Practical involvement in things like breakfast mornings and factory visits for example are absolutely first class. This combined with product training and technical support make a tremendous partnership.**



## Is a 100% merchant focus important for the Haldane Shiells Group – In terms of supplier selling directly through merchants?

I think it's essential to build trust, develop relationships and grow the business. When you have trust you have forward motion and certainly Haldane Fisher, Keystone and Keylite have built that over many years.

## What technology or initiative do you feel has most improved your business in the last five years? What are your plans in this area for the next five years?

Over the next decade we are starting to really focus on digitisation of the business. It's going to be quite interesting to see how business changes and that's not just about online ordering, it's about how do you make it easier for the customer to deal with you, access their account details, order online, price online and estimate online.

It's also about streamlining the business to become more efficient in administration, accounts, or stock-taking. We're looking forward to embracing it, and we're just building that team now and the journey is sure to be an exciting one over the next five years.

In the past people just phoned up and said, 'Can you have this ready for me?' or 'Can you deliver it?'. Now millennials tend to do everything on a phone or tablet, so the information must be at people's fingertips to be able to develop business further.



## What's next for Haldane Shiells Group?

I suppose in a nutshell, it's to continue to grow the business both through organic growth and by acquisition in an environment where people feel valued and strive for continuous improvement at all levels within the organisation.

It's both throughout Ireland and the UK, both are sizeable markets and the demand for housing in the next five to ten years we believe is going to be reasonably strong as long as consumer confidence remains, and the required finance is available. However, what happens with Brexit and how that affects things remains to be seen.

## What's your view of cross border trade in the event of a hard Brexit?

It will certainly have a negative effect, even though good trading relationships are already established. I certainly hope there's not going to be a hard border and there's no desire within the business community either North or South for that but it's a sticking point in Brexit. Any change to the current free flow of goods and services will be detrimental to both economies.

## How have you adapted your business model to suit the market?

We have 5 categories of customers within the merchanting sector, ranging from the merchants to builders to plumbers to white van man and finally the DIY market. We now operate under five brands to serve these sectors.

Haldane Fisher operates as Timber and Builders Merchants, Plumbmaster supplies Plumbing and Heating Contractors, Bathline sells showroom products to the end user and Key Hardware specialises in ironmongery selling to the trade. In addition we have a specialist Timber company in England trading as GE Robinson. Approximately 60% of our business is in Ireland and 40% is in the UK and Isle of Man, so we're looking to grow in all aspects of the business going forward.

“ We have just gone live with Keylite's online selling support and we've already got a couple of orders through that we might not have got otherwise. ”

# Hidden Opportunities



Product innovation continues at a pace at the Keystone Group. There are many hidden opportunities in Steel Lintels that have lots of potential to make **extra margin** for merchants. [Sales Director David Grace tells us more.](#)



## Merchant Support

Windposts, Special Lintels and Brick Slip Feature Lintels are not a stock product for the merchant but the team at Keystone provides a seamless service to deliver these valuable sales. For merchants with a sales team who are actively targeting builders then it makes sense to ensure that they are fully equipped with the selling tools to introduce these products and tap into this lucrative market. Keystone is on hand to provide sales materials and training to help them.

Any project with Special Lintel requirements will be handled by Keystone's dedicated team of engineers. This closer partnership with the manufacturer can offer the merchant so much more margin. You can significantly improve the margin you make by simply highlighting opportunities for our added value products to us and we will happily work in partnership with you to convert these to secure orders.

## Special Lintels

Keystone's bespoke Special Steel Lintels and Sun Lounge Lintels provide an effective means to achieve complex shapes and create buildings with character. A Keystone Special Lintel is ideal when something bespoke is required, whether to provide a unique building feature, or to carry an unusual loading condition.

Merchants may not be aware that by up-selling Special Lintels to customers there is the opportunity to make much more margin. **For example you could make more margin in one house with a variety of Special Lintels than 10 houses with standard lintels.**

Keystone regularly supplies Special Lintels on our developments. They provide an added "wow factor" to our sunrooms, optimising the intake of natural light. ■■

Neal Platt Keigar Homes

## Unlock your opportunities

Scores of opportunities lie uncovered within every merchant branch. Keystone has a proven process to convert these into additional sales for you.

- 1 Simply send us the sets of plans for live building projects you have within the branch.
- 2 By investing in the largest team of engineers in our market we will quickly convert the plans you share with us into fully costed sales opportunities for steel lintels and associated products.
- 3 Our internal and external sales teams will partner with you to win these valuable margin opportunities.

Call us to establish this process in your branch

**01283 200 150**





## Hi-therm+ Lintels

The Hi-therm+ Lintel provides the most cost effective 'fabric first' solution to builders seeking out new ways to achieve Part L compliance. Up-selling Hi-therm+ Lintels to builders rather than standard lintels, offers merchants a considerable increase in pound note margin while at the same time offering the builder savings.

■ ■ Jelson had originally specified standard lintels on the first phase of the Hallam fields development. When they were introduced to Keystone's Hi-therm Lintel, they were impressed with the effect that switching to Hi-therm had on their SAP ratings. Having seen the savings they have switched to Hi-therm and subsequently the new Hi-therm+ Lintel on this development and also across 18 other sites. ■ ■

Ryan Holmes EH Smith



Furthermore Keystone's Hi-therm+ Lintel is the only one piece thermally efficient lintel on the market that has trusted BBA certification.

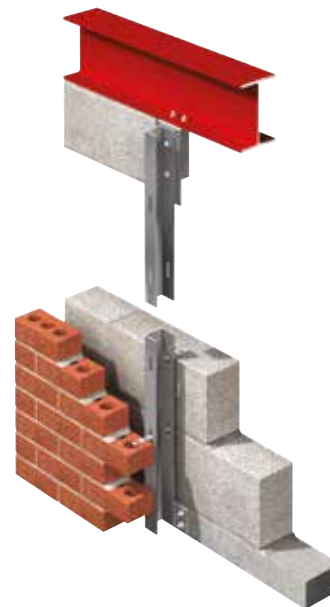
Our sales team is committed to working in partnership with our stockists to gain specification of Hi-therm+ with merchants.

## Brick Slip Feature Lintels

There can be no better opportunity for merchants to add value than Keystone's unique Brick Slip Feature Lintels, as a growing number of branches have been finding out. Each metre of Brick Slip Feature Lintel sells for up to ten times more than a Standard Steel Lintel, producing ten times the margin so it's easy to see the appeal. These products offer builders and contractors a unique way to enhance the quality of their brickwork detailing in a highly labour efficient way at a time when skills are acknowledged to be in short supply onsite. This corresponds with a strong increase in the use of brick by architects and developers who both demand high quality finishes.



## Windposts



Windposts span vertically between floors to provide additional lateral support for large panels of brickwork or large panels with openings. All Keystone Windposts are supplied with specifically designed base and upper connections and fixings. Our team of engineers will work closely with the contractor to design a solution for any project. These Windpost solutions are produced offsite and delivered to site, dramatically reducing labour onsite.

These products deliver additional sales opportunities to the merchant.

## Merchant Best in Class 2018

32%

Best Windposts Merchant  
2018 Growth

12%

Best Specials Merchant  
2018 Growth

56%

Best Brick Slip Merchant  
2018 Growth

29%

Best Hi-therm Merchant  
2018 Growth

# Creating a more Diverse Workforce

We speak with two leading ladies in the industry to get their views on the benefits of a more diverse workforce.



## Pippa Latham

**Master**  
Worshipful Company of Builders' Merchants (WCoBM)



Worshipful Company  
of Builders' Merchants

### Tell me a bit about yourself?

I am Pippa Latham, that's my maiden name; I'm an 8th generation timber trader. My family business is James Latham Plc and I worked there for 25 years in various roles, including company secretary and then later on as a Non-Executive Director. I got engaged in WCoBM after we sold the builders' merchant business to Grafton in 1999 and they were involved in the company. I am now Master.

### Tell me a bit about the Worshipful Company of Builders' Merchants and what it does?

Worshipful Company of Builders' Merchants was formed in 1961, by members of the builders' merchants industry who were in senior positions. It's the 88th of 110 livery companies in the City of London and what they call a 'modern livery company' as opposed to one of the traditional livery companies which formed anything from about 1300 onwards and those would include people like the Goldsmiths or the Fishmongers. Our Freemen and Liverymen are working in our trade and we define that as merchants, manufacturers, wholesalers, distributors, buying groups and anyone who is really related to the trade. Membership to WCoBM is by invitation only, and we currently have 210 active Liverymen and 25 Freemen.

We have effectively got four main objectives, these are:

- 1) **Raise the profile of builders' merchants within the City**
- 2) **Support charitable endeavours and raise money for worthy charities and causes**
- 3) **Promote training and education for builders' merchants**
- 4) **Support the Lord Mayor of London and any charitable initiatives**

We also work with BMF, CITB and Construction Youth Trust (CYT), as well as Livery Schools Link, and this is all again, raising charitable money, to support careers development.

### What do you do to promote training and education for builders' merchants?

We have a programme 'Build A Career Without Limits' where we support training and education and apprenticeships in the industry. We launched

the campaign to support developing young people in the industry, both through working with schools and the City Livery Schools Link and telling them about opportunities in the builders' merchants and manufacturing area. We are working with the Rainy Day Trust and providing bursaries up to £2000 each towards any training courses in the industry. These are generally for young people but it can be for people who want to retrain within the organisation they work, so these bursaries are there to support people who might need it.



### What advice would you give to young females starting their careers?

Set your objectives, if you fail try and try again, join the construction trade because it's very interesting, great career, great people, and great products. I think just stick to your guns and your ambitions.

### Do you think that diversity can help an organisation?

Any organisation benefits from having a wide range of people of all diverse backgrounds and skills. However I think the argument is the same for anyone, that if you

focus on the right people and on the career paths and people's attitudes, that actually, the business will be good whatever its structure is and hopefully it will be a diverse area for people to work within.

### What advice would you give to women considering a career in construction?

I think I would just be determined, set out your goals and work out what skills and training you need to undertake and get on with them and push forward and always seek to take the next job.



▀▀ It's about working out what role you want to do and going for that role.  
 If you want to be a CEO of a lintel manufacturer, then you can absolutely do that,  
 if you want to be Regional Sales Manager there's nothing stopping you. ▀▀



**Sophie Turner**

Founder  
 Yes She Can



## Tell us a bit about #YesSheCan and why this started?

#YesSheCan is a relatively new venture aimed at supporting women to break their own career glass ceiling. Whether that is to go for a promotion, change their career or to think about moving industries, with a particular focus on industries that are heavily male dominated, such as the construction industry. We wanted to bring these women some real life role models to say 'look, these women are already doing it and they're doing a fantastic job and yes they face barriers but they've overcome them which proves you can to!

Our second aim is to work with businesses to strategically influence their gender balance to support long term culture change. We have a whole host of things to support this from actual gender diversity consultation, training and workshops, support with recruitment and various different internal engagement initiatives all geared up to support businesses on their gender diversity journey. There will be some quick wins but in order to attain true gender diversity it is a longer term process.

## What are the benefits to businesses in joining #YesSheCan?

Well it is that support to get that better gender balance, there's a huge amount of statistics and research papers about businesses who have a greater balance or certainly are led by women, show an increase in revenue, engagement, people within the recruitment process and an increase in reputation – and that's a fact. We can support businesses to achieve this. In the short term we can support you to recruit from a pool of people you won't normally have access to, we can increase your brand awareness with a group of people you won't normally have access to and we can support you if you have got training needs. In the long term we can work with you to strategically influence your gender balance.

## How do you think diversity helps organisations?

For many, the motivation to achieve gender balance is born out of it being the right thing to do, but there are other benefits too. Ultimately it can have a positive effect on the financials but it is more than that. With diversity you can increase engagement and motivation, foster a culture of openness and creativity and win the war for talent. All of these factors can differentiate you from your competitors.

## What advice would you give to women who are considering a career in construction?

The construction industry is full of amazing companies and fantastic roles, there is something to suit everyone. If you want to be a CEO of a lintel manufacturer, then you can absolutely do that, if you want to be Regional Sales Manager then go for it! Its important to remember that most organizations don't have gender balance, but that doesn't mean we shouldn't be part of their journey. Be resilient, work hard and network. Be a trail blazer. There are some fantastic women in the construction industry who are doing it and doing it really successfully and they proved why they should work in this industry because they know their stuff and that's really important.

## What's next for #YesSheCan?

In the short term, we're continuing to connect with organisations to show that we can help with their gender diversity. We're working with the guys who are running the UK Construction Week in October and also have a fantastic "High Performance Culture" training event coming up. We are gathering momentum and pushing the positive message about gender diversity, it's not about men vs women but working together to ensure everyone has access to the same opportunities. We have plans to develop school resources and we continue to promote more women on our social media channels. Ultimately we will continue to make a positive difference.

For more information:  
[www.yes-shecan.com](http://www.yes-shecan.com) / [Sophie@yes-shecan.com](mailto:Sophie@yes-shecan.com)





# Securing Specification Drives Demand



At IG, securing specification is key to driving demand. IG has invested in a number of initiatives to put the brand front of mind with architects at each stage of their decision making journey.



## IG Lintels Partners with RIBA Journal for Architect's Competition

IG Lintels has partnered with RIBA Journal to challenge architects to re-think the suburban home.

### The Challenge



Example of competition entry submitted by Anderson Orr Architects.

The competition asks entrants to use IG's Special Lintels and Brick Slip Feature Lintels to create a one-off 21st century suburban family home. Derrick McFarland, MD of IG Lintels explains.

“The competition is a fantastic way to engage with architects and showcase what can be achieved using these bespoke products.”

“Using IG Brick Slip Feature Lintels and Special Lintels to inject creative elements, we are challenging architects to design a property that addresses the needs and aspirations of its contemporary occupants.”

The winners get the chance to have their work published in RIBA Journal as well as winning a cash prize. A panel of esteemed judges selected by RIBA Journal will be looking for a winning design that is highly creative in its employment of a wide range of lintel features. The RIBA Journal will publish all winning entries in its September 2019 issue. The competition has given IG the opportunity to engage with 24,000 architects, increasing brand awareness among this important audience.



## Engaging with Designers and Local Authorities at the LABC Roadshows

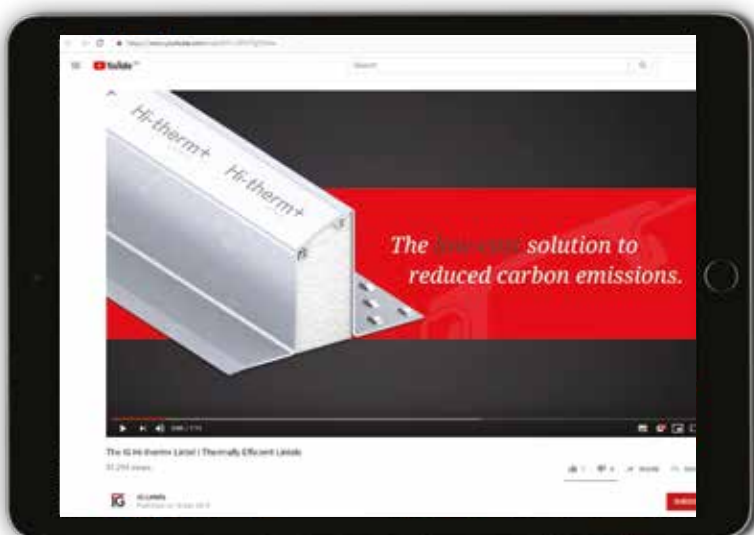


Keystone Group is delighted to sponsor the LABC (Local Authority & Building Control Roadshows) giving us the opportunity to present to designers and architects at a number of LABC technical seminars throughout the country promoting our innovative product solutions. Architects have the opportunity to attend these free seminars to receive updates on new product developments from industry experts and receive their all-important CPD points. As part of the partnership Keystone Group also has the chance to present at the LABC regional awards throughout the year and the final end of year awards ceremony, building the brand and promoting our product innovations such as Hi-therm+ to a targeted audience of specifiers.

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## New Hi-therm+ Animation

Architects and builders can discover the benefits of Hi-therm+ in just over a minute with IG's new video. Highlighting the key features of Hi-therm+ and how it offers a low cost solution to reduced carbon emissions, the video has had more than 50,000 views on youtube.



Architects and builders can discover the benefits of Hi-therm+ in just over a minute with IG's new video.

Search [iglintels.com/hi-therm-lintel](http://iglintels.com/hi-therm-lintel)

## IG Lintels available on NBS+ and NBS BIM library

### NBS+

Specifying products from IG Lintels has never been easier with all products now available at the click of a button in NBS+ format. Architects and specifiers can access the full range of products within the National Building Specification's centralised NBS+ library, the industry-standard specification authority for the UK. NBS+ provides instant access to manufacturer's technical product information at the crucial time of project specification completion.



### NBS BIM Library & BIM Store

IG Lintels BIM models are now available on NBS BIM library, the fastest-growing building information modelling (BIM) library in the UK and also on BIM store.

Building Information Modelling (BIM) is the process of designing a building collaboratively using one coherent system of computer models rather than a separate sets of drawings.

BIM offers enormous gains in both cost and time saving, much greater accuracy in estimation, and the avoidance of error, alterations and rework due to information loss. This latest development from IG makes it even easier for specifiers to choose IG products at the design stage.



Building Information Modelling (BIM) is the process of designing a building collaboratively using one coherent system of computer models rather than separate sets of drawings.

# The Only Way is Up

Not many merchants in the UK address their customers in two languages but Rachel Davies, Director, at LBS is proving that serving the local market is no barrier to setting industry standards.

## Tell us a bit about LBS and how you got involved in the business?

I'm the fourth generation of the family business established in 1931. I joined LBS in January 2017 following University and five years working in London in finance, which I enjoyed. However, I was attracted home by what I saw in the merchant business; everyone I spoke to that worked here just loved their job, talked about how interesting it was and the varied range of areas they got involved with.

The quality of life in South Wales attracted me also, it's where I'm from and as a first language Welsh speaker coming home was exciting for me. I am very proud to be part of the business, alongside my brother, Ben. We've seen it grow from one branch, to where it is now: 25 branches across South Wales and over 350 staff. It's now a big animal, but maintaining a family ethos and core values is really important not only to us, but to all of our employees.



## What makes an independent merchant tick?

Without doubt, I believe that having the right people and relationships is critical to the business, not only those employed by us but also with regards to our suppliers. We need good people who can influence the market together.

Keystone is a great example of this because they make themselves so visible with our guys in the branch and they give us a reason to sell their products. Our staff are passionate about our business and the big thing that strikes us about Keystone is their passion, so that aligns perfectly with ours.

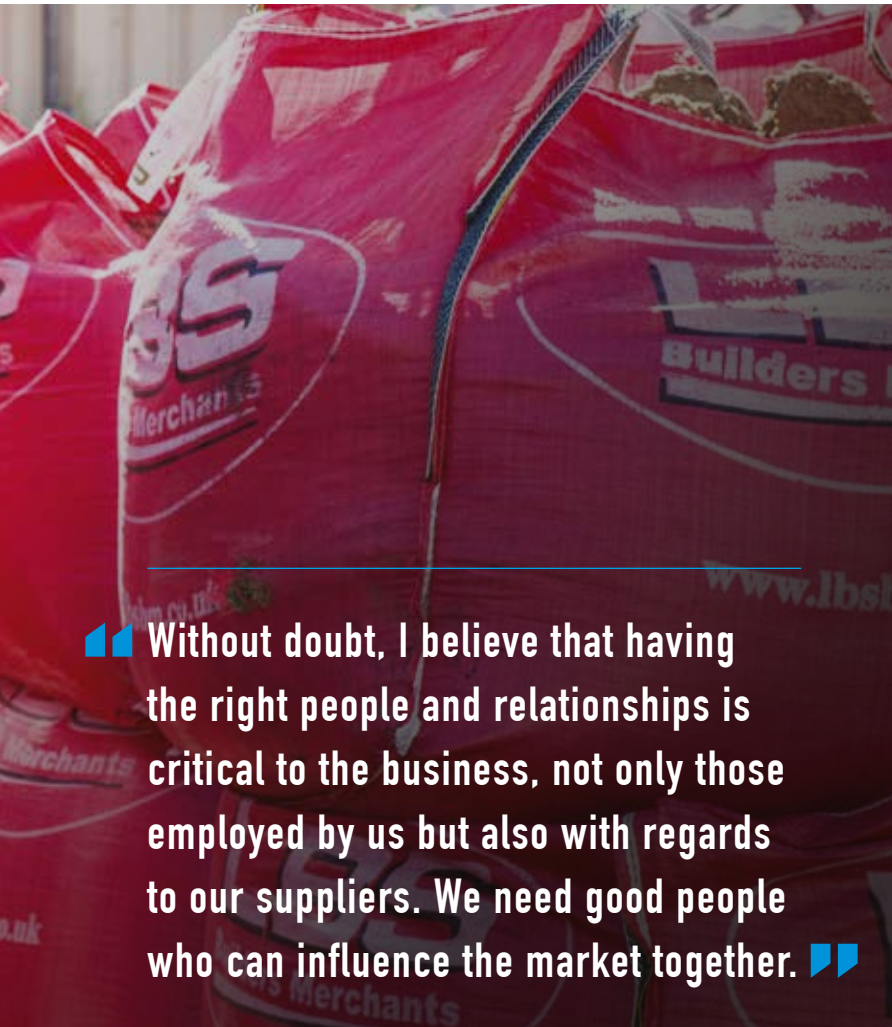
## Is supplier partnership something you value?

A partnership needs flexibility and proactivity – it's supporting us and wanting to work with us, talking to our branch managers, talking to the guys and girls on the ground who are selling the products day in, day out. They're the things that make the biggest differences.

Keystone is an important partner for us, they do all the things I've just mentioned, they know our market well and are creating demand and growing sales for us. Their marketing campaigns also really stand out from the crowd, so when the team attends our Trade Shows and Open Days their stand is often one of the busiest, generating a lot of interest with customers.

Keystone also hosted our entire team of Branch Managers for an away day and a night at Swadlincote recently. We were fully trained on all their products and went on a factory tour. It was great to have the two teams working together and exchanging views and ideas, this is when partnership really adds value.





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## How important is training for LBS?

It's been one of our key priorities and I have established a Learning & Development team to take forward our investment in people. In 2018 we rolled out an annual review process for every single member of staff, capturing everyone's training needs and career aspirations. This feedback allows us to now have a more considered approach to Learning & Development so we can offer people the training they need, and drive their careers to where they want to be.

We also now have a bespoke LBS training prospectus with over 40 different career paths on offer. A lot of people still want to start in the branch and work their way up to be Branch Manager and that's fantastic – but others maybe want to focus on Sales or actually look at a move into Marketing or Buying or Stock Management. We can now offer a plan for each of these different paths.

## You are well known for your trade days, what's happening this year?

The LBS Build show is going to be the biggest trade show in Wales. It's on the 11th July and located at Parc y Scarlets Stadium.

We have capacity for over 2000 visitors and space for 100 exhibitors, so it's going to be big! A lot of effort has gone into the planning: we'll have fantastic one-day only offers, appearances from a couple of Welsh rugby legends and free transport for customers from every single branch. It should be a great day – Keystone will be there!

## What's next for LBS Builders Merchants?

Ambition is one of our core values and that shows no sign of stopping or even slowing down. 2019 is going to be big year for us: early in the year we opened a branch in Llantrisant, and after the summer we will be opening a flagship branch in Barry, complete with a Total Plumbing outlet and a Middleton kitchen and bathroom showroom.



We're also moving our Head Office and have found a site within the county which was important to us. It's a modern building from which we'll base about 50 staff. People now demand a good place to work so we will be providing a first-class environment in a modern, open plan workspace. I believe it makes a difference to productivity, and it's important that people enjoy going to work every morning.

## What does winning awards mean to you, LBS has won a lot?

The company as a whole really enjoys the awards season and loves hearing about what we've won, because it's their award. That's what's great about winning it, it's not just for those of us who are lucky enough to go to the ceremonies, it's actually when we come back into branch and everyone feels proud and energised.

We've also won a few personal awards, which is great recognition for those individuals. These include Ben Davies winning 'Branch Manager of the Year', Alun Thomas winning 'Trainee of the Year' and Dai Thomas winning 'Achiever of the Year' and 'Industry Personality of the Year' in recent events. Every year we go to these awards and say "right, surely not this year, we can't win again" but we have been lucky every year since I've been here!

## You won an award for e-commerce, how important is online selling to your business?

It's critical to the business moving forward. We are a very traditional industry compared to others, but, there's no doubt that the new generation is driven by smartphones and they are demanding a higher and quicker level of service in terms of click and collect and online trading.

We have an online business which has been very successful for us, now based in a dedicated unit in Port Talbot on the M4 corridor. Our Manager there, Greg, sees no ceiling to growth, and the Board is focused on supporting this part of the business. It's not a question of "if", but "when" we do more business online. Of course, there are challenges such as pricing, so lots to think about, but we've got a working group looking at it and it's something that we are driving forward as another important route to market.

However, face-to-face interaction will continue to be hugely important for our customers. We're a people business and we also have a Welsh speaking aspect. Our customers expect to go into an LBS branch or call our Accounts team and be able to speak Welsh. We're proud to be able to provide that service to our customers.



# Partnerships of Strength and Value



We sat down with the Independent Buying Consortium to find out more about the Buying Group and the key role it plays in the independent merchant market.



L - R Kishor Harsiani, Dave Robertson, Paul Read

## What is the Independent Buying Consortium?

The Independent Buying Consortium (IBC) is a Buying Group created to support independent builders' merchants in the construction sector. IBC was established in 2008 and, over the past 11 years, we have firmly established ourselves as a leading buying group dedicated to creating partnerships of strength and value with our stakeholders. We work with over 90 leading suppliers, and have more than 180 merchant members, with a combined turnover in excess of £650 million.

## What makes a Buying Group successful?

To be truly successful, buying groups must support their stakeholders, negotiating strong deals for market-leading products that enable independent merchants to compete with their national plc counterparts, while retaining all the benefits that being an independent merchant brings.

Unlike some other buying groups, IBC has a dedicated team of 12 full time staff who work tirelessly to provide all the business support and financial benefits that our members have come to expect from us over the past decade.

We put our stakeholders first, providing independent merchants with a hub of powerful marketing and business tools that a lot of our smaller merchants simply don't have access to in their own businesses. This saves them valuable time and allows them to focus completely on running and developing their business.

## What are the benefits to businesses in joining the IBC?

The merchant industry is one that has always run on relationships - whether that's between a Branch Manager and their local Area Sales Representative, or between an independent merchant and its buying group. We firmly believe in working collaboratively with our merchants and suppliers, creating partnerships of strength and value for all sectors of the market. We are quite simply, stronger together than we are apart.

Independent merchants who join IBC have access to the best possible product deals, with a reliable supply chain that ensures they will always be able to access the stock they need.

Alongside the competitive deals that allow them to compete with the national merchants, our members receive financial rebates on all the products they purchase through us, as well as exclusive access to short term promotional deals and special offers.

## What do you look for from a Supplier to IBC?



Our suppliers are leading manufacturers who understand the considerable strengths independent merchants bring to the construction industry. We work closely with our suppliers to bring our merchants credible prices, reliability of stock and market leading products. In return our suppliers have access to a group of like minded merchants with considerable purchasing power in excess of £650 million.

## What's next for the IBC?

This is a really exciting time for the IBC Buying Group. In May, we welcomed Dave Robertson to join our Board as Commercial Director, working alongside fellow Commercial Director Paul Read, and Strategy and Finance Director Kishor Harsiani. Between them, they have many years' experience in the Construction & Merchant industry and are ideally placed to take IBC to the next level as we cement our reputation as the



leading buying group for independent merchants. We made the decision to restructure our business around four functional pillars - Membership, Commercial, Finance & Data, and Marketing. Each pillar works collectively to help us build on our foundation of strategic themes that are common to all our stakeholders: Partnership, Strength and Value.

After spending 12 months reviewing and updating our processes and procedures, we are now bringing a more efficient offering to the market.

A new and informative IBC Members' Portal means our merchants can now access their account information much faster, helping them keep better track of their purchases, payments and rebate benefits.

The data management we offer our members helps them to make better business decisions and to take advantage of all the exciting opportunities that lie ahead. Members are also enjoying more rebate through increased purchases of IBC deals, as we roll out more promotions and loyalty schemes.

For more information on the benefits IBC can offer, visit [ibcbuyinggroup.com](http://ibcbuyinggroup.com) or call **020 3195 7957**.

Over the past year, we have reviewed how we could become an even better business partner to our stakeholders. We knew there was room for improvement for IBC to become a low cost, fit for purpose organisation that would allow us to return more rebate to members and to offer them even more business support.



## Industry voice

# Safe Hands

As building material producers or merchants it's good to know that there is an organisation working behind the scenes to help protect and develop the fabric of our industry. We hear the latest positive actions from BMF CEO, John Newcomb.



**We saw the launch of the first BMF Young Merchant Conference with building for the future. Was it a success and are there plans for further events like this for the group?**

Yes, absolutely. It was a major success, I think we'd originally hoped we would get around 100 delegates there but we ended up closer to 150 at the event, so it far exceeded our expectations in that respect. It was also pleasing that the feedback we got from attendees was really, really positive, and of course like any event there are things that we would probably do differently next time.

We are planning to run another Young Merchant Conference in 2020, maybe again to coincide with UK Construction Week, because I thought the venue worked very well and also gives those young members the opportunity to visit the UK's biggest construction equipment and building materials exhibition.

There are also several other events during the year for Young Merchants. The latest event, which is now full, is a trip to the Knauf factory in Toulouse in July. Interestingly, on this trip, we are linking up with a group of Young Merchants from Belgium, so it will be the first time we will bring Young Merchants together internationally.

Knauf will be hosting a dinner on the Friday night for both groups and they will be taking part in the visits during the Friday, partly to do with my UFEMAT Presidential role and trying to encourage more interaction between the Young Merchants in the UK and the Young Merchants in the rest of Europe.

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**“Regardless of where Brexit goes, I think we will benefit from having this relationship with UFEMAT. It is clear that they very much still want the UK involved in their European organisation.”**

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**What are the latest developments at the BMF?**

We have just launched the first ever industry forecasts, which look specifically at the merchant sector and the merchant industry. It uses the BMBI data, the historical BMBI data, and then factors in a number of economic models.

Our new BMF Learning Academy has also been launched and aims to offer individuals continuous professional development throughout their career. Initially it will be outsourced, but we plan to set up our own company eventually to provide all our training through the Academy.



## This is your first year as the UFEMAT President. What does that involve and how does the BMF compare against other organisations in Europe?

We have 16 countries in membership, each with trade associations, merchants (called wholesalers in Europe) and manufacturer sponsors. I am the first President from a trade association rather than a merchant and am now in year one of my two-year presidency.

I have two big objectives; the first is to host the UFEMAT conference in London in 2020, when members from all over Europe will attend. The other is to develop a Young Merchant group across all the countries, which will be really exciting.



Regardless of where Brexit goes, I think we will benefit from having this relationship with UFEMAT. It is clear that they still very much want the UK involved in their European organisation.

We had a visit from the Spanish and the Portuguese and they kept referring to BMF as 'you're in the champions league' - so I think the UK has a very, very strong trade association. It is interesting that the whole group shares many common challenges such as digitalisation, the growth of the internet, skills shortage and the attractiveness of the industry, so it's good that we can share discussions on solutions and cross-fertilise those ideas.

## How do you see the merchant-supplier relationship evolving over the next five years?

I was a supplier for 25 years and I know it's a bit of a cliché to talk about partnerships, but the bottom line is that a merchant cannot survive without their supplier. So, I absolutely believe that a strong partnership is the way forward, particularly now because of the online threats from the likes of Amazon or Alibaba.

It's also important that merchants understand the role of the supplier and equally that the suppliers understand that they need the merchant to do the job that they were there to do - to hold stock, to promote the stock, to have the interface with the builder.

I think the suppliers that are going to succeed are not those who try to go direct to the markets but rather the ones that continue to strengthen those merchant partnerships.

I absolutely believe the successful merchants will be the ones that get behind the core brands in the industry and make, marketing and brand development even more important moving forward.

## There are currently some shocking statistics on mental health and well-being in construction. Is this an issue which BMF are responding to?

Yes, very much so. We see our role at the BMF as bringing the subject into the open and into debate among merchants. We are featuring it prominently at this year's Dubrovnik conference. There will be a main stage presentation by Neil Laybourn and Jonny Benjamin MBE who will share their incredible story of how mental health affected them directly.

We're also running a workshop offering practical help and advice to those people who want to take out of the conference some key actions that delegates can implement within their own business. I've also written a column for the recent BMN called 'changing the conversation'. The statistics are quite scary, showing people are four times more likely to commit suicide if they work in the construction industry rather than any other industry. I know of merchant members who have lost staff to suicide, so it's not something that I think as an industry that we can now say 'this is something that happens somewhere else but it doesn't really touch our industry' because it does.

The conference is an opportunity to support Mental Health UK and we'll have their Managing Director there, obviously hoping to raise money for this important charity.

## The BMF's events are industry highlights, so what's coming up for the rest of 2019?

Obviously the Dubrovnik conference is our flagship event this year, but we also have another couple of big events coming up; we've got the Master Merchant competition in July which is our team building event in the Lake District. We've got Members Day Conference and Awards in September, and then we've got a parliamentary reception at the end of October which is predominately focused on our merchant members where they will get an opportunity to meet a number of MP's in London. And of course we run all the usual forums and regional meetings and other events that take place during the year for members.





# Keylite Invests in New Facility

Keylite Roof Windows has just expanded their UK Sales and Service centre in a move to a brand new warehouse and office facility at Burton Gateway. This investment further strengthens Keylite's offering to their merchant base by increasing their stock keeping of the growing product range.



**Jim Blanthorne**  
Operations Director

“ This major investment will provide greater opportunity for Keylite to expand its product range and meet increasing demand for our award winning products. Increased warehouse capacity will also allow Keylite to further increase stock-hold, future proofing our business in the light of external forces. We are committed to excellent service for our customers, and this new venture will allow us to service the GB market most effectively. ”



**Matthew King**  
Sales Director

“ This is a huge step for Keylite and we are beyond excited about the future in our new premises. The move is indicative of how far the company has progressed over the last two decades and it is a serious statement of how committed we are to expansion in the UK market. We look forward to a long and happy future in our new location and to welcoming our valued customers to Burton in the coming weeks and months. ”





Emma Kirkland, Operations Manager at Keylite tells us how the new facility will benefit Keylite customers.

### What are the benefits to Keylite customers?

We are already achieving exceptional performance with 98.9% of orders dispatched on time and in full however as the business grows and adds more products we want to maintain this service level over a wider product range. The increase in warehousing to 40,000 sq ft will also future proof the service with increased levels of stock.

On a practical note, the transport links from the A38 are very strong and this will benefit customers who opt to pick up product from Keylite directly, it will also boost the efficiency of our outbound deliveries on our new dedicated transport.

### Will customers notice any immediate change?

The move to our new dedicated site provides a really professional working environment where all the Keylite support staff are now under the same roof, so I think this will make our response times to customers even sharper.

We also have new conference facilities and a new training and display facility which will open shortly too. These are important for merchant visits which, of course, we welcome.



## Keylite leader heads up Keystone Group's exciting new venture

John Duffin is a well-known character in the industry for his 15 year leadership



of Keylite Roof Windows. With this considerable success under his belt, John is now taking on a new challenge within the Keystone Group.

During John's tenure as Managing Director he has established Keylite as a multi award winning business with accolades for both service and innovation. John has been the driving force behind Keylite's success, building the brand from start-up to a £30M international business. John's ability to build sustainable trading partnerships has secured numerous supply agreements, penetrating a highly competitive sector increasingly each year.

John leaves a considerable legacy in Keylite, most recently the launch of the highly successful Polar range of PVC Roof Windows, necessitating the £1.5M investment in a highly automated PVC production unit, a £2M investment in timber processing and finishing lines, acquisition and planning for 200,000 sq ft. purpose built factory and culminating in the company's relocation to brand new warehouse and office facilities at Burton Gateway.

John's energy, passion and talent for developing and leading teams will come in useful in his new role which will see him bring another Keystone Group product to the market.

Commenting on John's new role, Group Chairman Sean Coyle said,

“Our strategy is to engage our most experienced staff in the acceleration of Group business towards our ambitious growth targets. John will play an invaluable role in our next stage of development.”

# Onsite with Keylite Roof Windows

## Keylite lights up Prospect House

Prospect House in Shrewsbury, was originally a malting building in Belle Vue Road dating back to 1888. It has been recently renovated into 37 one, two and three bedroom apartments. Although the external appearance of the building has remained mostly unchanged, the use of large banks of Keylite Centre Pivot White Finish Roof Windows lights up this development. Natural daylight floods into the internal rooms creating a spacious and contemporary feel.



## Creating bright, light and airy space for pupils

Keylite Roof Windows provide an incredibly striking enhancement to the canteen facilities of this new build school. Designed to capitalise on the benefits of natural daylight, the architect on this project produced a striking roof design, incorporating banks of three Keylite Roof Windows across both floors of this building. A white finish interior was specified on this project to compliment the contemporary design of the building, and the result is a beautiful modern space with light flooding throughout.



## Bringing Light to Springhill Development

Keylite Roof Windows featured in the Springhill Development in the market town of Shipston on Stour. Keylite's Conservation Roof Windows compliment the traditional style of these new build homes. The black central glazing bar and low profile external flashing maintain the traditional appearance of the buildings, whilst still accommodating the flow of natural light to the interior below. Keylite's Conservation Roof Windows provide a practical and stylish feature, flexible to suit any lifestyle.



## Keylite Conservation Roof Windows help transform listed building into 4-Star boutique hotel

Keylite Conservation Roof Windows have been instrumental in transforming two Grade-A listed mill buildings into this beautiful 4-Star boutique hotel. The Georgian bar feature meant the roof windows would blend in with the Crittall style windows throughout the remaining floors. 57 Conservation Roof Windows were used in this beautiful Dundee hotel.





# Onsite with Keystone & IG Lintels

## Segmental Arches key feature in Hampshire Winery

The Exton Park, Vineyard is situated in Hampshire's National Park with a beautiful landscape and stunning 55 acre vineyard. The development featured four bespoke glazed doors at the entrance to the cellar. To enhance this beautiful entrance Keystone designed and manufactured four heavy duty load segmental arches to sit on reinforced concrete piers ensuring effective transference of load to sub-structure.



## IG's Bow Lintels create stunning feature at Park Central

Crest Nicholson's multi-award winning Park Central development is a large regeneration scheme situated in Birmingham City Centre. The project required special Bow Lintels to achieve the curvature of the façade, accommodating large span balcony openings and unusual loading conditions.



## Gothic Arches transform former Convent Building into new school

The development on Hunston Road transformed an old convent building into a school. During the partial restoration of the original building, IG Lintels was approached for the design and manufacture of a double Gothic Arch Lintel. This lintel replicated the dimensions of an existing opening, ensuring full structural support was restored.



## Bespoke Triple Arch and Full Arch Lintels add character to Nottingham Property

The project in Edwalton featured a decorative stepped triple arch above the property's entrance. The design incorporated three arches within a one-piece fabrication. Keystone identified a bespoke solution that ensured ease of installation and full structural support above the doorway opening. Keystone also manufactured numerous structural galvanised steel lintel solutions throughout the development.



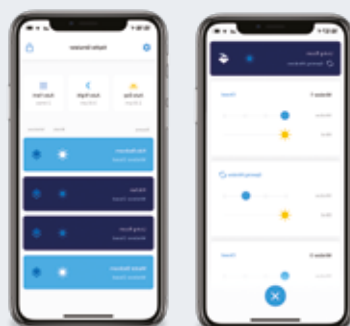
# What's New?



Eithne Kelly, CEO of the Keystone Group gives a round up of the latest margin opportunities for merchants.

Product innovation continues at pace within the Keystone Group. Featured below are just a few of the new products available for merchants to extend the margin making opportunities.

## Keylite Connect The NEW App for Roof Windows & Blinds



Keylite keeps merchants right up to date with the latest innovative products. Keylite's new app, which launches in Summer 2019, meets the latest trends in smart home technology.

Keylite Connect puts homeowners in control of daylighting and ventilation to match personal preferences throughout the day.

Working from a smart device, the technology allows users to set schedules or instantly control the windows remotely when at home or away, set up pre-timed actions such as airing the house, getting them up in the morning with a fresh air alarm clock or perhaps lowering the blinds in the evening.

The smart rain sensor will automatically close the windows in the event of rain, letting homeowners plan with total confidence.

A user friendly interface makes the app simple to use and it can be accessed by multiple users, with an option to exercise parental control so the operation can't be accessed by children.

- Operates windows and blinds.
- Compatible with Centre Pivot Electric & Solar operated windows.
- Apps for Apple and Android smartphones / tablets.
- Operates remotely via the internet on your device.

## Solar Powered Roof Windows & Blinds



Keylite has scheduled a Summer launch for the new Solar Powered Roof Window, enhancing the range further.

The new solar powered window is ideal for retrofitting because no additional wiring or power source is required. The solar collector is built into the external flashing and will provide the eco-minded user with free solar energy to power the window with the reassurance of an energy store capable of closing the window even at night.

The solar powered window has a remote control and rain sensor as standard and can also link up to the new Keylite app for more personalised control.

A range of solar powered blinds is also available to fit all Keylite Roof Windows.



### KEYSTONE - SWADLINCOTE

Ryder Close, Cadley Hill Industrial Estate  
Swadlincote, South Derbyshire DE11 9EU

T 01283 200 150 / F 01283 223 352

### IG LINTELS - CWMBRAN

Avondale Road, Cwmbran  
Gwent NP44 1XY

T 01633 486 486 / F 01633 486 465

### KEYSTONE - IRELAND

Ballyreagh Industrial Estate  
Cookstown, Co. Tyrone BT80 9DG

T 028 8676 2184 / F 028 8676 1011