

COVID-19 SPECIAL

HOW IS THE
INDUSTRY COPING,
HELPING AND
EMERGING?

inside

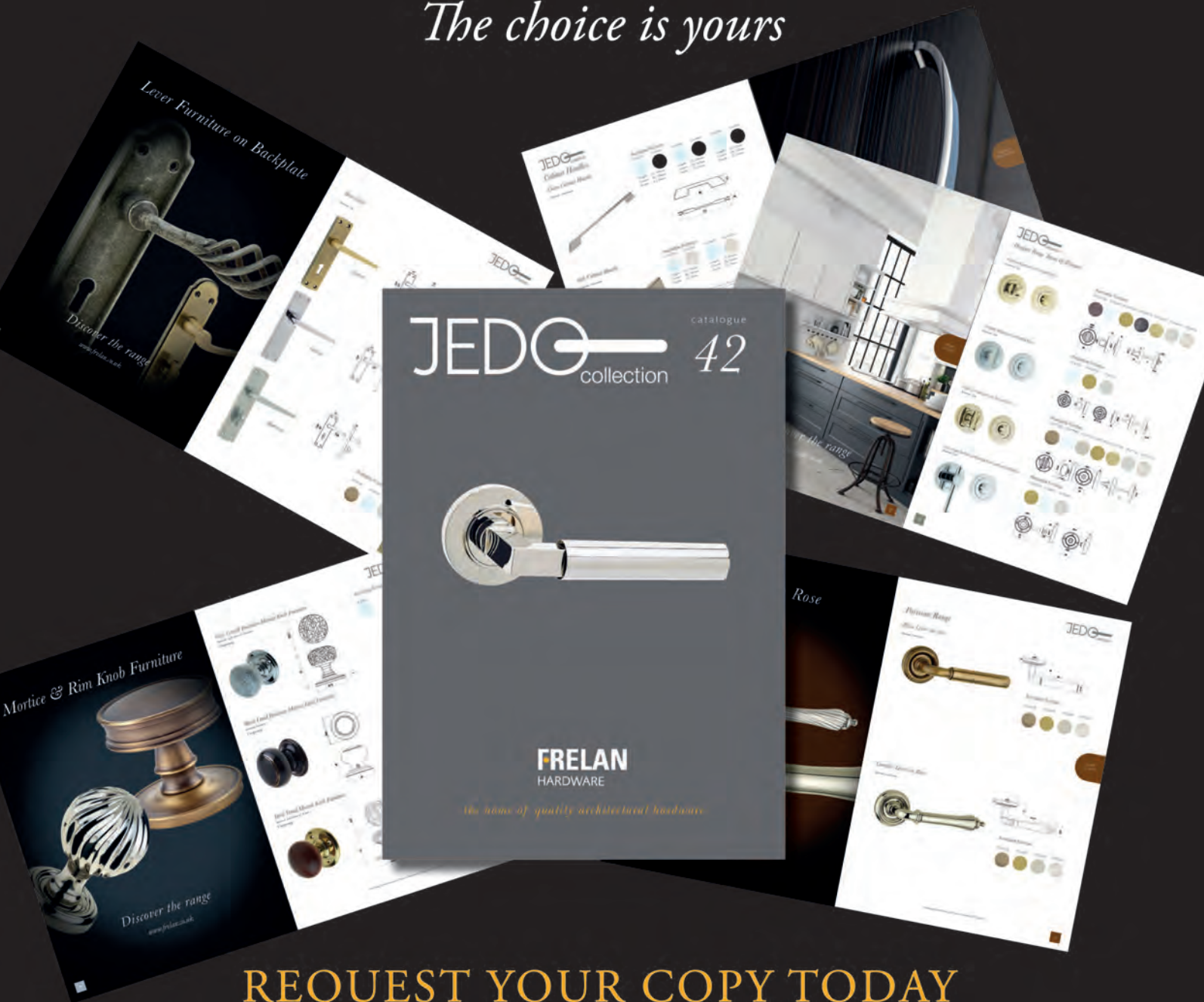
- US AI in profile
- Postcard from Hong Kong
- Marketing on a shoestring
- Advice on specification products



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The UK dedicated design trade exhibition, 100% Design is being relaunched in 2020 as Design London and will be held at a new, state-of-the-art venue: Magazine London.

Situated in Greenwich Peninsula, alongside a new Design District, the show bills itself as a celebration and a direct reflection of the capital's profound influence over A&D specification globally and presents a new and enhanced proposition for the industry.

The inaugural event will feature unrivalled content and selection of the most sought-after design brands alongside a wealth of emerging talent, creating an essential platform for those looking to source new products and meet brands during London Design Festival.

The premises, Magazine London, situated next to the O2, provides

Above: Space 1 at night

Below: Renders of the Design District

a blank canvas for showcasing contemporary design.

The content of the Design London show will be thematic and brought together with input from renowned industry experts, while the talks

programme will address the most pressing topics, opening up debates and discussion.

Greenwich Peninsula is the subject of a monumental emerging community led by the developer Knight Dragon. It is home to NOW Gallery featuring public exhibitions dedicated to contemporary art, fashion, photography and design, plus The Line – London's first dedicated contemporary art walk. Greenwich Peninsula also features permanent installations by Damien Hirst, Alex Chinneck, Antony Gormley and more.

In September, to coincide with the launch of Design London, Greenwich Peninsula will welcome London's first purpose-built Design District. It offers new workspace designed for the creative industries: 16 buildings designed by eight architects sit next to North Greenwich tube station.

The full Design London programme and list of brands will be announced in due course. For more information visit www.designlondon.co.uk



SIMONSWERK UK OPENS NEW LONDON SHOWROOM



SIMONSWERK UK will be opening a London showroom at 45 Great Sutton Street in the heart of Clerkenwell. London's design district.

The UK is a key market for the SIMONSWERK Group with London known for its trendsetting community of architects and designers who work on global projects.

The new London showroom has been created to provide customers, architects, and designers with the opportunity to experience products first-hand as well as to offer a meeting place to discuss projects, product demonstrations and CPD presentations.

SIMONSWERK shares the showroom with WILKHAHN a leading German manufacturer of office furniture. The showroom is split over two levels where the entire TECTUS Concealed hinge system and the TRITECH solid brass product range will be available to see.

ENTRANCE TECH MANAGES HYGIENE AND FOOTFALL

Retailers in Austria are opening their doors again with caution and under strict conditions. Shopfitters and retail experts, Umdasch has developed an intelligent solution for all industries and public areas, which enables contactless disinfection as well as automatic access management.

The Hygiene Station combines all obligatory measures for shops: disinfectant, cloth and mask dispensers. Retailers can choose from four models – from the Light version to the Hygiene Station Pro with optional integrated technology (digital signage and access control). This enables shops and brands of all sizes and budgets the hygiene-management of their space. The Hygiene Station was not designed exclusively for use in retail: it can be a solution for all areas that are

frequented by many people where risk of virus transmission needs to be reduced, such as schools, railway stations, restaurants and all other public places as well as in offices.

The Umdasch Hygiene Station helps to relieve employee duty and automatically takes over hygiene management. This self-service function fulfils the basic need of customers for safety but also offers an access management solution. The number of customers is recorded via cameras, a screen controls the flow of customers with a traffic light system.

Umdasch's Hygiene Station combines hygiene measures with access management issues for any entrances



COUNCIL SEEKS DESIGN AND CONSULTANCY FOR GRENFELL REDEVELOPMENT

Kensington and Chelsea Council is looking for a design team to work with residents on a £57.9m overhaul of the

estate devastated by the Grenfell fire. The west London council wants "highly experienced multi-disciplinary consultants" to carry out "comprehensive feasibility studies" and to "design, specify and deliver innovative refurbishment solutions" on the Lancaster West Estate, according to a notice published in the

Official Journal of the European Union (OJEU) earlier this year.

The North Kensington estate, which opened in the mid-1970s, contains 795 homes and is the borough's largest housing estate. It is home to Grenfell Tower, where 72 people were killed in the UK's worst post-war residential fire in June 2017.

■ GRENFELL INQUIRY COULD GO VIRTUAL



The public inquiry into the Grenfell Tower disaster will not resume until July at the earliest. It is likely to take up to a month to reorganise the inquiry's premises in an appropriate way and to reschedule the witnesses. Talk has even been of resuming the second phase in virtual form with evidence taken by Zoom videolink.

An online system has been successfully tested by role-playing barristers, but Caroline Featherstone, the solicitor to the inquiry, warned that "much of the solemnity" of the investigation into 72 deaths following the June 2017 fire could be lost in online hearings, and added that witnesses might even cheat with answers fed to them by unseen advisers.

The inquiry asked participants for views on options, which include whether it should wait for an unknown amount of time until it can resume in its original form with around 100 people, including the public and survivors, gathered in one room.

A third option of running a skeleton inquiry, with only key people attending and observing social distancing rules, is also on the table. This would not be possible until the inquiry chairman, Sir Martin Moore-Bick, 73, is allowed out of the shielded lockdown.

The inquiry was suspended on 16 March, ahead of the national physical distancing measures, when it was cross-examining executives from construction companies involved in the disastrous refurbishment that fuelled the fire.



TECH WINDOWS WIN SPEC PRIZE FOR ARCHITECTS

Tombola House, by Ryder Architecture with Saint-Gobain, scooped the 2020 AJ Spec Award in Door and Window category.

The new headquarters for the tech-based gaming company in Sunderland had one main goal: to create the best possible working environment for its employees, maximising the site's views over the River Wear and port. The feature-glazed east elevation could not have any internal or external solar shading systems, as that would have obstructed the building's sensitive surrounding historic context.

SageGlass was introduced to the client as a technical response. Saint-Gobain's electrochromic glass was selected for its ability to be linked to the building's BMS system and to tint in response to the sun's intensity. It runs on four settings of 60, 20, 6 and 1 per cent visible light transmission, meaning that the darkest state is almost

opaque, yet maintains a view out.

Tombola House is one of the first projects in the UK to use this system and the judges thought it was great that 'learning' was identified as the first step in Ryder Architecture and Saint-Gobain's collaboration. They commended the client for investing in the team's vision.

The judges said: 'A very nice building which provides a shopfront for Tombola, while the whole team can come together at its centre. A very well-planned scheme.'

The £8m build was completed in January 2019.

Shortlisted for the prize along with the Tombola House project were:

- One-world design architects with ANS Global and Exact Architectural glazing for Herondale Avenue
- Pascall+Watson with Structura UK for Heathrow Terminal 4
- Square Feet Architects with JFAN for Thurlow Road.

IRONMONGERYDIRECT RECOGNISED AS ONE OF THE UK'S BEST WORKPLACES

IronmongeryDirect has been named as one of the UK's Best Workplaces™ 2020, in a report compiled by Great Place to Work®. IronmongeryDirect was listed amongst 162 companies shortlisted for this award – a decision based on positive employee experience and HR and leadership practices that the company upholds.

The Best Workplaces Award celebrates the companies that promote a healthy workplace culture through a combination of factors including employee trust, pride and camaraderie. Overall, 162 small, medium, large and super large companies were shortlisted: IronmongeryDirect ranked 59th out of all of the medium companies.

To achieve the award, the assessors examined IronmongeryDirect's HR and leadership practices, policies and culture as well as responses to a Trust Index® survey shared with all its employees, completed anonymously to encourage honest responses. Overall, 86% of IronmongeryDirect employees said that the company "is a great place to work".

The Trust Index® survey covers aspects including the credibility and fairness of management, whether employees feel that they are respected and if

employees report a sense of pride in their work. Results from the survey account for three quarters of the final result.

IronmongeryDirect also provided detail of its policies that contribute towards the employee experience. This includes factors such as numerous employee benefits, how it inspires those that work for the company and transparent internal communications practices. This was part of The Culture Index®, accounting for the remaining quarter of the final result.

Marco Verdonkschot, managing director at IronmongeryDirect said: "We are delighted to rank amongst a list of esteemed brands. To be recognised as one of the UK's Best Workplaces is a huge achievement and is testament to our dedication to create a healthy workplace culture where our employees feel trusted, valued and loyal to achieving organisational goals. We are committed to driving our business performance through our biggest asset: our people, and I believe that the value and pride our employees place on working at IronmongeryDirect will ultimately be reflected in the customer experience."

See the full report at greatplacetowork.co.uk

GAI EDUCATION

Develop your staff and company with the GAI's internationally renowned and respected education programmes. The best place for those in the architectural ironmongery industry to learn with a range of online training resources.

Foundation in Hardware

The Foundation in Hardware module is intended to provide a basic knowledge of the subject of architectural ironmongery to enable the learner to go on to further study in that field.

Certificate in Architectural Hardware (Stage 1 & 2)

A commitment which will give you a thorough grounding in the understanding of the what, how and when of ironmongery. Upon successful completion of Stage 1 and 2, learners can undertake the GAI Diploma.

GAI Diploma

This GAI Diploma builds on the product knowledge already gained in the Certificate in Architectural Hardware and seeks to bring application through developing scheduling skills. The course imparts how to write accurate hardware specifications and have confidence in discussing ironmongery requirements with clients.

CPD Programme

The CPD programme is the single most important way that those who have attained the GAI Diploma can develop their abilities and set themselves apart as architectural ironmongery professionals and become a Registered Architectural Ironmonger (RegAI).

Fire Door Inspection Scheme (FDIS)

FDIS provides education which is essential for anyone working with fire doors and escape doors. Transforming knowledge and understanding about the critical role of fire doors and how they can save lives and protect property.

Find out more at [**gai.org.uk/GAIEducation**](http://gai.org.uk/GAIEducation)

OFFICE MADE CONTACTLESS IN A HURRY



NINJA SOLUTIONS

An office building in the Estonian capital of Tallinn was rushed into contactless mode because of the Covid-19 pandemic.

The system installed by Estonian tech company Ninja Solutions lets tenants open doors and elevators with their smartphones, and validate their use of rented areas with smartphone biometrics. Security staff have been replaced by CCTV.

Navigator Office Center is home for various businesses including a Bentley Showroom, Carlson Wagonlit Travel's Tallinn branch, a dental clinic, a private equity company, and a range of advertising firms.

Madis Laas, CIO of Ninja Solutions, said that the integration had been planned for the spring, but the Covid-19 pandemic brought it forward.

"We can run the transition in 10 days almost remotely with our partners despite the border closures," he said, adding that the hardware must already be integrated, and the customer needs to be "highly cooperative".

"The circumstances merged well this time," said Laas.

To implement the system, Ninja Solutions worked with USS Security, interior climate start-up, R8 Technologies, and elevator specialist Hundt Consult.

Navigator Office Center at Laeva street 2 in Tallinn can now be used in a contactless way (Photograph courtesy of Ninja Solutions)

CONSTRUCTION OUTPUT FIGURES SHOW LARGEST MONTHLY FALL ON RECORD

New figures from the National Office of Statistics showed construction output fell by 5.9% in the month-on-month all work series in March 2020 – the largest monthly fall on record since monthly records began. This was driven by a 6.2% decrease in new work and a 5.1% decrease in repair and maintenance. This is backed up by figures from The IHSMarkit/CIPS UK Construction Total Activity Index which fell from 39.3 in March to 8.2 in April, where 50 indicates no change. Its previous record low was 27.8, during the financial crash in February 2009.

Not surprisingly, anecdotal evidence received from across the industry suggested the COVID-19 pandemic was a significant factor to these large falls as construction activity ceased or reduced significantly in March 2020.

The CIOB has called for the UK Government to continue supporting construction. Its chief executive Caroline Gumble said it is "vital that government provides support for trained professionals to deliver current projects and develop a pipeline of work for the future."

Commenting on the ONS figures Clive Docwra, managing director of construction consulting and design agency McBains, said: "The industry was more affected by the lockdown than most as the majority of work cannot be undertaken from home. While the Prime Minister has identified the industry as one that can now return, construction work cannot just simply pick up again because many supply chains are still static as a result of the pandemic."

"The industry is also facing short-term labour shortages because many foreign construction workers returned home, plus there are challenges in firms operating while maintaining social distancing."

"Many small businesses in the sector are facing continuing pressure on their finances from the current suspension of projects, so the coronavirus loan process needs to be streamlined and faster decisions need to be made on loan approvals too."

RIBA REGIONAL SHORTLISTS ANNOUNCED

Every June RIBA announces the winners of its regional awards, the first step in the process that leads on to national awards, then to the Stirling Prize shortlist and the various special awards. This year, Covid-19 meant that the judging process – where judges visit in person each shortlisted project – has been put on hold. Instead

RIBA has published the entire shortlist of 226 completed projects.

View all the regional shortlisted projects at <https://www.ribaj.com/awards>.

Below: Two of the shortlisted projects: Prof Lord Bhattacharyya Building, Coventry. Credit: Nick Hufton; and Holmes Road Studios, Kentish Town. Credit: Morley von Sternberg.



DORMAKABA ADDS ACTION DOORS TO ITS BUSINESS

dormakaba UK acquired Action Doors earlier this year, a business move that will see dormakaba UK further expand its service and maintenance offering.

Action Doors, based in Hertfordshire, has been in operation since 1996, and is a long-standing service provider of 24-7 maintenance and installation of automatic and manual doors,

predominantly working in the local authorities, education, care and retail sectors.

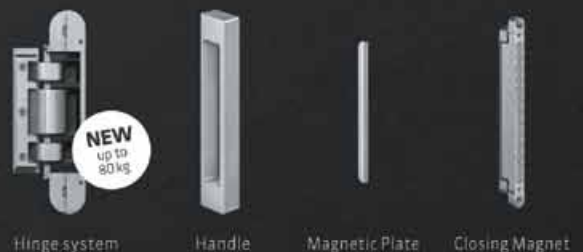
dormakaba UK says the acquisition will enhance its current service offering. “It’s been another successful acquisition for our business, demonstrating our desire for further growth with early communication and interactions with Action Doors,” said Paul Wright, regional service director at dormakaba. “We met both parties’ expected timescales, which is always the most challenging part of the process.”

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TECTUS® Glass – Product overview



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OPINION • PAUL REES

The impact of this coronavirus pandemic exceeds just healthcare issues, but includes social and economic ones. Few businesses, if any, have continued uninterrupted, whilst many have furloughed staff, and some worse still, closed permanently.

In the run-up to the lockdown, I encountered varying opinions relating to how the Government and our society should approach the increasing dangers. Some were supportive of whatever it would entail, whilst others saw it as an unnecessary risk that could potentially cripple an otherwise fragile economy. The one common thought was pre-planning was changing daily.

The lockdown was emphatic and whilst many saw it as intended, to minimise the spread of the virus through restricted social distancing, and consequently closed premises (some obviously forced to do so), others saw the opportunity to continue their business with revised protocols. But was the phrase "to work from home wherever possible" all too extensively applied, with some companies choosing to temporarily close which may possibly have remained open, in one form or another?

Technology and robots have mechanised many industrial processes, yet manufacturers seemed ready to immediately shut down. Consequently, other businesses that may have continued were affected. Nowhere is this more applicable than the construction industry.

I acknowledge, those that do continue, are equally at the mercy of their clients, who if they decide to suspend trading, cancel orders, etc. and place staff on furlough, leave others with little

AN ARCHITECT SPEAKS



Paul Rees on the pros and cons of working during the Covid-19 crisis

// Manufacturers seemed ready to immediately shut down. Consequently, other businesses that may have continued were affected. Those that do continue are equally at the mercy of their clients if they suspend trading"

alternative than to do the same; or adapt their business model. We've seen manufacturers re-tool machinery and architectural practices using 3D printers to provide vital PPE equipment for healthcare professionals, whilst simultaneously providing those businesses and their employees with a short-term future.

Yet, when companies modify their working methods, they don't necessarily provide the anticipated or desired result and in turn, respond to the needs of the client; and therein lies the difficulty. I've been fortunate enough to continue in my office and liaise with others using various platforms, but with differing success. Having cancelled a few meetings arranged to conclude prolonged discussions, they unfortunately continue. There is no doubt, sometimes you cannot beat meetings in person, with everyone in one place to finalise and agree a collective way forward.

Similarly, there are occasions where working from home can be disruptive. From intermittent internet connection to those working 'alternative' hours, or juggling work and childcare, I've experienced them all.

This leads to the big question, where do we go from here? There's talk about adjusting to the 'new normal', but what exactly will that be? One thing we've hopefully learnt from the current circumstances is to be more tolerant of those working in differing conditions. Similarly, being honest from the outset by letting clients and colleagues know how, where, or even when, we're working will assist them to determine if their goals can be achieved, whatever they may be. In the meantime, please stay safe and patient. ■

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GAI TALK ANGIE CORKHILL

Well, what a change since my last article for AIJ.



In every one of the 27 countries across the globe where the GAI has member companies, we have experienced a level of social and economic change not seen in most of our lifetimes. Some of our colleagues and friends have been seriously impacted. Markets and ways of working have changed for good. Businesses have been hit in myriad different ways, and we have unfortunately seen the demise of some long standing companies in the sector.

But several very positive things also stand out in the GAI's experience of the coronavirus crisis so far.

First, the activities of so many businesses who have immediately geared up to support healthcare projects, to contribute to local communities and to help in the war against coronavirus (where they have been allowed to tell us – it sounds like a lot of work by GAI members has had to remain confidential). You can see a few of those inspiring stories in this issue of AIJ.

Then there has been the determination to maintain and improve professional standards, with many people committing to industry qualifications and ongoing CPD. We know that in times of recession, professional development always takes on even greater importance as people work towards building up their CVs and boosting their employability. But in the UK in particular we have seen many employers actively encouraging more training and education while staff are furloughed. The success of the Institute's online workshops has also been hugely encouraging.

And ultimately what has stood out the most is the sense of solidarity within the global architectural ironmongery sector. The "Better and Stronger Together" message has really resonated. So thank you to all GAI and IAI members who have reconfirmed their commitment to the organisation and have continued to contribute their time and energy towards strengthening our ability to support the whole industry.

By working together we stand a better chance of long-term resilience, risk mitigation and even business growth. Please keep in touch with us and let us know how else we can help you and your customers. We are here to help.

Angie Corkhill
Director

ONE FUTURE VISION INITIATIVE UPDATE



GAI president, Julian Newman, provides the latest developments on OFV.

"The One Future Vision initiative has taken on new relevance since the outbreak of COVID-19, bringing into sharp relief the need to bring the GAI and IAI together into a much more agile and digitally enabled organisation for the future. Unfortunately, current circumstances have made it difficult to progress with our meetings, but work on the project has not stopped, in particular on the improvements to our education offering.

"In our original member research, it was very clear that there was demand for us to build, improve and extend the GAI education programme. As part of this, we are looking at new learning management tools to improve learners' overall experience. We have been exploring the market to ensure we can provide a wider variety of training and education choices for more roles in the industry. This includes looking at more online training options to increase the scale and scope of our offering.

"We also want to ensure the programme is more accessible globally. Last year, exams were sat in 26 different countries, with 49 per cent of learners based outside the UK. There was a particularly high number of learners in United Arab Emirates (UAE), China and India, so it is important that our education programme offers flexible learning for everyone."



For updates on the One Future Vision initiative, visit the About Us section of the GAI website.

CHALLENGE EXAM DATE ANNOUNCED

Door hardware professionals looking to get back into the GAI education programme will be able to sit the next challenge exam on 13 August 2020.

The Challenge Exam is designed for those who have taken a break during their studies of the GAI Diploma (stage 3) or the Certificate in Architectural Hardware (stage 1 or 2) training courses for three years or more.

It consists of a short test covering all areas of the last stage of learning that they have passed.

Once the Challenge Exam has been passed, they can then progress to the next stage of the education programme without having to start at stage 1 again.

There will be two challenge exams held this year ready for potential students to enrol in the 2020/21 programme.

For more information on how to apply for the Challenge Exam, contact Rachel Tipton, GAI education manager, using education@gai.org.uk



MAKING HISTORY: THE FIRST VIRTUAL AGM



Nominees for the
GAI Executive
Committee (l-r):
Steve Bewick, Kaz
Spiewakowski
Chidambaranathan
V and Timothy Perry

For the first time in the history of the GAI, its AGM will be held online.

Due to current social distancing restrictions, the GAI has made the decision to rethink this year's meeting to create a shorter, virtual AGM.

In addition to the usual proceedings and update on business matters, there will be an opportunity for members to network virtually and share experiences of how they are dealing with the pandemic.

The election of new Executive Committee members will take place in

advance via an online voting system. There are three seats available and four candidates who have been nominated: Steve Bewick, group COO for dormakaba; Timothy Perry, director of FSB; Kaz Spiewakowski, managing director of GEZE UK; and Chidambaranathan V, regional marketing director of dormakaba India.

The AGM will be held on 30 June at 4pm. For more information, visit the events area of the GAI website.

IAI LEARNING GOES DIGITAL: NEW ONLINE CPD RESOURCES FOR IRONMONGERS

The Institute of Architectural Ironmongers (IAI) has been helping its members throughout lockdown by turning some of its library of CPD presentations into webinars as well as creating a number of new ones.

The CPD presentations would usually be delivered at the regional IAI branch meetings but, as this is not possible during the COVID-19 pandemic, the IAI has digitised its presentations to allow members to access training resources from wherever they are in the world.

The webinars have covered key topics including product development and sourcing, fire safety, risk management and responsibilities, BIM and Environmental Product Declarations. All of the presentations are available exclusively for members to download from the GAI website.

Deborah Cannon, chair of the IAI, said: "It's been a challenging and uncertain few months but members have really used this time to upskill and prepare for the future. More than 150 members from around the world joined our first webinar sessions in April, and this level of engagement has remained consistent the whole way through lockdown. It's been really positive to see how as an industry we've pulled together to support each other and to share knowledge."

By attending the webinars members can get the CPD points they need to maintain their Registered Architectural Ironmonger (RegAI) status and keep up to date with the latest architectural ironmongery standards. Every RegAI is a qualified GAI Diploma holder and has been able to prove they are fully up-to-date with industry standards, regulations and legislation.

CPD points can also be achieved through reading industry articles and learning via GAI and IAI approved podcasts and videos from trade bodies.

For more information on the CPD programme visit www.gai.org.uk/iai

DO NOT TOUCH

Francis Leung, of dormakaba in China,
on how Covid-19 is affecting Hong Kong

Hong Kong never went into complete lockdown. It closed most of its border crossings with mainland China and initiated a partial lockdown: schools and universities were closed from the middle of January; flexible working arrangements were made and restrictions on public gatherings and leisure activities put in place. Holiday camps and newly built housing estates were repurposed into quarantine facilities.

Support for construction

In February, the Hong Kong Construction Industry Employees General Union reported that coronavirus has left 50,000 workers jobless and 80,000 employees have had their working hours cut to one or two days a week.

To combat this, the government launched a HK\$80bn Employment Support Scheme (ESS) in April to provide financial support. The Government will subsidise 50 per cent of wages for affected workers for six months. A one-off lump-sum subsidy of HK\$7,500 was also granted to 215,000 self-employed people.

The Government implemented specific measures to help the construction sector including a subsidy of HK\$50,000 (\$6,500) to each eligible contractor, subcontractor

and consultant to strengthen hygienic control measures, measure body temperature of employees or construction workers, and procure additional antiseptic equipment.

They also launched a subsidy of HK\$1,500 (\$190) to each eligible registered construction worker for the purchase of personal protective, antiseptic equipment against coronavirus infection.

Impact on ironmongery industry

"There was some difficulty at the beginning as all parts of the supply chain experienced delays and couldn't get hold of certain materials, but it is mostly back to normal," says Francis Leung, senior vice president of dormakaba China North Asia.

"From the beginning, our focus was on ensuring the health and safety of our staff and their families while at the same time making sure that the impact on business operations and supply chain is managed and limited as much as possible. In our office we arranged for PPE for all staff, installed hand sanitiser gel providers at all of the building entrances and issued health guidance asking people to protect themselves, for example not eating lunch all together," said Francis. "We split the Hong Kong office into two teams; one team is working from home and the other in the office."

// COVID-19 will speed up the move from manual to automated doors. No-one wants to touch handles anymore"

We wanted to reduce the number of people in the office and keep them separate so that whatever happens, there will still be one team to keep things going."

While it's largely business as usual in Hong Kong, the pandemic is by no means being taken lightly. All manufacturing in mainland China needs approval from the Government before factories can open as normal.

"We needed to show that we have sufficient processes and protection material for people and that we have records of where our employees were throughout Chinese New Year to ensure workers weren't coming back from infected areas like Wuhan or Hubei Province. We communicated with staff everyday using a mobile app. Staff could report where they were and report any health conditions. Once the government had checked this, we could proceed with full capacity."

Long term effects

Francis believes that ironmongers will need to adapt to keep up with the public's needs. Over the past few months, he's seen an increase in requests for automatic doors which will consequently see a decline in the need for manual hardware.

"COVID-19 will speed up the move from manual to automated doors. No one wants to touch handles anymore. This is not particularly good for ironmongers because ironmongers mainly deal with manual hardware whereas for automatic doors it is the electromechanical industry. Ironmongers may need to prepare for some change in future. For example if they are installing a door closer now, they may need to equip themselves to come back and install an automatic swing door operator later." ■



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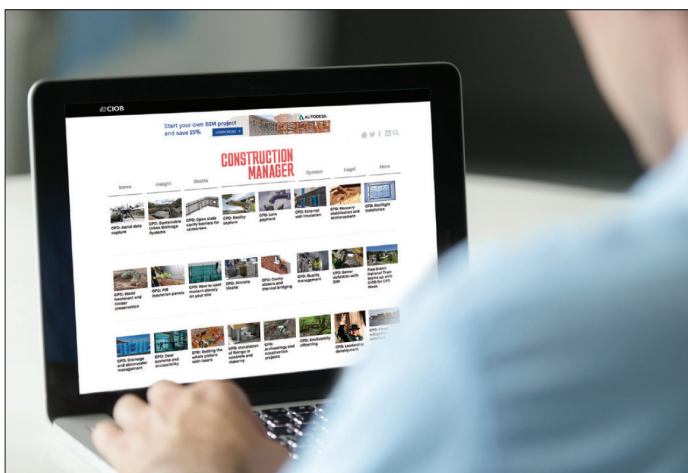
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GOING VIRAL

How has Covid-19 impacted on the industry and how do businesses expect to emerge?

The Coronavirus pandemic left no business sector unaffected. The GAI took the temperature of the AI industry asking members how they've coped with the impact, what effect it has had on business, how they've adapted to change and what shape they expect to be in in the 'new normal'.

Paul Clifford

Commercial director, Croft Architectural Hardware Ltd



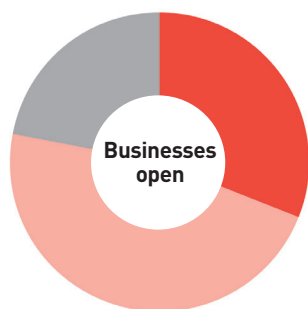
The challenge is getting the balance right, adapting the business so we can work safely

and continue supplying our customers, whilst adjusting to current market levels.

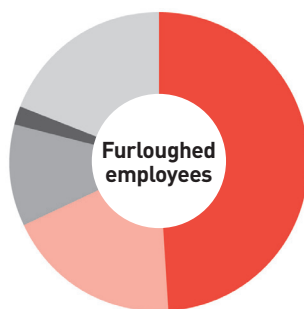
We've implemented many new working measures. Re-designed our layout to create gangways, are installing Perspex barriers where needed, respecting social distancing but allowing the workflow to continue safely.

Each team member in our factory and warehouse has their own sectioned off area, supervisors clean down their areas daily, and team members are no longer required to clock in and clock out, avoiding congregation areas. Our night shift allows us to operate over split schedules, giving us greater flexibility.





31% fully open
47% partially open
22% closed



49% all or majority
19% about half
11% Small proportion
2% Furloughed now returned
19% none

AND THE SURVEY SAYS...

The GAI conducted two surveys among members, the first in April and the second in May.

15th April 2020

The industry was still open for business...

- Three quarters of businesses were fully or partially open throughout this difficult time. 23% were closed.
- Looking at the replies from manufacturer respondents (46 replies), a third said that their manufacturing facilities were closed, a third said they were partially working and the other third said that manufacturing was still operational. This changes slightly with their distribution function, which was 77% partially or fully operational.

... but the disruption was severe

- Unsurprisingly, the areas of business most likely to be reported by respondents as 'severely disrupted' were sales revenue (66%), getting on site (54%), new contracts (53%) and profitability (50%). Least disrupted were staff health and wellbeing and employee morale.
- Cashflow was slightly or moderately disrupted for 57% of respondents and severely disrupted for another 39%. Closely linked to this, payment from customers was slightly or moderately disrupted for 74% of respondents and severely disrupted for another 22%.
- Regarding the availability of components or products, 31% reported this as severely disrupted, 36% said it was moderately disrupted,

29% said it was slightly disrupted and about 4% said there was no problem at all. Supply chain relationships were being disrupted to some degree for 74% of respondents.

- In terms of marketing, new product development and plans for business growth, all of these were also most likely to be moderately or severely disrupted. Just 9% of respondents said their marketing plans were not affected, but this rose to 15% for new product/service development.

A mixed picture about who is getting government help

- Almost half of respondents (49%) had furloughed all or the majority of their staff. 19% had not furloughed anyone, and 2% did furlough but were then bringing staff back to work.
- While employees are in furlough, 48% of respondents had encouraged all or some of those employees to do some training. 29% had left it up to employees to decide.
- 45% of respondents had successfully applied for some sort of government support, such as a business interruption loan, deferred tax payments, deferred or reduced business rates, but 38% had not managed to access any support as yet.

Michael Spoors, MD, Norseal



"At Norseal we took the decision very early on to remain open

for business throughout the lockdown. And it has been a decision we have not regretted. Most of our competitors closed very quickly and as a result we have picked up some substantial business which we are confident we will hold on to after the lockdown ends – customers have really appreciated that we have been here for them throughout difficult times. Sales have obviously not been stellar, but neither have they collapsed completely which, if nothing else, vindicates our decision to keep trading.

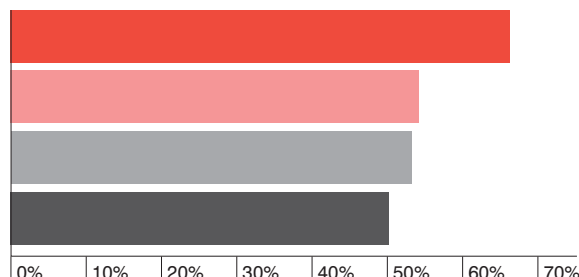
There were two key challenges straight away: technology and people. Our IT team swung into action really quickly and had everyone set up at home with IT and phone equipment that meant we could offer a totally seamless service to customers while still

maintaining the safety of our staff which was, and remains, our number one priority.

The next challenge has been our team, who have taken up the trials and tribulations of working from home with an enthusiasm and good humour that has been really inspiring. The team work, support, camaraderie, and co-operation they have all shown has been outstanding.

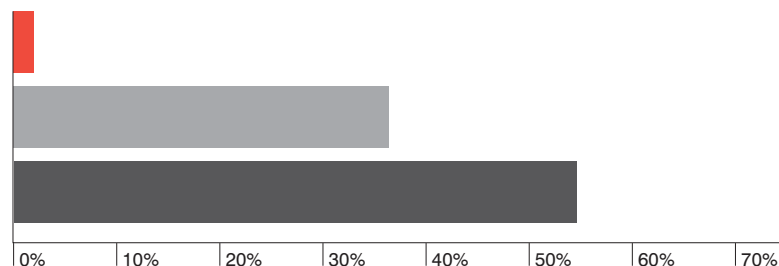
Our list of internal projects is shrinking but our imagination for further development has not. Additional to sales planning we are asking; can we better our service? Is this time to make those efficiency changes to our warehouse we have been putting off? Does our ERP need an upgrade? The list is endless of housekeeping and improvements we can make to deliver an even better service to our customers that we cannot do when we are busy.

I think it is this positive, open attitude from the Norseal team that will remain with us all when lockdown finally ends."



Areas of business reported as 'severely disrupted'

■ Sales ■ Accessing site ■ New contracts ■ Profitability



Implement the safety advice and site operating procedures

■ Not able to implement ■ Fully implement ■ Partially implement

May 2020

The industry remained open for business

● In the first survey in April, three quarters of businesses were fully or partially open. In May even more businesses were open – in fact, just 15% were still closed.

● Out of 25 respondents with a link to manufacturers, 76% said their manufacturing facility was partially or fully operational. This rose to 82% for their distribution function.

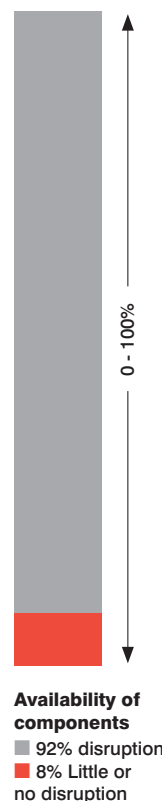
But impacts were being felt more widely

● The degree of business disruption reported by GAI members increased over the month, and was mostly financial. Most often described as 'severely disrupted' were sales revenue (67%) and profitability (64%). Cashflow issues and payment from customers were not really that much different from April. But new contracts were more likely this time to be experiencing disruption (indeed, 100% reported some level of disruption in this area).

● Regarding the availability of components or products, this appears to be easing very slightly. But disruption to supply chain relationships is now more widespread, currently affecting 92% of respondents.

● Concerns around staff health, wellbeing and morale also appear to have increased. Nearly half – 47% – of respondents said that staff health and wellbeing was moderately or severely disrupted, compared to 33% the previous month. There was a similar shift (from 37% to 46%) in concern about employee morale.

● Furloughing staff was still widespread – just 18% had not furloughed anyone. Training of staff while on furlough leave was also still a popular option. 80% of respondents welcomed the Chancellor's extension of the furlough scheme, with 49% preferring a more flexible option to allow part-time working. Asked about the likelihood of job losses, only 18% of respondents this month confirmed that they were currently planning redundancies.



● Compared to 45% last time, the proportion of respondents who have accessed some sort of Government support has risen slightly to 49%.

Getting get back to work

● Just 2% of respondents felt that they were not able to implement the safety advice and site operating procedures recommended by the Construction Leadership Council. 36% felt they could implement it fully and another 54% thought they can implement it partially.

● The three most important factors that will influence the decision on whether to reopen for business were 'growth in customer demand' (41%), 'ability to implement safety measures in the workplace' (15%) and 'specific advice and instructions from government' (15%).

● Asked how quickly they anticipate being able to return to normal operations, most respondents (36%) said within six months; 21% thought it could be done in one month; 15% said it would take 12 months; 23% said they didn't know; and 5% said they had already achieved it.

Robin Guy, Managing director, Simonswerk UK



SIMONSWERK UK as both a manufacturer and distributor of our German parent companies hinge systems, has experienced two sides of dealing with the COVID-19 pandemic. We have taken the appropriate measures to ensure safe social distancing within our factory: this meant we had to furlough a certain number of staff, others reduced their hours and split their time accordingly and the remainder worked from home wherever possible.

We have seen the importance of the supply

chain and it has brought into reality that the top of the chain for us is building sites.

Site closures, where they have happened, have stopped the flow of goods from SIMONSWERK to our distributors. This has created some stockpiling of goods in our warehouse until all our customers return back to work. We have worked with those customers needing to send shipments that they cannot then despatch themselves, as they will not be received and ultimately paid for until activity returns.

Like all businesses we have had to make some very difficult decisions, and then changed them all over again as further government announcements were made.

SIMONSWERK UK managed to remain open while trying to keep our staff as safe as possible; we had some very grateful customers, of those who continued to trade.

SIMONSWERK will emerge from this situation with a certain amount of positivity: we have some very exciting developments with a new London showroom opening shortly and new offices and staff facilities being built in Tipton (one of the sites that remained open and on schedule) and a new member of the SIMONSWERK sales team. We thank our customers for their continued support in this very strange and difficult time and, most of all, our hardworking and dedicated staff.



GAI MEMBERS WORKING TO HELP TACKLE CORONAVIRUS

1 Raygar Architectural & Engineering Supplies worked hard to source as much PPE as possible for its local hospitals in Derby. By approaching all its suppliers they managed to supply 20,000 facemasks, 300 sets of coverall and thousands of gloves. What a great way to celebrate the business's 25th year.

2 Northumberland based Norseal teamed up with a local school to help them supply PPE to the local NHS. Norseal put its machinery to good use to manufacture bands and straps, which were then assembled in to PPE masks. Michael Spoors, managing director, says: "It is good to know we are contributing. It has really boosted our staff and given them a buzz. We aren't superheroes but we are helping to get it done."

3 dormakaba's Tiverton manufacturing site repurposed its equipment and made it available to the NHS. By using an open source design, approved by the National 3D Printing Society, they produced 3D visors using a Flashforge printer. Staff then trimmed the acetate sheets to complete the shields, which were then supplied directly to the NHS. Manufacturing engineer Barry Mitchell also liaised with the local NHS logistics team to provide PPE and cleaning products for distribution to surgeries, in coordination with the Tiverton maintenance department.

4 The team at Turentek, Nottingham helped support the NHS Nightingale hospital Birmingham, by providing a quick turnaround on orders. Paul Henstock, director, explains: "The joiners started work at the Nightingale on the Sunday afternoon. Once up and running they put in an order with us the next day. It was a big ironmongery order to provide all the necessary hardware for 19 shower rooms and two corridors. We spent Monday getting the order together and we delivered it to them on Tuesday morning."

5 Spiller, also played a part supplying to the Nightingale hospital at the NEC, Birmingham.

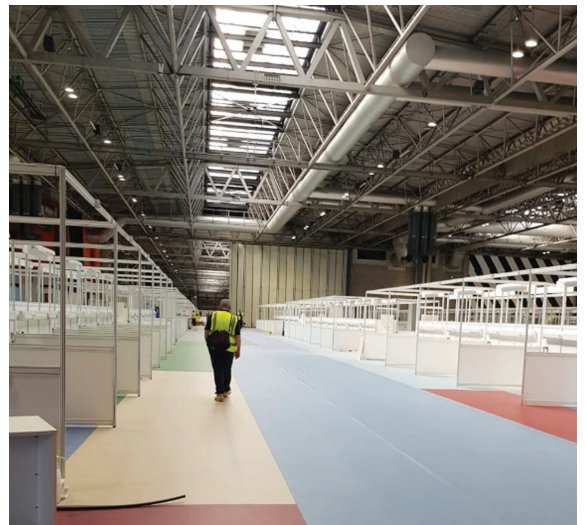
It had to supply a full range of commercial satin stainless steel HOPPE products including door closers, digital locks, pull handles and push plates to suit 94 door sets. As with most of these projects they were given very little notice but worked alongside Bridgman IBC, who ran its factory over a weekend, in order to deliver doorsets to site.

Mike Trowbridge, commercial director, says: "Delivery was required at very short notice, we were supported by HOPPE (UK) to ensure that the tight timeframes could be met. Interestingly, working alongside Interserve was a team of Ghurkhas who assisted in delivery logistics."

6 Access 2 increased production to support the Aneurin Bevan University Health Board. The new Specialist Critical Care Centre at the Grange University Hospital development was pulled forward to support the Coronavirus outbreak. Access 2 was asked to supply 1,000 cylinder locks to complete the work at the hospital.

Neil Rule, managing director, says: "The order for the cylinder locks was placed on Thursday afternoon and Access 2 delivered on the following Monday. Usually it takes four weeks to turn around an order of that size. We had to clear all production and split the production team into two smaller shifts. This was to accommodate social distancing and to allow the work to continue. We also hand delivered the cylinders to our customer to make sure the order got there safely."

Top to bottom: Access 2 supplied cylinder locks for the Grange University Hospital; Turentek helped create the Birmingham Nightingale; and Norseal used its machinery to help produce PPE masks



GAI MEMBERSHIP

By joining the Guild of Architectural Ironmongers, your organisation joins a growing network of companies taking advantage of a wide range of benefits, enhancing their profile, gaining technical knowledge and receiving preferential rates on learning opportunities.

Enhance your business

- Gain instant recognition and credibility for your company.
- Your company details listed on the GAI website with authorised use of member company logos.
- Educate your staff through the GAI education programme, receiving considerable member discounts.
- Access to additional bespoke in-house training services to develop employees.
- Advertise your job vacancies on the GAI website, at reduced members rates.
- Targeted advertising choices to promote your company.



Find out more at gai.org.uk/GAIMembership

Expand your resources

- Learn about new developments on standards, regulatory updates and industry news with regular email bulletins.
- Access to over 70 pieces of technical guidance on the members area of the GAI website.
- Use of statutory documentation support, including easy-to-use DOP and BIM templates.
- Members only RIBA approved CPDs available to purchase.
- Receive the quarterly Architectural Ironmongery Journal (AIJ).
- Utilise the GAI helpline for free technical advice.

Join a wider community

- Invitations to a host of events providing outstanding networking opportunities.
- Contribute the views of your company to be represented in the standard-making process (BSI and CEN).
- Affiliated membership of the Construction Products Association (CPA) with access to economic, technical and sustainability publications.
- Fire Door Inspection Scheme (FDIS) training discounts.
- Benefit from PR and marketing campaigns raising awareness of the GAI and the importance of the Architectural Ironmonger.

Membership options

GAI membership is open to any company complying with the GAI code of conduct and criteria of the relevant member type.

Various types of GAI membership are available as follows:

- **Full member**
- **Associate member**
- **Affiliate member**
- **Enterprise member**

Today more than 300 companies across 27 countries are members of the GAI and more than 2,500 people hold the globally recognised GAI Diploma. Join today and take your company to the next level.



LEADING LADY

Susan McCabe Messier has steered the US family business to phenomenal success. Here she talks of beating recession, charging for specifications and tackling the old boys club.

// In the United States architects and end users have the option of working with an independent consultant who offers expert advice and charges an hourly fee”

Susan McCabe Messier is the founder, CEO and principal of Campbell McCabe Worldwide, a certified WBE, Women's Business Enterprise. She is the oldest child of Robert J. McCabe, one of the fathers of the architectural hardware consulting profession. He held a Door and Hardware Institute (DHI) certification of AHC (Architectural Hardware Consultant) and was very involved in the national DHI, rising to national president. He believed in the importance of education and certifications.

Susan began her career aged 13 working with her father and brothers in a family-owned commercial hardware distributorship. After she completed a degree in architectural history at Northeastern University, Susan's father wanted to groom her to take over leadership of the firm. She was the eldest child, and also was able to mediate among the strong personalities and competing interests of four brothers who also had roles in the business. However, she asserted her independence and worked as a project manager for a healthcare practice.

She rejoined the firm in 2007 to expand market share and geographical reach. Between 2009 and 2011 she more than doubled contract awards during one of the deepest recessions in the history of the construction industry. She also formed a lucrative partnership with a nationally recognised security consultant.

Since taking the helm as CEO of Campbell McCabe Inc in 2013, Susan has opened a Connecticut office, created robust and sustainable administrative system infrastructure

and has invested in state-of-the-art technology. With her team, she has led marketing campaigns that have added two of the largest and most prestigious projects in the history of Campbell McCabe Inc., the U.S. Embassy in Athens and Muscat International Airport.

Charging for spec

In the US, architects and end users, such as real estate developers, universities and hospitals, have the option of working with a hardware manufacturer who has in-house consultants who will write specifications aligned with the strengths of the brand that pays their salary or to contract with an independent consultant who offers expert advice that can weigh the strengths and weakness of a multitude of available products. Independent hardware consultants charge an hourly fee, similar to other professionals. "The balanced approach that does not favour a specific manufacturer has the benefit of allowing the builder to get competitive hardware bids, often

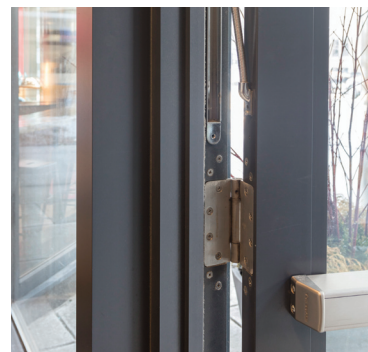
leading to substantial cost savings for the end user," Susan explain. "Many architects and end users prefer to work with independent hardware consultants because they believe their projects benefit from the customised service. Our independent consultants often attend project meetings throughout all stages of the project, including early design meeting. The early involvement of our consultants and their expertise can help integrate aesthetic, safety and security concerns and alert the design team to access considerations that are easier to address early in the design than having to make modifications later in the design."

Like her father, Susan believes in professionalism. Both the full time consultants at her firm are certified AHCs. "This is a baseline for excellence," she says.

Entering the men's room

How has being a woman in the industry mattered for her and how has it changed? "In the over 40 years I have been involved in the door hardware »

Susan McCabe Messier (main picture); some of the projects Campbell McCabe has worked on (top and below)



CV: SUSAN MCCABE MESSIER

DHT principal owner and CEO of A/E/C specification consulting firm

- Past president NAWIC Boston Chapter 15 – National Organisation of Women in Construction
- Member of the Boston Society of Architects, Door & Hardware Institute, National Fire Protection Agency, and the Construction Specifications Institute
- Decades of experience in the A/E/C industry as owner/project manager specialising in medical facilities design/construction
- Architectural Hardware Consultant project manager for doors, frames, and hardware, including security integration.

Education

BA Northeastern University, Boston, MA Door & Hardware Institute six-year Apprentice Programme.

Susan and her husband, Don, live in Maynard and have three children. Avid skiers and outdoors people, recent family activities included a hiking trip in Italy, cycling in Canada and a cruise in Croatia.

Campbell-McCabe, founded in Newton Massachusetts in 1866, has provided independent architectural opening and hardware specification solutions since the 1950s. Its services range from short phone consultations, available at an hourly rate, to full proposals for detailed and itemised scopes of work. It provides whole-life services or phase by phase basis.



GAI EDUCATION

Develop your staff and company with the GAI's internationally renowned and respected education programmes. The best place for those in the architectural ironmongery industry to learn with a range of online training resources.

Foundation in Hardware

The Foundation in Hardware module is intended to provide a basic knowledge of the subject of architectural ironmongery to enable the learner to go on to further study in that field.

Certificate in Architectural Hardware (Stage 1 & 2)

A commitment which will give you a thorough grounding in the understanding of the what, how and when of ironmongery. Upon successful completion of Stage 1 and 2, learners can undertake the GAI Diploma.

GAI Diploma

This GAI Diploma builds on the product knowledge already gained in the Certificate in Architectural Hardware and seeks to bring application through developing scheduling skills. The course imparts how to write accurate hardware specifications and have confidence in discussing ironmongery requirements with clients.

CPD Programme

The CPD programme is the single most important way that those who have attained the GAI Diploma can develop their abilities and set themselves apart as architectural ironmongery professionals and become a Registered Architectural Ironmonger (RegAI).

Fire Door Inspection Scheme (FDIS)

FDIS provides education which is essential for anyone working with fire doors and escape doors. Transforming knowledge and understanding about the critical role of fire doors and how they can save lives and protect property.

Find out more at gai.org.uk/GAIEducation

// Twenty years ago industry events were often characterised by heavy drinking, telling of off-colour jokes and bullying behaviour. The demographics are changing but, in my opinion, far too slowly. I have been active in making sure the events are inclusive.”



PROJECTS

LEED Projects

- St Paul's School, NH
- URI Biotechnology Center, RI
- Paramount Center, MA
- Brandies Mandel Center, MA
- Kenyon College Art History Gallery, OH

Harleston Parker Medal Projects

- Boston Society of Architects
- Institute of Contemporary Art, MA
- Boston Public Library, MA
- Quincy Market, Faneuil Hall, MA
- Davis Museum, Wellesley College, MA
- Lulu Chow Campus Center, MA
- MIT Innovation Museum, MA

Transportation

- Atlanta International Airport, GA
- Logan International Airport, MA
- Muscat International Airport, Oman
- TF Green International Airport, RI
- Manchester-Boston Airport, NH
- Worcester Regional Airport, MA

The firm's work extends across galleries, libraries, biotech centres, museums and several airports

business, many things have changed and other parts remain the same. Often I attend industry events and am either the only woman in attendance or one of several women. Twenty years ago, industry events were often characterised by heavy drinking, telling off-colour jokes and bullying behaviour. They were not much fun. The demographics of the industry are changing, but, in my opinion, far too slowly. Personally, I have been active in program planning for the local chapter of the DHI to make sure that the events and programming are inclusive. I also have been actively involved (a past president of the Boston chapter) with the National

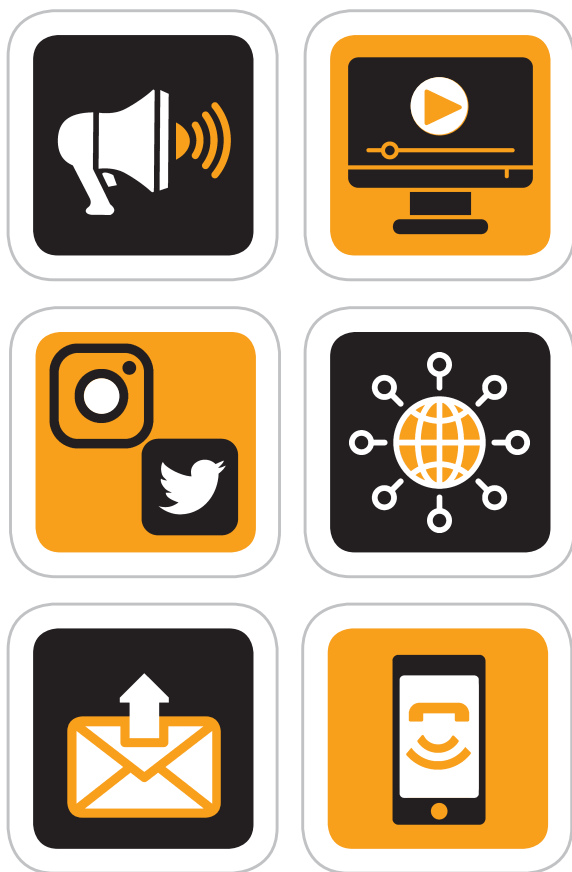
Association of Women in Construction, an organisation supporting women in a variety of construction-related professions. This has been a place where I could make friends and get advice on topics that all women in our industry face, such as pay inequity and sexual harassment.

“In terms of my own career and leading Campbell McCabe Worldwide, being a woman has been an advantage. Members of my team are a family, we support each other, we celebrate together. I believe my empathy, compassion and openness with my employees and our clients gives them the freedom to be themselves and do their best work.” ■

NAWIC: WOMEN'S WORK

The National Association of Women in Construction (NAWIC) was founded in 1953 in Texas by 16 women who wanted to create a support network for others like themselves. It gained its national charter in 1955. Today,

NAWIC provides its members with opportunities for professional development, education, networking, leadership training, public service and more. It has international affiliates including in the UK.



BIGGER BANGS FOR YOUR BUCK

Marketing cuts in a downturn isn't always the wise move. **Nikki Wilson** offers tips on effective publicity on a shoestring

In times of economic crisis, accountants will tell you to cut back hard on spending and marketing is often the first casualty. But is that wise? Stopping all marketing and communications activity can in fact be counterproductive. Not only does it mean you'll have to start from scratch again when the bounce-back comes, it also leaves you at risk from competitors who use this opportunity to grow their customer base by moving into your space.

It needn't be a dilemma. There are plenty of marketing activities you can keep going in lean times that won't break the bank and many of which you can do yourself.

PR is your friend

When budgets are cut, PR is a way of maintaining brand visibility a lot more cost-effectively than advertising.

A simple way to start now is to get in touch with your local newspaper, your professional institute journal or the main trade magazine for your sector, and offer a good news story about what you are doing as a business to tackle coronavirus.

Seeing criticism of your industry in the press and want to put the other side of the story? Got a good idea about how to do business in the 'new normal'? Get vocal. Comment on online news articles and offer a fresh point of view or new insights that could lead to a follow-up chat with a reporter and some positive PR for your brand or industry.

Radio phone-ins offer a great opportunity for free publicity for your business while you're working from home, especially if you're willing to present an interesting view on current events. Keep the radio on in the background at home and listen out for opportunities to call in.

Use the free version of Survey Monkey to conduct a simple survey among your customers or other contacts about a topic that is newsworthy, and use the results to create a news story and opportunities to comment to the media.

Online events create connections

Almost certainly by now you'll have discovered the delights of video conferencing and online meetings via Microsoft Teams, Zoom, Google Hangouts, GoToMeeting etc. So if you have the technical content, now is the time to make it available as an online CPD or an online training presentation and invite your customers to meet you online.

Even if you can't offer enough technical content yourself, see if your trade association has any pre-prepared (and ideally RIBA-approved) CPDs or training presentations that could be reused under your brand and offered by you to your customers and prospects. Or offer one of your expert colleagues as a presenter to one of your trade association's own webinars.

Consider collaborating with other related businesses in the supply chain to create a Toolbox Talk online. You could link up with other non-competing businesses or individuals to offer training and guidance in your area or to write joint expert e-newsletters.

Don't forget that although you can't do face-to-face sales meetings in person right now, you can still run virtual product demonstrations. These can be recorded in advance or presented live on a webinar via sites like WorkCast or GoToWebinar. If you are presenting live, record the demonstration and make it available for customers to watch at a later date. Provide the opportunity for your customers and prospects to ask questions online. Set up a weekly virtual networking club for suppliers and customers, inviting them to join you online for a virtual beer after work one day or a Feelgood Friday teatime catch-up. Maybe include a fun element, such as a quiz or a competition.

Be sociable

Use relevant social media on a regular basis to engage with existing customers and to increase visibility. Depending on your customers, this could include LinkedIn, Twitter, Instagram or Facebook. Don't feel that you have to be on all platforms – go where your audiences are. »»



GAI RIBA APPROVED CPDs

The GAI have created eight CPD presentations which have all been approved by the Royal Institute of British Architects.

As they are RIBA approved this means that architects will be able to receive double learning points for attending a presentation of the CPD.

These CPDs are all available to member companies to purchase and deliver to their architects and specifiers. These can also be delivered online.

For further details including pricing please contact Douglas Masterson, GAI Technical Manager on technical@gai.org.uk

The following CPD presentations are available:

- Ironmongery and the impact of the environment
- Ironmongery and the impact of the Internet of Things
- Ironmongery and security
- Ironmongery and accessibility
- Ironmongery for fire and escape doors
- The specifier's guide to access control
- Ironmongery for specialist applications
- An architect's guide to door hardware

T: +44 (0)20 7033 2480

E: info@gai.org.uk

// Ask customers for testimonials or case studies. Write up the story from their point of view – your customer should be the hero and you the facilitator of their success”

If you don't already have a business page or profile set up for all or some of these social media platforms, take the time to get set up now. Every platform has advice for businesses with a host of free online resources and toolkits to get to started. Check out Facebook for Business, Twitter for Business, LinkedIn for Small Business, and Instagram for Business for how-to guides and advice.

Use social media to promote the new content that you are putting on your website plus links to any online media coverage that you've achieved. Get your employees to help spread the word via their social media channels too. Use local hashtags on Twitter and Instagram. Local businesses are getting more social shares right now as people support their local community, local businesses and local employers.

Check out whether you're eligible for the Facebook grants for businesses that have been worst hit by COVID-19.

Need some professional looking graphics for your social media sites? The basic version of Canva is a great free design tool for pulling together social media tiles, infographics and other images. Tools like Biteable are also very easy to use for DIY infographic-style videos for use online.

Boost digital and online visibility



Create a simple content plan with a list of topics that you think would be of interest to your prospects. Then get writing with opinion pieces, 'how to' type advice, profiles of your team and case studies of your work that you can put onto your website.

Ask customers for testimonials or case studies. Write up the story from

their point of view – your customer should be the hero and you the simple facilitator of their success. Get pictures (or even video) if you can.

If you haven't already, list your business on Google My Business. This free tool can help you create and manage your Google listings with lots of useful information including photos and videos of your business, your opening times, contact details, special offers and other useful details which can really boost your visibility in Google search results.

Web searches have surged for many businesses, so if your web presence is not as good as it could be, it costs nothing more than a couple of hours one afternoon to sit down and do an initial website MOT. Analyse your strengths and weaknesses and check out your competitors' sites so you can judge their strengths and weaknesses too. In particular, check if every landing page on your website has a strong Call to Action – e.g. 'register for our newsletter', 'request a callback', 'download our e-book' etc. You want to make it very clear to website visitors about what is the natural next step to bring them closer to you.

Ask a family member or a friend to test your site – ask them to share their screen with you, tell them what a customer would be looking for and just watch them navigate around your website. Hotjar is also an online tool that does something similar.

While you're at it, see if you can improve your website's SEO (search engine optimisation). This might not be a DIY job, but there are many ways you could get stuck in if you are interested. The best place to start is to research the keywords that you want to rank for.

Once you've identified your target keywords or phrases, make sure those exact words are included in the title of the relevant web page that best meets that search term, as well as the body copy of your page, and if possible, the URL. There is much, much more to SEO than this, but these are things that many businesses can do for themselves.

Site speed plays an important role in both SEO performance and the general user experience. Google offers a range of tools to help you analyse and benchmark performance, alongside suggested improvements and fixes. ThinkwithGoogle will look at your average performance on mobile and PageSpeed Insights will let you test pages individually to review your desktop performance. We recommend starting with your homepage.

Is your business listed on all the relevant directories, professional institute websites and 'find a business' type sites where customers might be searching, or which offer useful inbound links to your own company website?

Direct mail



Use your email signature to tell customers about your latest news, the good causes you're supporting, upcoming webinars, new products or services in the pipeline etc. Make sure you are offering an easy direct link to your website.

Start a simple e-newsletter. Use it to keep in touch with customers and prospects, to offer help and advice, training sessions, sales calls and even product demonstrations. Mailchimp is free for the first 2,000 contacts and costs less than £10 per month for 50,000 contacts. It also offers free online advice and tools on how to get started with plenty of simple templates to choose from.

The best tip of all

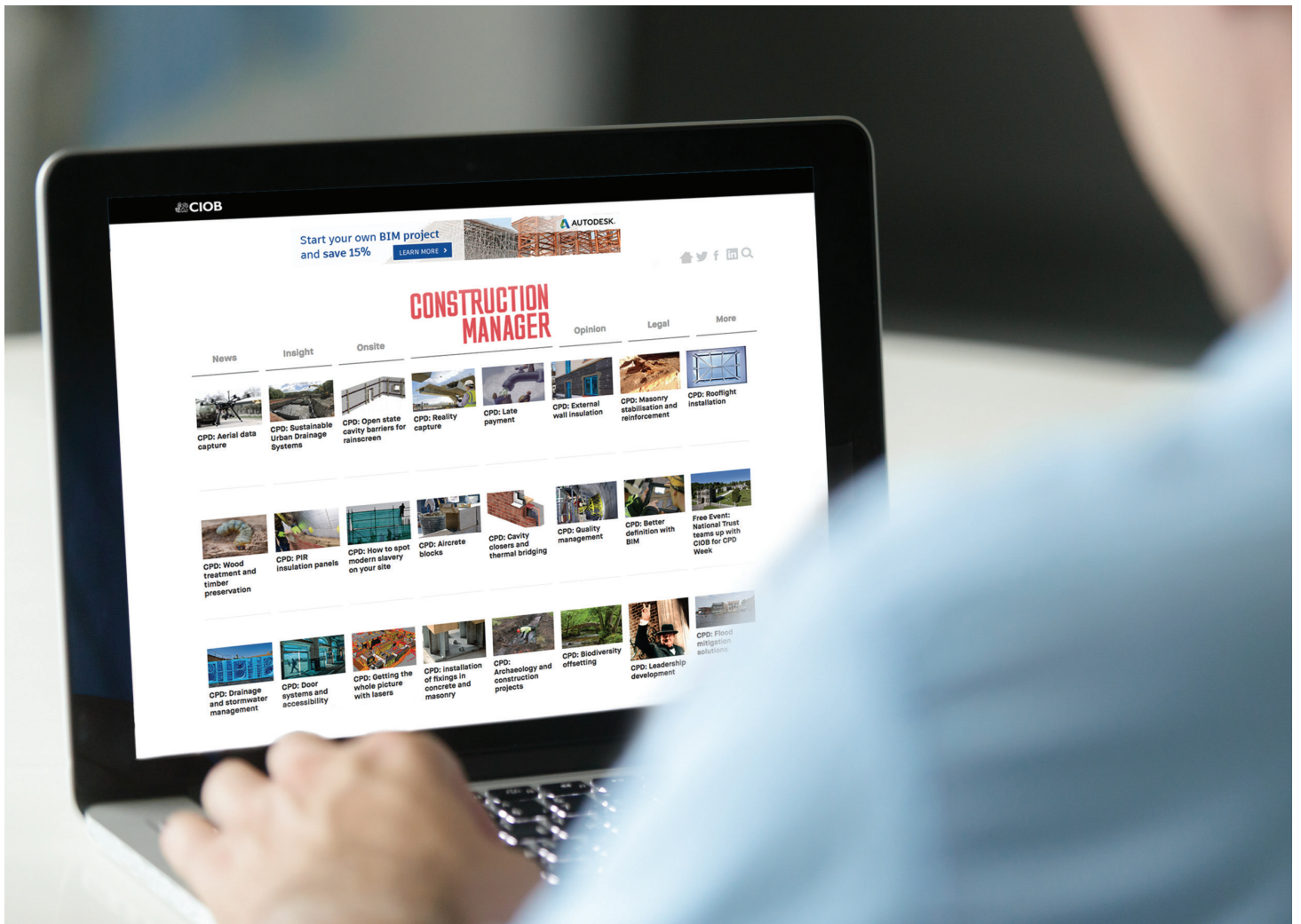


Last but by no means least, don't forget to pick up the phone. While everyone is engaged in digital communication, taking time out of your day for an old-fashioned one-to-one chat will go a long way to help you stay connected with customers, prospects and suppliers. ■

This is part of a series written by LMC to help companies communicate throughout the coronavirus crisis.

<https://www.lizmale.co.uk/lmc2/>





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SAFETY MEASURES

Douglas Masterson provides GAI specification advice for a COVID-19 world

In a few short months, our entire world has changed dramatically, and we are all aware of the huge impact that COVID-19 has had on our lives both professionally and personally. As we emerge from lockdown into a different normality, questions will be asked of us as specifiers of ironmongery as to what will be the most suitable products we can use in these times. In this article we will look at what could be considered if specifiers are asked to create schedules which limit the amount of direct contact with ironmongery and doors or provide some form of anti-bacterial solution.



Douglas Masterson

Anti-bacterial and anti-microbial door furniture.

There are strong indications that bacteria found on frequently touched environmental surfaces such as door handles can play a role in infection transmission. A variety of anti-microbial and anti-bacterial coatings and materials have been developed over a number of years to help combat the rise of healthcare acquired infections (HCAs). The following is an overview of some of the types which are available on the market:

Copper - Copper is a solid material (not a coating) and its antimicrobial properties last the lifetime of the

product. Copper and alloys with a high concentration of copper kill pathogen microbes and break down their genetic material. Copper can be found in high concentration in alloys such as bronze and copper-nickel.

Silver - Silver surfaces contain silver ions which destroy the cell membrane of the germ and stops further cell division. It can also suppress the growth of pathogens on the surface of the product. Various manufacturers can supply hardware product with silver coating.

Built in protection - Door furniture is available with antimicrobial technology which is built in to solid products such as nylon during manufacture. Since the protection is built into the product, it cannot be washed or wiped off.

Applied finishes - Applied finishes create a chemical reaction on the surface of the handle. One example is Titanium Dioxide (TiO₂) where UV light strikes the particles in the coating and emits electrons. This can break down bacteria and viruses into water and carbon dioxide.

The GAI strongly advises that anyone considering specification of anti-microbial and anti-bacterial products should:

- Thoroughly research the differing options available.
- Discuss your chosen product thoroughly with the manufacturer and seek out as much background information and test evidence as you can.
- Check out any existing independent laboratory tests.
- Review case studies on existing projects the product has already been supplied on.
- Be very careful what claims you make when promoting anti-microbial and anti-bacterial furniture in respect of Covid-19 unless you have solid evidence of the products efficacy against it.

Closing devices

In order to minimise physical contact with a door people may be tempted to keep the door held open. This is a major consideration in respect of fire doors. Fire doors should never be held open through any mechanical means including mechanical hold open arms, door wedges, cabin hooks, foot operated door holders or other sundry items which prop them open. Any modifications to a fire door which hampers its ability to close properly into its frame will inhibit its proper function. Always remember that a fire door which does not close correctly will not work in the event of a fire.

The following options are available:

Electromagnetic hold open units

These are often used to hold open fire doors on circulation routes. Once the fire alarm is activated the electromagnetic control will release the door, this enables the door to close securely. These units can be either in an electro-magnetic unit such as an overhead or concealed closing device or floor spring, or else as an independent electro-magnet which can be surface or flush mounted.

Swing free closing devices

These allow a door to operate without resistance, as if the closer were not present. This means the door can be left in any position, hence the door not requiring to be frequently touched. Again, when the fire alarm is activated the electromagnetic control enables the door to close securely. These are available in overhead and concealed units and floor springs. Models are also available featuring an anti-slam finger protection function.

Door automation

Although this can be a more expensive means of inhibiting physical contact with doors, power-operated pedestrian door operators could be considered as part of an ironmongery specification. Please note that installation of automatic operators must be by professionals who are fully trained to BS EN 16005 under the Machinery Directive and should be in line with the BS 7036-0 risk assessment standard for Powered Pedestrian Doors.

// As we emerge from lockdown into a different normality, questions will be asked of us as specifiers of ironmongery as to what will be the most suitable products we can use in these times"

Door operators can be sliding, folding, balanced or swing type and should be activated by either of the following means:

- A manually activated device which is controlled by a push pad, coded entry system, card swipe or remote control device.
- An automatically activated device controlled by a motion sensor or a hands-free proximity reader.

The best default activation option for an automatic operator is for overhead sensors as no physical interaction with the door is needed at all. Where this is not deemed to be appropriate, the usage of touch-free or anti-bacterial coated activation buttons could be considered.

Access Control

Consideration should be given when specifying access control in this new normality to the following:

- Means of lock activation requiring physical contact such as digital keypads and biometric readers may not be the preference on a specification. This means that proximity devices (which the user has exclusively) such as fobs, cards or bluetooth devices including mobile phones can be used instead.
- Mechanical exit buttons for egress through a door can be replaced with touch free buttons or a sensor to auto unlock the door.
- Mechatronic cylinders may also be an option to reduce physically touching mechanical cylinders and thumbturns. This also provides low cost audited time bound access to provide increased control where conventional hard wired access control is too costly.
- Electronic motor locks could be considered as an option for access controlled doors as this solution when

combined with door automation will mean the door can be unlocked and opened without physically having to touch the door at all.

Seals

The specification of seals can also be considered as follows:

- Whilst perimeter seals are rarely touched on doors it is possible to specify anti-bacterial versions.
- Where transmission of air-borne particles is a very real concern, consideration could be given to specification of acoustic perimeter seals and drop seals.

Washrooms

Consider the specification of touch free soap, toilet roll and paper towel dispensers thus inhibiting direct contact with surfaces in the washroom.

Disabled grab rail kits which are often specified as part of an ironmongery specification are also available with antibacterial protection.

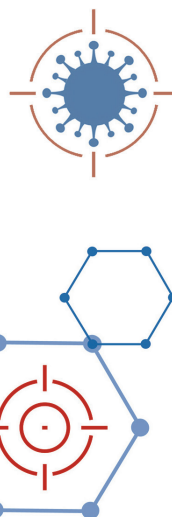
Consideration on retrofit products

Retrofit products such as devices which allow a door to be opened by foot as opposed to by hand are available. There are also products which can be clamped to lever handles to allow them to be opened by elbow or forearm. However, with these products always ensure that any product fitted to a fire door has the correct fire test evidence for the type of door it is to be fitted to. Fitting a device which is untested can result in unauthorised modification of life safety equipment, that the fire door is no longer "as tested" and that any third-party certification for the fire door is nullified.

Fitting a product to a lever handle could have an impact on the certification of this item. This can include EN 1906 as well as EN 179.

Retrofitting a product to a door can impede the clear opening width which is stipulated in BS 8300 2. ■

Further detail on this issue is in a GAI Technical Briefing which is available in the members' section of the GAI website.





■ DORTREND'S CLINICAL COATING

TouchClean is a high tech nanotechnology anti-bacterial coating widely-used product in many schools, hospitals and other institutions.

TouchClean® is available as a ready applied invisible coating on all Dortrend's products but can also be applied by spray coating to almost any surface where its photocatalytic action is powered by ultra violet frequencies in daylight or artificial light enabling it to destroy bacteria, spores, viruses, mould, odours and pollutants. It avoids the need for chemical cleaning and the by-products are harmless.

Originally developed by Dortrend as a coating for door furniture, there are versions of the coating specially formulated for application to walls, doors, floors, equipment and clothing, making it an ideal component of general anti-bacterial programmes in hospitals, care homes, detention centres and other places where vulnerable people are cared for. The coating is also applicable where people congregate, such as buses, trains, nightclubs, cinemas, taxis, canteens and restaurants as well as where antibacterial control programmes are indicated including, doctors surgeries, dental surgeries, schools and nurseries.

A recent development is TouchClean® for glass. When applied to new or old clean glass the coating is invisible but stops a build up of dirt on the glass, eliminating the need for cleaning. This is particularly useful in difficult to reach locations.

TouchClean® can be used to protect against a broad range of pathogens and is effective against MRSA, SARS, c. difficile, e.coli, as well as swine flu.

www.dortrend.co.uk

HEALTHCARE SPECIAL TOUCHY SUBJECT

A snapshot of some of the door hardware products helping prevent spread of pathogens

Door handles are among the most touched items in day-to-day life, especially in public spaces like offices, hospitals, or educational institutions. The high intensity of human traffic in these places means people might be depositing a large volume of harmful bacteria or viruses on door handles.

Infections small and severe, such as common cold, E-coli, Staphylococcus, Aurea's, as well as fungal and viral infections including various forms of coronavirus like COVID-19, can be present on doorknobs. Even though the longevity of every virus and bacteria is unique, some can survive on indoor surfaces for more than seven days.

Most recently, concerns over COVID-19 sparked debates about

the hygiene challenges that handles might be posing. Some investigations into the lethal disease found the coronavirus on door handles.

Even though no technology can substitute good personal hygiene, some innovative entrance solutions can boost it. With the right entrance systems, people don't have to resort to uncomfortable postures like opening a door with shoulders or elbows.

Especially high-traffic buildings like public institutions, offices, or hospitals can reduce infection risks by installing sterile entrance solutions like automatic sliding or swinging doors.

These responsive doors use smart sensors to determine when to open or close, eliminating the need for

touching a handle. Some of these entrance systems might even tap into radio remote control or facial recognition tools to open.

Other items in the ecosystem of an entrance can help too: Especially in hospitals and medical institutions, hand sanitizer dispensers placed next to door handles are also becoming an increasingly common sight. As some material scientists are working on developing "self-cleaning" surfaces, these technologies might become more prevalent in buildings of the future.

Even though the door handles are far from the only way people can catch illnesses like COVID-19, optimising them is among a complex set of solutions to improve public health holistically.



COPPER BOTTOMED APPROACH

The prestigious Francis Crick Institute research facility, in London's Knowledge Quarter, incorporated antimicrobial copper door furniture throughout its laboratory and visitor areas in 2016, to tackle infection risk.

The Institute is a collaboration of six founding research partners: the Medical Research Council, Cancer Research UK, Wellcome, University College London, Imperial College London and King's College London. The world-class biomedical research facility aims to discover how and why disease develops in order to find new ways to prevent, diagnose and treat conditions such as cancer, heart disease and stroke, as well as infections and neurodegenerative conditions.

Specified for use within a series of lab environments and high traffic areas – including auditorium doors – were antimicrobial copper pull handles and push plates from

Allgood's Contego range.

In addition, Contego lever handles and bathroom turns were used for WC doors and storage cupboards throughout the building.

Contego is made from a solid copper alloy with the appearance of stainless steel, offering the aesthetics desired by the architects combined with the hygienic properties of copper.

Copper is a powerful antimicrobial with rapid, broad-spectrum efficacy against bacteria and viruses, and has been shown to kill disease-causing pathogens, including influenza A, E.coli and norovirus, and even those with antibiotic resistance.

Touch surfaces made from solid antimicrobial copper are used in hygiene-sensitive environments around the world.

www.allgood.co.uk

www.antimicrobialcopper.org

HEWI COMES CLEAN

HEWI has developed products with an antimicrobial effect especially for areas with the highest hygiene requirements. These offer effective protection against bacterial contamination. Product solutions are available for doors and sanitary rooms.

Microsilver is uniformly incorporated into the polyamide during production. The additive is thus firmly bonded to the product

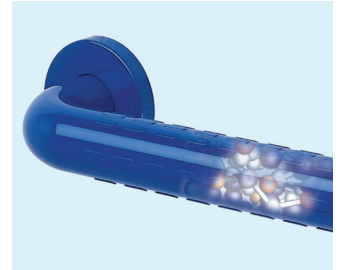
and is therefore insensitive to UV light and cleaning processes. Due to the porous surface of the microsilver, the material used has a depot effect which, after incorporation into the polyamide, has a permanently reliable effect. HEWI active+ does not pollute the environment or the human organism.

www.hewi.com

SILVER LINING FROM LEVER

The Purehold LEVER is a self-cleaning, antibacterial door handle cover, specifically designed for lever handles.

Using silver technology, the coating combats pathogens deposited onto the surface by users and then works continuously, 24/7. Aimed at reducing cross-contamination from one user to the next, the Purehold LEVER is easily installed onto door handles by 'snapping' into place in under 30 seconds. Proven in the lab to kill 99.9% of bacteria, using silver technology embedded into handle surface (independently tested to ISO 22196). Microbes are deposited onto the door handle by users. Silver ions penetrate the cell membrane of the microbe suffocate the microbe and attack its DNA to prevent reproduction. Purehold Antibacterial Range of door

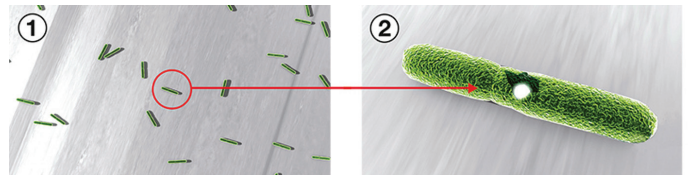


handle covers & Push Plates have been tested and proven effective against the H1N1 virus (which has very similar characteristics as Coronavirus), achieving a 99.99% reduction in viable H1N1 virus particles.

The lever has a shelf life of six months, with timestrip indicator to prompt replacement when needed.

<https://purehold.co.uk/>

HOPPE HANDLES GERMS



HOPPE's SecuSan® enables the stop of spread of bacteria transmitted via handles.

SecuSan® is an antibacterial and antimicrobial surface for door and window handles. It immediately suppresses the growth of pathogens on the handle, as confirmed by independent lab and practice tests.

The coating on the SecuSan® handles contain silver ions that prevent the growth of germs. The silver destroys the cell membrane of the germs and therefore blocks cell

respiration and cell ingestion. Cell division stops; the germ dies.

Independent tests have shown that SecuSan® reduces the growth of germs in this way by more than 99% – even with regular cleaning, and it requires no maintenance.

SecuSan® handles are available in an array of different shapes and designs for interior doors and windows. All are available in aluminium and stainless steel. Please contact us also for our ARNONE® range with antimicrobial surface.

Andy.Matthews@hoppe.com





ZHA/LAURIAN GHINITOU

TALL ORDER

As the Zaha Hadid 'hotel with a hole' opens in Dubai, ZHA's controversial London high rises get the go-ahead

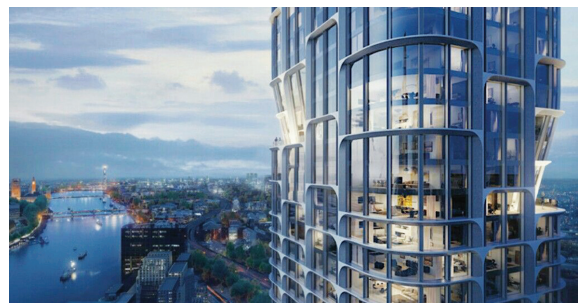
Housing secretary Robert Jenrick has granted permission for a giant pair of towers in Vauxhall, south London, designed by Zaha Hadid Architects (ZHA). The £600m Vauxhall Cross Island project was approved by Lambeth Council in late 2018 but was called-in by then-housing secretary James Brokenshire last May after campaigners and the neighbouring borough of Wandsworth objected to its scale.

The two towers will stand at 53 and 42 storeys (185m and 151m) while a connecting podium will stand at 10 storeys. The scheme is ZHA's first major

mixed-use residential and commercial development and has been described as a 'breakthrough project' for the practice.

A hotel with a 'hole in the middle' designed by the firm opened in Dubai in May. A cuboid structure containing two towers with an 'eroded' hole at the centre, now stands in Dubai's Burj Khalifa district.

The 84,300 sq m structure was designed as two separate towers that combine into a singular structure. The missing centre contains a 6,000 sq m façade, made from 4,300 individual units of flat, single-curved or double-curved glass.



// The scheme is ZHA's first major mixed-use residential and commercial development and has been described as a 'breakthrough project' for the practice

Main picture: the Dubai 'hotel with a hole'; above: the controversial Vauxhall scheme will see two high rise builds loom over the Thames

Presented by Zaha Hadid in 2007, the project is the only hotel where the architect designed both the architecture and interiors, including fixtures, furniture and fittings such as sofas, beds and bathrooms. ■



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- ◆ **Special Size Requirements**
- ◆ **Door Numbering Service**
- ◆ **Powder coated cylinders available in over RAL 200 colours**
- ◆ **Free scheduling and door numbering service available to make things that little easier**

- ◆ **Classroom /Anti Barricade Function**
- ◆ **Anti-Barricade**
Clutch thumbturns designed for use on individual bedrooms and bathrooms within secure accommodation for mentally ill people, young offenders and similar. These products offer privacy to clients, while ensuring that staff can gain entry at all times in case of need. The clutch mechanism offers anti-barricade functionality: if the client attempts to grip the thumbturn to prevent staff operating the lock from the other side, the sprung clutch mechanism releases and allows the key to turn.
- ◆ **Classrooms**
Purpose:
 - The Classroom Cylinder allows the door to be locked and unlocked from the outside using a key.
 - For safety reasons the cylinder has a turn on the inside, which will only UNLOCK the door if an occupier has been accidentally or purposely locked in. This might be used in a classroom to avoid a situation where children have locked the classroom from the inside, necessitating a key holder to come and unlock the door.

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To find out more about our touchfree access and infection control solutions visit our website: www.dormakaba.co.uk/touchfree

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