

# LEARNING CURVE

How a new build for London  
School of Economics won  
hearts and minds

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IAI AGM review

### COMMENT

Social media  
myths

### FEATURES

Weldit MD profile  
Marketing to  
architects



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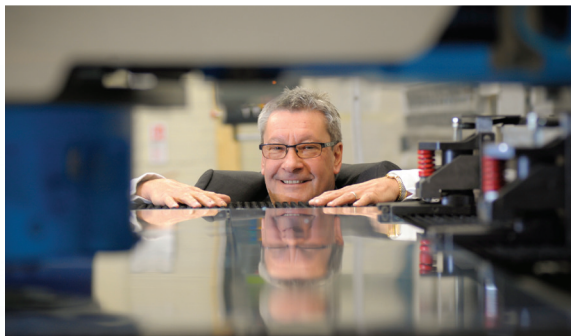
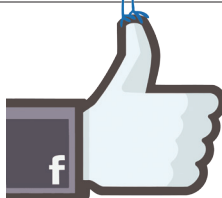
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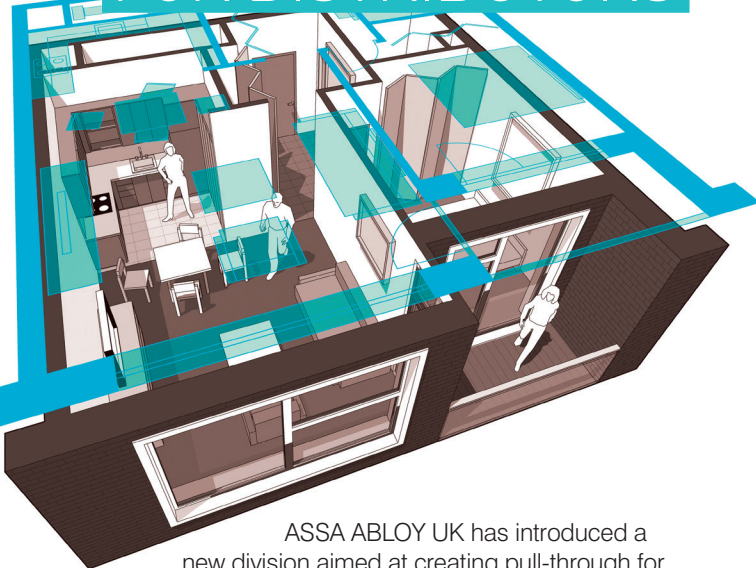
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## NEW ASSA ABLOY DIVISION CREATES OPPORTUNITIES FOR DISTRIBUTORS



ASSA ABLOY UK has introduced a new division aimed at creating pull-through for its distribution channels. UK Specification offers designed architectural ironmongery specifications designed to support business growth for distributors.

Meeting the needs of architects, property developers, design lead contractors and major end users, UK Specification will focus on delivering project specifications that satisfy the core areas of service, lifecycle cost, security and aesthetics – taking a design-led holistic approach. Accommodating a variety of building design and function, the team will be able to draw on its expertise and wide product portfolio to create tailored solutions that encompass all elements of building access.

David Wigglesworth, managing director of UK Specification, says the new offering will help grow business for its distribution partners: "With the returning confidence to the marketplace, there are many new opportunities for growth and development. With this in mind, the UK Specification division launch is timed to support new project opportunities that are now available to manufacturers and our distributors. By creating a service-led offering supported by an extensive product portfolio we are better placed for reaching architects and design lead contractors and winning new business across major projects. This will create increased demand for our distributors and we will continue to service these projects via our existing distribution channels."

## UNION BOLT WINS INSTALLATION COMPETITION

UNION's Eximo® 801 Panic Bolt from ASSA ABLOY was put head-to-head against a leading equivalent in a test of speed of installation and emerged as the fastest and easiest to fit.

The installation process was timed in a controlled environment, on identical doors, and fitted by the same installer.

The UNION Eximo device installation took 34 minutes with the competitor product taking 66 minutes.

To watch the head to-head Eximo® installation video visit [www.youtube.com/eximo](http://www.youtube.com/eximo)



## GILGEN PRODUCT GETS FIRE SAFETY APPROVAL

An automatic swing door operator from Gilgen Door Systems has become one of the first of its kind to be independently tested and approved for use on fire doors.

The Gilgen FD 20 swing door operator fitted with safety sensors recently passed stringent fire safety tests carried out by fire safety and resistance testing specialists, Exova Warringtonfire. The tests examined the resistance of the operator when exposed to extreme fire and heat up to 1000°C.

Following successful tests the FD 20 was approved for use on timber fire door sets providing up to two hours' protection and metal fire door sets providing up to one hour protection, thereby meeting the requirements of BS EN 1634-1:2014 regulations.

The result is good news for public sector projects, says the firm. "Hospitals and healthcare facilities need to provide easy access and escape in the event of an emergency," said Rob Archer, national technical manager for Gilgen Door Systems. "However, when specifying this type of equipment managers should be aware that Gilgen Door Systems is one of the few, if not only, manufacturer to have approval for the use of automatic swing door operators with safety sensors on fire doors," he added.

The approval covers installation to a number of passive door sets including EI 120 (FD120) Timber door Timber frame with Intumescent protection, EI 60 (FD60) Metal door Metal frame and EI 60 (FD60) Timber door Metal frame with Intumescent protection.





## COLOUR CO-ORDINATED AT CARE HOME

A newly refurbished care home near Abergavenny has used different coloured nylon door hardware from HOPPE UK to help residents orientate themselves.

The hardware was scheduled by architectural ironmongers Price and Oliver, working with architect Roger Field at local practice FTAA. HOPPE's Paris range handles were selected as they comply with all of the dimensional requirements of BS8300 with a return to door design. The handles have a 21mm steel core and have been successfully tested to BS EN1634 Part1 for 30 and 60 minute timber fire doors.

The scheme also used HOPPE escape locks on the residents' rooms. ARRONE AR915 escape locks were used with compatible lever handles to deliver a complete CE-marked lockset to comply with regulations.

## OBITUARIES

### David Brown - 1944 to 2014

David was best known in the world of architectural ironmongery as owner and director of Jebron Ltd. He was born in Wolverhampton and brought up in Darlaston in the Black Country.

He joined J&E Brown in 1961 as a trainee engineer and took over the business in 1967 along with his brother Peter and sister Pat. In 1967 David married Helena.

In 1973 the company became Jebron Limited with David as chairman and managing director. In 1988 Jebron Plating became a division in its own right, run by David and Peter and in 1994 they bought Jackson (Escape Hardware), Los Angeles.

David retired at 65 and sadly, he died at the age of 70 after a short illness. He will be remembered by many for his charm, warmth and wit.

### Craig Sellers

The GAI is very sad to hear of the death of Craig Sellers, a well-known and respected figure in the industry.

After starting work as a draughtsman and then briefly as a salesman in the roofing trade, Craig moved into architectural ironmongery. His career saw him hold a number of senior positions at ASSA ABLOY group companies including the figurehead of UNION architectural hardware until 2006. He then moved on to be a stakeholder in AI industry businesses in the North West as well as the brains behind the e-commerce site 'Lovehandles'.

Craig was a devoted family man and he leaves behind a wife and four children. He was a great leader, friend and mentor and he will be sadly missed by many in the architectural ironmongery industry.

## AIJ PEOPLE

### SECUREFAST IET WELCOMES NEW SALES MANAGER



Securefast PLC has appointed Tim Goss as UK sales manager for the group's access controls and

systems company, Securefast IET.

Goss has been in the ironmongery industry for over 35 years. He joins Securefast from the Danish door furniture manufacturer dline and was previously in charge of access control and automation strategy for Allgood plc.

### NEW MANAGER FOR SECURITY SOLUTIONS



Security Solutions, a division of ASSA ABLOY UK, has appointed Allan Henry to the position of

commercial manager.

Henry will oversee brands including UNION, ASSA, Adams Rite and Trimec, dealing directly with distributors and wholesalers. Henry has over 27 years experience in the industry, having previously worked at Allegion and George Boyd.

### GEZE 10 CELEBRATE 10

Ten members of staff at GEZE UK have received 10 years' long service awards. The employees (pictured below with managing director, Kaz Spiewakowski) are: **Martin Pugh, installation engineer** **Mark Hoy, installation engineer** **Dorran Cresswell, project design co-ordinator**



**Steve Roberts, service engineer**  
**Steve Oates, warehouse supervisor**  
**Melissa Bates, sales office team leader**

**Graham Jones, purchasing assistant**  
**Jo Wallis, sales office manager;**  
**Kelly Neale, credit controller**  
**Sean Parr, marketing assistant.**

### GEZE ALSO EXPANDS IN SALES



GEZE UK has continued its expansion programme with two new appointments. Spencer Allen (top)



re-joins the company as national sales manager for window technology systems. In Scotland, Kenny

Finlay has joined the automatic doors sales team as technical sales consultant.

### NEW BOARD MEMBERS FOR



**IAN FIRTH**  
Ian Firth Hardware Ltd, has appointed three new

directors to its board. The West Yorkshire firm welcomes Lee Beardsmore (pictured far left), Paul Claydon (far right) and Amanda Haley (centre with Ian Firth) who take on the roles of IT & commercial director, national accounts director and technical and marketing director respectively.

## NEW DOORS ARE SAFE AND SOUND

### Agrippa fire door holders get top marks at Birmingham school

Agrippa wire-free fire door holders have been installed at one of Birmingham's largest schools, enabling fire doors in school corridors to be legally held open, releasing them in the event of a fire alarm to protect students and staff.

With over 1,400 students and 270 sixth formers, Fairfax Academy in Sutton Coldfield is typical of many larger, busy schools that have to balance access with safety. Geofire's advanced, wire-free technology offers a reliable way to legally ease access in these busy environments.

Facilities manager Brian Fox recognises that for many students fire doors can be a barrier to access, particularly for wheelchair users and people with restricted mobility. "The Agrippa fire door holders have proved to be the perfect solution – compact and easy to fit and programme. Additionally, their 'learning' of the specific fire alarm means that they work perfectly with our alarm bells and there have been no false closures due to any loud noises."

The advanced digital technology enables the door holders to

uniquely 'listen and learn' the sound of a specific fire alarm. This ensures the holder's releasing trigger reacts only to the precise sound of the fire alarm so false activations are virtually eliminated.

Its unique learning function optimises settings to suit the installed position, and it can be programmed for timed daily releases. It requires only two C cell batteries (which last for 12 months), has battery life indication and low battery warning. It is approved to EN1155 and CE Marked.



## ZEROPLUS ACHIEVES ISO 9001

Zero Seal Systems Ltd has achieved the status of being an ISO 9001 certified business. ISO 9001 is the world's most recognised quality management standard and helps companies manage quality across all operations by means of a Quality Management System (QMS).

QMS manager, Jim Craik, said: "We have taken pride for many years on being a supplier who offers a top quality service to our customers. Now with ISO 9001 it backs up our claims and really assures our customers that they are dealing with a company that have managed systems in place which are monitored to ensure we always offer the best possible service, both initially and aftersales."




## SECUREFAST OPENS MIDDLE EAST SALES OFFICE

UK Fire, Safety and Security group Securefast plc has announced the opening of its Dubai sales and operations office to service the group's important and growing portfolio of client's in the Middle East and North Africa.

The company's Middle East operation is headed by the director of sales and marketing Amy Rutledge (pictured), who has more than 15 years' experience in marketing, sales and business development, most recently managing global marketing strategy for Fike fire alarm and suppression products.

At the official opening of the new operations centre, Securefast's group managing director, Duncan Crawley (pictured), said: "In line with our aggressive expansion plans we see the Dubai office as an important link in our overall growth strategy. With the introduction of our new IET Entra+ Access Control and Security Management Systems we now believe we can provide a comprehensive package of Fire, Safety and Security solutions for our customers in the Middle East."



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## GARY AMER • GAI TALK

// This new column gives me the opportunity to comment on a range of issues associated with the GAI, and the industry as a whole. On this occasion I've chosen to focus on the GAI itself – it's a hive of activity and I'm keen to keep members up to date.



Spotted the new faces yet? We have made several appointments at GAI head office over the recent months, all designed to improve the support we provide to our members. I am confident you'll see significant developments over the coming months, thanks to this new team – from technical advice and representation on Standards committees, to the education and CPD services we provide, through to how and what we communicate.

We have also been listening carefully. The GAI recently commissioned independent researchers to interview a selection of members to help us understand more deeply your needs and expectations.

We asked why firms become and remain members, how they rate the contact and engagement they have with the GAI and how the GAI's brand is perceived. We also asked how we compared with other industry bodies, as well as identifying current major topics and upcoming business issues that we should be addressing on behalf of the industry.

The results make for encouraging reading. More than half of the firms who took part in the research said they had been GAI members for more than 20 years, which shows exceptional loyalty and would indicate that we are doing quite a lot right.

Respondents said they'd seen significant improvements at the GAI and in its communications over recent years. And while we wouldn't want to be seen as blowing our own trumpet too loudly, the GAI is generally perceived to be more professional than any other membership organisation in our industry.

Our biggest challenge as a result of what we have discovered is to make more difference to our members' businesses, staff and customers. Respondents told us we need to gain more recognition for what membership of the GAI stands for among architects and contractors. We need to become a stronger voice for the industry.

So plenty there to keep the new GAI team busy. The listening continues – you can contact me or any of the team with your views and requests at any time. Look out for our news too. We will be making further announcements about how we are responding to our members' requirements through the AIJ and other publications, and at national and regional events.

**Gary Amer**  
Chief Executive of the GAI

GAI APPOINTMENTS  
BOOST BUSINESS  
SUPPORT FOR MEMBERS

The GAI has recently appointed three new people to its head office team to strengthen further the services it provides to its members.

Rachel Tipton (pictured centre) has been appointed as the GAI's training and development manager. This new role emphasises the GAI's commitment to helping architectural ironmongers continually expand and enhance their technical and commercial knowledge.

Rachel has worked in the architectural ironmongery industry for more than 28 years. She started her apprenticeship with Josiah Parkes & Sons (Union Locks). She then moved to Thomas Laidlaw and also secured a silver medal for the GAI Diploma. Tipton says one of her objectives in her new role is "to identify how students can continue their personal development to meet industry requirements".

Douglas Masterson is the GAI's new technical manager. It is the first time that the GAI has had a permanent, full-time in-house expert managing its technical helpline, providing technical updates to members and sitting on technical and Standards committees in the UK and Europe.

Masterson has worked in the architectural ironmongery industry for more than 25 years, 10 of which as regional manager of MB Architectural for MacNaughton Blair/Lloyd Worrall Group, as well as other major players in the sector, including Allgood plc and Laidlaw. He also obtained a silver medal in his GAI Diploma in 2000 and has been a member of the Executive Committee of the GAI since 2008.

"I am relishing the challenge of taking my commercial experience and knowledge and using it to help GAI members large and small, increasing technical knowledge across the wider AI industry," said Masterson.

Lucy Apsey has joined as the GAI as its first marketing manager. Apsey has seven years' experience in marketing across various industries and countries. She holds both an honours degree in marketing and a specialised qualification in digital marketing.

Apsey said: "My focus is on helping the GAI and its members move forward by optimising the use of digital media and online communications, to ensure that dialogue with members is appropriate, timely and proactive."



## SPECIFICATION WINNERS ANNOUNCED

The winners of the Architectural Ironmongery Specification awards, organised by the GAI with the support of the Royal Institute of British Architects (RIBA) have been announced.

The winners were presented with their awards at a lunch ceremony on 26 March at The Oval in London.

All entries made under five categories were jointly submitted by architectural ironmongers and architects.

Gary Amer, chief executive of the GAI said the judging was tough. "The quality of entries was higher than ever this year and choosing between such exciting and diverse buildings was extremely difficult for our panel of judges. The final winners are all projects where the architectural ironmongery is not only visually attractive and enhances security, accessibility and safety of the building but where it also adds to the building's functionality and longevity," he said.

### THE WINNERS

#### WINNER OF WINNERS

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#### COMMERCIAL

Tate Britain

Allgood plc

Caruso St John Architects

#### HOSPITALITY & RESIDENTIAL

Henry Moore Court

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Hamilton Architects

#### EDUCATION

Harris Academy

Leaderflush Shapland Laidlaw

Aedas

#### HEALTH

Royal Star & Garter

Allgood plc

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Samuel Heath – International

## HIGH DEMAND FROM OVERSEAS FOR GAI EDUCATION

The GAI is reporting a big rise in overseas registrations for its 2014/15 education programme as well as first time enrolments from several countries including Pakistan and Iran.

There has also been a large increase in the number of people wanting to take the fast-track approach to learning about architectural ironmongery. The number of people opting to take levels 1 and 2 together has increased four-fold relative to last year's registrations.

International students account for 45% of the

2014/15 intake compared with 39% last year. Many of these new students are coming from countries that have not previously invested in the GAI education programme.

The GAI education syllabus is the only recognised programme in the world that leads to a qualification in architectural ironmongery to British and European standards.

About 300 students work through the GAI Diploma programme each year and to date there are 2,000 GAI Diploma holders in 21 countries.



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## GAI AGM WILL WELCOME NEW PRESIDENT

This year's GAI AGM and Conference will be taking place over two days from Friday 15 May to Sunday 17 May at the Tortworth Court Four Pillars Hotel, Gloucestershire.

The event is an important gathering in the architectural ironmongery calendar, bringing together the industry's key players from both the manufacturing and distribution sectors.

The 2015 AGM will mark the arrival of a new President. Maria Powell will take up her two year tenure, acknowledging the hugely valuable contribution of

outgoing President John Jefferies during his term of office.

"The Guild of Architectural Ironmongers is the voice of the industry – the only body which truly speaks for the whole trade – manufacturer and distributors, companies and individuals," comments Gary Amer, the GAI's chief executive. "Our conference is an excellent opportunity for members to hear about what we have achieved on the members' behalf and our plans for the coming year. As always we set out to strike a balance of business and pleasure and this year have a particularly stimulating keynote



speaker. It's a great opportunity to meet with colleagues, customers and friends, old and new, in a relaxed setting."

News of how to get involved will soon be available on the GAI website [www.gai.org.uk](http://www.gai.org.uk)



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## 230

MORE THAN 230 (34%) FIRE DOORS INSPECTED HAD EXCESSIVE GAPS BETWEEN THE DOOR AND ITS FRAME (IE. OVER 3MM)

## 1 in 5

ALMOST ONE IN FIVE HAD UNSUITABLE HINGES.

## 15%

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# New chairman of IAI sets out manifesto and announces award winners



The Institute of Architectural Ironmongers (IAI) has announced the winners of its prestigious awards. They were presented at the IAI's AGM in February, the first event with Mario Del-Signore, managing director of CES Security Solutions, as chairman.

Speaking at the event which had a record number of guests, Del-Signore said he will be focusing on two main areas during his tenure as chair. "Firstly I want to encourage more young people to join the industry and to get involved with the IAI's varied programme of events, training and education," he said. "Secondly, I want to encourage more members, young and old, to continue their learning through the Institute's CPD programme and to use this to help them attain the RegAI qualification. Both of these will contribute towards the aim of increasing awareness among architects and specifiers of the efforts that IAI members go, to continue to develop their knowledge."

The new chairman then went on to present this year's awards.

## The award winners were:

IAI Fellowship Award

**Dave Heal, John Monaghan Group**

Promising Ironmonger of the Year

**Adam Sweatman, John Planck Ltd**

GAI Award for Services to the Institute

**Cheryl Flinders, RTR Services**

Paul Lewis Customer Service Award

**Lorient Polyproducts Ltd**

## Dave Heal

Heal joined the industry after leaving college in 1986 when he went to work for Laidlaw & Thompson. He later joined Castle Hardware before taking up a position with Monaghan Hardware. Heal became a Dip GAI in 1991 and has been a RegAI since the start. He is also a member of the South West Branch where he has held secretary, committee and chair positions. He was awarded the Bob Ramage Trophy in 2009.

## Adam Sweatman

Sweatman joined the AI industry as an office junior in sales with John Planck Ltd. He completed his Diploma in 2009 and

has maintained his RegAI status every year since. He is now specification sales manager and celebrates 10 years with the company this year.

## Cheryl Flinders

Flinders began her career at Glutz UK in 2000 as PA to the managing director. She joined GEZE UK in 2001 as sales coordinator for glass products, progressing to area sales manager and then national sales manager. She is currently working for RTR Services as a business development manager covering the South of England.

Flinders passed her Diploma in 2010 and won the Pinnacle award. She has continued her RegAI ever since. She has been a South East branch committee member for several years and has held the post of treasurer and now vice chair.

## Lorient Polyproducts Ltd

Lorient managing director, Maria Powell said the company is thrilled and honoured to be the winners of the Paul Lewis Customer Service Award. "We work very hard to ensure we provide nothing but the best level of customer service and this award shows that this has been recognised," said Powell. "We're sharing this accolade with all our colleagues around the world as we strive to deliver these high standards internationally."



Top left: Adam Sweatman receiving his award from chairman Mario Del-Signore (centre) and GAI president John Jefferies. Above: David Heal with Mario Del-Signore

# VOX POP

BIM: a welcome development or proverbial pain?

## Andy Stolworthy

PRODUCT MANAGER AND BIM PROJECT LEADER AT ASSA ABLOY UK



Architects and contractors have predominantly been the main users of BIM. However, with the April 2016 deadline for all

centrally-funded public sector work to be delivered using Level 2 BIM, there is increasing pressure for the whole supply chain to implement the process.

The news that the RIBA is launching the first phase of its Digital Plan of Work (DPoW) is a sign that BIM is opening up to the masses. This free tool will allow BIM to be used

as collaboratively, creating opportunities for interaction.

As need to understand how BIM will impact on their own business. They may decide to create their own BIM models, or turn to manufacturers for information/models but they will have to interact in the process in some way; ignoring it is putting their business at risk.

Spending time reviewing how BIM will be affecting your routes to market is a valuable investment. BIM is here to stay and it will have a radical impact on the construction process, but if used correctly it will add value to your business.

## Douglas Masterson

TECHNICAL MANAGER, GAI



When people think of BIM they seem to get lost in 3D models and acronyms such as COBie and IFC and lose sight of the fact that it is essentially about the flow of information, the whole lifecycle of the project.

Where does that leave us as architectural ironmongers? The reaction from the trade has been mixed. Some of the larger firms have invested in BIM models, some of them as ironmongery product alone and some as hardware sets which are an intrinsic part of a doorset. There

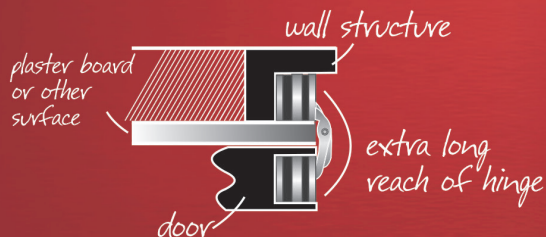
is more demand from architects for BIM models for doorsets.

Architects will still require ironmongery schedules and it should be noted that the information on a specification can still be attached to a BIM model of a door. BIM means it is how they will use this information which will be different. A 3D model may not be what is required, it may simply be the product information in a format such as a COBie spreadsheet. It is early days yet, but all of us do need to realise that BIM is here to stay and we all need to be ready. The GAI is working on a formal document to assist our membership.

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# Tweet talk

**Su Butcher** dispels three myths about social media, explaining why it's a crucial business tool

Two architects are playing a round of golf. One says: "I'm having trouble getting my usual company to help us with the security gates on this

new office fitout. They are a real pain!" The second golfer replies: "You should talk to Spencer Buck at Gunnebo. He did a brilliant job on that project we did last year. I'll give you his phone number."

After the round, the golfer picks up the phone and calls Spencer. No he doesn't. He Googles him first. Wouldn't you? And Spencer has a public profile on LinkedIn optimised for a search for him, so, in no time at all, the golfer knows all about Spencer, who they know in common and has checked him out before he calls.

Social media is people having conversations and publishing on the Internet. The conversations make the web different, credible, dynamic and evolving. As a result we have new communication tools with the potential to change our industry as profoundly as email and become as familiar as the telephone.

Many construction people don't agree. To help convince you, here are three myths about social media and the truths they are keeping from.

## 1. It's a waste of time

From the outside, social media can look trivial – full of celebrity chat and cat videos. But once you realise that you can search for what you are interested in, this becomes irrelevant.

In fact, social media is a real time-saver. It can help you meet people more easily; find out about topics your colleagues can't help you with; generate enquiries; and even recruit more effectively. Ask yourself how much time you waste trying to find things out on the phone?

## 2. It's not relevant to construction

There are over 750,000 UK construction professionals using LinkedIn. In 2013, 44 per cent of architects interviewed said they used Twitter for work. Not 'at work' but 'FOR work'.

People are using social media to discuss niche technical subjects, and you can listen in and find conversations which interest you. Perhaps your competition are listening and participating already? If not, here is an opportunity to be first.

Use the conversations to learn about your customers, and make useful things to help them do their job better, sharing them online. You'll find that if you do this correctly, people will share these useful things with their contacts, introducing you as they do so.

## 3. It won't help my career

Those of us in our 40s might assume that social media is for teenagers. The average age of a LinkedIn user is 43, and for Twitter it's 37. Over half of Twitter users are over 35. That's your constituency.

By the end of the decade half our workforce will be millennials; they will have grown up with these

**44 per cent of architects said they use Twitter for work. Not 'at work' but 'FOR work' Perhaps your competition are listening and participating."**

technologies. Interacting on social media comes naturally to them. While they now use it in their personal lives, when they enter the workforce they will want to take the advantages and apply them to the challenges of their work lives.

In a few years' time you'll be working with this generation, or competing with them, or it will be your job to recruit them. Find out what their needs are and you'll do a much better job of it.

## 4. What can I do about social media?

The key to implementing social media well is to understand how it works and then see it as an integral part of how we do business. Plug it into your day-to-day activities, find out how it can save you time, and learn how to use it to achieve your own personal and business objectives. You'll be glad you did.

For more on social media and how to use it to market to architects see page 28.

We would love to hear your views on any industry topic. To appear in this comment section please email [nicky@atompublishing.co.uk](mailto:nicky@atompublishing.co.uk)



Su Butcher is founder of social media consultancy Just Practising which works exclusively in the construction sector. See [www.justpractising.com](http://www.justpractising.com) for more details. Follow Su on Twitter at [twitter.com/SuButcher](https://twitter.com/SuButcher).



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A modern bathroom interior featuring a white freestanding bathtub, a glass-enclosed shower area, a toilet, and a vanity with a sink and mirror. The walls are covered in pink square tiles, and the floor is light-colored wood-look planks.

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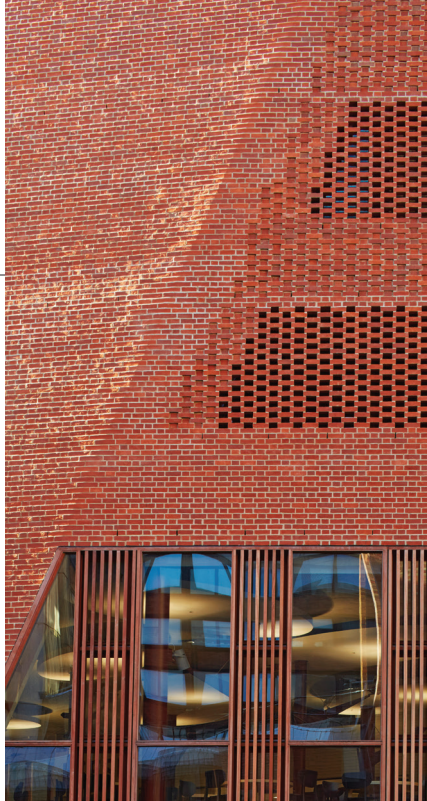
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# HAPPY CAMPUS

The new student centre for the London School of Economics has been universally praised for its striking architecture. It has also been hailed a triumph for creating the perfect student environment

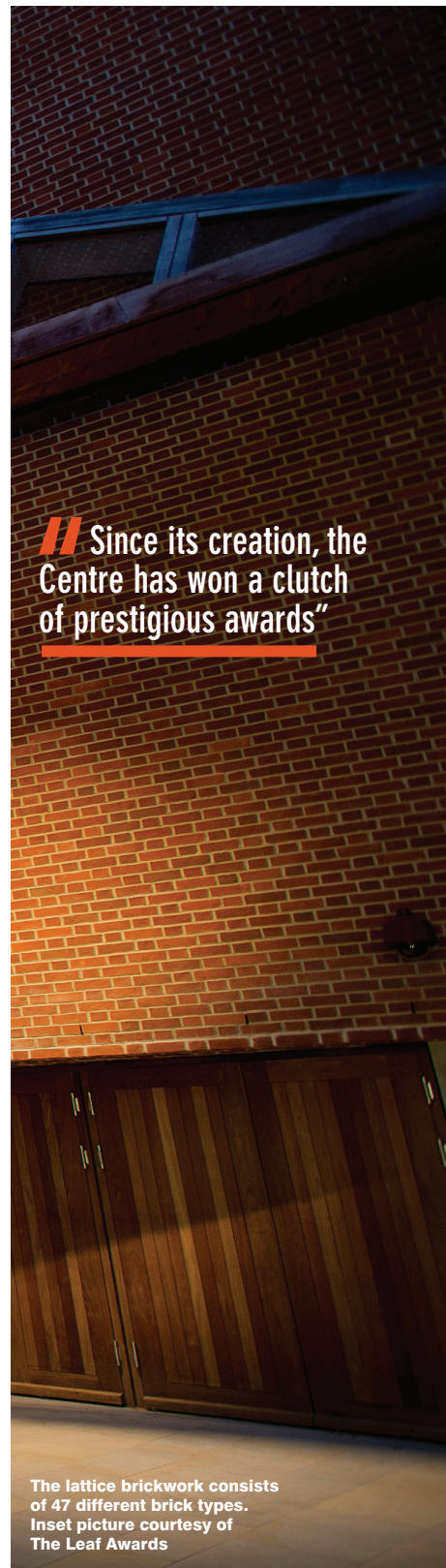


**A**s AIJ was going to press the Saw Swee Hock Student Centre, part of the London School of Economics (LSE) in central London, had just been shortlisted as one of five finalists in the Mies van der Rohe Award – a prize widely recognised as the highest accolade in European architecture. If it is announced as the overall winner on 8 May it will win its architects – Irish duo John Tuomey and Sheila O'Donnell – £48,000 in prize money and even more critical praise than they have already received for this project.

The pair won an international competition set by the LSE to design the building and the judges were unanimous in their decision. Since its creation, the centre has won a clutch of prestigious awards. It saw off the Shard and Zaha Hadid's Aquatics Centre to take the top spot at the RIBA London Building of the Year Award 2014, to add to its RIBA Regional Award and Client of the Year gong. It was shortlisted for the 2014 Stirling Prize (and was, in fact, the bookies' favourite) and it also scooped the Supreme Award in the Brick Awards due to the creative use and wide variety of red brick used to construct the walls of the building.

It has been praised by critics, staff and students. *The Observer* listed it as one of the five most inspiring buildings; the *Financial Times* said the distinctive building has given students a "strong sense of urban identity" and the *Architects Journal* reported that "the building's spaces and dimensions are effective whetstones, crafted by the architects to provide the optimum conditions for incisive thinking." >>>

**// Since its creation, the Centre has won a clutch of prestigious awards"**



The lattice brickwork consists of 47 different brick types. Inset picture courtesy of The Leaf Awards

// Like a Japanese puzzle, our design is carefully assembled to make one coherent volume from a complex set of interdependent component parts"



» Julian Robinson, LSE's director of estates, was also delighted. "The sheer scale of LSE's ambition, Osborne's craftsmanship, and O'Donnell and Tuomey's creativity mean that I can honestly say, in my 25 years of working in development and construction, I have never commissioned a building of this architectural quality and breath-taking uniqueness."

#### Hard-working interior

The Saw Swee Hock Student Centre is the first new building commissioned by the LSE in over 40 years. It consolidates all of the university's student facilities under one roof at the historic Aldwych campus.

It operates as a multi-functional building with a large music venue, pub, learning café, union offices, prayer centre, dance studio, careers library and gym.

The 6,000 sq m building is located at the knuckle-point convergence of the network of narrow streets that characterise the LSE city centre campus. It has an irregular, faceted shape informed by the angular geometries of its site and surroundings. The building's exterior features punched windows, straight lines and sharp angles.

From the outside, the lattice brickwork, which consists of 100,000 handmade bricks and 47 different brick types, gives off a lantern



**MAIN PICTURE:**  
The interior resembles  
a 'lived-in warehouse'

**LEFT:**  
The Centre houses  
multi-functional spaces

effect when illuminated and aids the cooling of the building on hot summer days. In some places the material forms solid walls, while in others it creates perforated screens across windows.

Inside, is a seven-storey, contemporary space designed to resemble a "lived-in warehouse". The building has an exposed structure that combines steel columns and trusses with concrete floor slabs. Floor plates differ in shape and size on different floors. Angular stairwells are positioned at three corners of the building, while a concrete spiral staircase is positioned near the entrance to make a flowing continuous ribbon of movement from street to roof garden, and to give the impression of being lifted towards the light.

John Tuomey explains: "The public space at the threshold of the student union creates a place of exchange; a spatial bowtie that intertwines circulation routes, splices visual connections between internal and external movement, and pulls pedestrian street life into and up the building... Like a Japanese puzzle, our design is carefully assembled to make one coherent volume from a complex set of interdependent component parts."

### Team effort

The brief asked for the "best student building in the UK", to transform the social experience for students and had the aspiration for BREEAM Excellent rating. The design achieved BREEAM Outstanding – the first in the higher education sector to do so.

Over 44 specialist contractors and consultants were involved but the main contractor Osborne kept stakeholders in the loop with joint planning workshops held by the whole team to select and introduce key specialists, designers and consultants. Clarity, timeliness and transparency of data for reporting ensured the LSE board was kept abreast of project challenges. Site hoardings included built-in plasma screens showing a 3D model graphic of the developing building, helped students visualise their future facility. As well as student secondments into the Osborne team and briefings to the wider campus, a Twitter site kept students informed of project progress and their learning journeys, helping to create a real buzz of excitement as completion approached.

With the customer experience in forefront of mind, the construction of the venue



NEIL MACWILLIAMS

space was of utmost importance. The space spanning the basement and mezzanine floors is a 'box-in-box', a steel frame structure that is separate to the remainder of the building. This ensured the students were unaffected and undisturbed while studying or socialising on other floors of the building despite the state-of-the-art audio-visual system on the lower level.

### A big deal

This was a project of enormous complexity. With over 40 different wall and roof façade planes (no two were identical) and interfaces with varying ranges of raking concrete »

### BUILDING BY NUMBERS

**40** DIFFERENT  
WALL AND ROOF  
FAÇADE PLANES

**44** SPECIALIST  
CONTRACTORS  
AND CONSULTANTS

**1894**  
INDIVIDUALS  
INVOLVED

**1100**  
ARCHITECTURAL  
DRAWINGS

**150** INDIVIDUAL  
STRUCTURAL  
DRAWINGS

**47** DIFFERENT  
TYPES OF BRICK  
SPECIALS

**170,000**  
INDIVIDUALLY  
HANDMADE BRICKS

» walls (both inclining and declining), a high level of control was required both off and on site to achieve the high-quality finish over such a wide range of materials. Numerous bespoke materials required high degrees of craftsmanship to achieve the natural finishes, and sensitive coordination and integration of services was needed.

The in-situ spiral staircase, a sculptural element constructed entirely on site, gives the impression of being lifted towards the light (moving between the 5th and 6th floors), or boring down in to the mysterious subterranean territories (connecting ground floor to venue). Heavily sandblasted concrete is exposed to the aggregate, designed within the concrete mix and interfaced with a polished in-situ terrazzo finish containing white marble.

#### Fit for purpose

Gatcliffe was the AI on the project, with Mark McEldon – now managing director of Ironmongery Innovations – leading the project. McEldon had a long-standing working relationship with Osborne including another LSE project. Working with Houston Cox joinery, he said the products chose had to be project-specific.

“The idea was to meet the expectations of the architects and the unusual shape of the building but students will be students so the products needed to be robust, functional and practical and comply with regulations for public spaces,” explains McEldon.



Dorma Door Controls were specified along with Instinct Hardware furniture, Allegion lock cases and 316 stainless steel throughout.

Graham Potts, Osborne's project manager, says the project was challenging but rewarding. “I am incredibly proud to have worked with the LSE on such a complex, yet prestigious project, which will enhance the university experience for so many students. Saw Swee Hock posed us many great challenges working within such a dense area of central London. However, through using practical and innovative methods of construction, and working closely with LSE, the architects, our supply chain, and other local stakeholders, I am delighted that we brought this building to life.”

Unusual architecture usually divides opinion but the Saw Swee Hock Student Centre has achieved rare unanimous praise. So while the architectural world waits to see who will scoop the Mies van der Rohe Award, LSE students go about life in an inspirational space. ■

**TOP:** Light fills the central atrium;  
**LEFT:** The entrance to the Centre

#### Architect:

O'Donnell & Tuomey

#### Project Manager:

Turner & Townsend

#### Main contractor:

Osborne

#### Quantity Surveyor:

Northcroft

#### Structural Engineer:

Dewhurst Macfarlane

#### Services Engineer:

BDSP

#### Architectural Ironmonger:

Gatcliffe

#### Type of contract:

Two-stage Design & Build

#### Contract value:

£25 million

#### Duration period:

121 weeks



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PROVING  
HIS

METTLE

**Martin Prichard** has transformed Weldit from a bit-part manufacturer to a major contender in just 10 years. And he's not stopping there.

**M**artin Prichard is sitting in his Luton office on a grey, rainy Monday. We are discussing metal prices, business loyalties and leaking ceilings. So far, so business. But if he had his way he would be doing what he loves best – photographing wildlife in South Africa.

“That’s my real passion,” he says. “I’d rather be bouncing around in a jeep.”

Prichard is a keen traveller – South America with his son for one instance, Dubai with his daughter – and has been visiting South Africa with his wife for 35 years. Last year he spent three months out there, something he intends to do more often once his ambitions for his company, Weldit, are realised.

Weldit has made a 53-year journey from a tiny company that started life welding engine blocks, to becoming a major player in the kick and finger plate market with a turnover of over £2m. Much of that transformation has been in the past 12 years, since Prichard entered the picture.

Weldit had been making plates on a small scale for 30 years. Prichard was, in fact, its biggest customer when he worked as an agent in the AI industry. He always joked with the owner that he would be interested in buying the business, so when the call came in 2003 asking if he was serious, Prichard, with the help of his business partners, leapt at the opportunity.

What followed was rapid growth and the creation of a £1.5m company. They moved the business from its 1,500 sq ft home to a 10,000 sq ft premises, invested half a million pounds in equipment, and set in place a 10-year plan to outgrow those premises and become 10-times the size. It worked. Last March the company moved into yet another building – purchased this time – which was double the size and had been fitted out with brand new equipment including an automated punch press and excellent facilities for the 40 staff.

“The growth came because we have become better at what we do,” says Prichard. “And we’ve moved into a different market. When we bought it, the business was only selling to the DIY market and

builders’ merchants, whereas we have chosen to target architectural ironmongers. It was a deliberate strategy.”

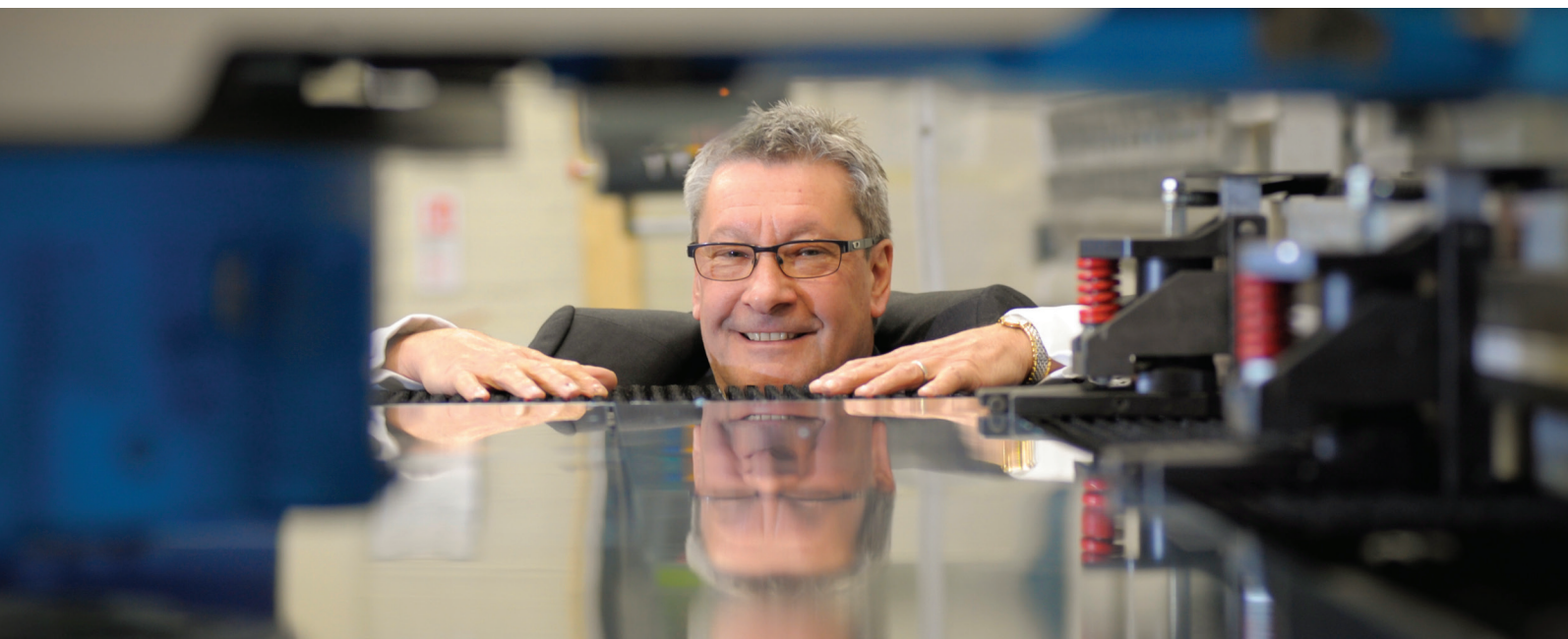
Prichard says it’s impossible to tell if the market itself has grown as there is no independent research into the size or value of the kick plate market. He says it’s far more likely that Weldit’s expansion has purely come from taking more market share.

It’s been hard earned. Prichard has had to tackle entrenched industry relationships – business loyalties that exist, he says irrespective of service or price. It happened even within his own company.

“People buy from people and buying is a habit. When I first bought this business, I delved into the structure. I questioned why we bought material from certain suppliers. The answers I got were: ‘because we always have’. The answer I wanted was ‘because they deliver on time’, or ‘it’s better quality’ or ‘it’s the right price’ – preferably all three. Not just ‘because they always have’.” >>>

**“The growth came because we have become better at what we do”**





»» The company also has to contend with unpredictable metal prices and the pressures of producing bespoke – often last minute – product.

“Kick plates are the last thing that’s done on a project,” explains Prichard. “They’re not wanted on site, and they don’t measure the doors so it’s always a panic. And that’s a problem. I have to explain to AIs that we are not taking these products off the shelf, we are manufacturing each one. Of course this means that if you are ordering 1,000 kick plates and there are 100 different sizes you might get a problem – the odd one gets cut wrongly perhaps. It’s not like handles that are in stock on the shelf.”

But it was through ensuring any problems are resolved immediately that Weldit gained

**“That was the idea of moving – so we can increase capacity. Otherwise the facility will become too small for growth”**

its reputation for service. “We will make a mistake,” says Prichard, “but it’s how we put the mistake right that actually matters. If you let us know, we will put it right and get it out the next day.”

Another way the company was able to extend market share was in its creation of a new material, exclusive to the business. Weldit developed a metal called Ultra Satin. This, claims Prichard, performed equally as well as the best 316 stainless steel on the market, but came at a much cheaper price. It passed the salt test for corrosion and the magnet test for nickel content (proving resilience to rust) so there was evidence to convince cynical customers of it performing as well, if not better, than 316, but allowing for greater margins.

Another edge Weldit has in the market is in its GAI membership. Unlike the nearest competitors, the firm is a Guild member and staff will be undertaking the Diploma. “We don’t need staff to hold the Diploma necessarily,” says Prichard, “but it will help them understand the whole business better. It’s all about knowledge.”

Prichard thinks the value of holding a GAI Diploma needs more promotion. “You probably can’t do quite as much business if you aren’t a Diploma-holder. Architects want to see that. And AIs need to promote that, to send the message that if you deal with us you are dealing with

qualified guys. That needs to go all the way through the industry. It’s like working for a local Council – you have to have ISO. If you don’t have it, you don’t get the work.”

Prichard’s growth plans for Weldit continue unabated. His ambition is to double the size of the business in the next three years. They are in the process of engaging a marketing agency and will be recruiting new staff and increasing turnover. It was the reason behind the move to larger premises. “That was the idea of moving here – so we can increase capacity. Otherwise the facility will become too small for growth. We’ve always put the infrastructure in before the growth. It’s harsh monetarily – putting the money up front is a risk – but we have confidence in our ability.”

However, Prichard at 61 knows that the success of the next growth stage may involve him taking a step down. “You have to be aware of your own limitations. I have always said I can take this business to a certain level. After that we will be bringing someone else in over my head. The differences between a £2m, £5m, £10m, £20m, £30m business – well, there comes a point when you’re in a different ball game.

“I’ve not reached those limitations yet,” he says. “I’ll be here for a little while longer.”

And then most likely he’ll be swapping suits for shorts and Luton for Johannesburg. ■

# The Foundation in Hardware

“

**“Completing the course has certainly increased my confidence with architectural hardware products. I now have a better understanding of certain terms and details on each product group covered by the course, which will definitely help me going forward”**

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# A FIRM FOUNDATION

The GAI Foundation in Hardware is proving to be a valuable benefit to Carlisle Brass. **Julie Clay** reports on the firm's decision to invest in this training tool



**MAIN PICTURE AND LEFT:** Carlisle Brass's reception area and one of its three offices

For almost 30 years Carlisle Brass has been manufacturing and distributing a wide range of architectural ironmongery products under a number of internationally known and respected brand names including Eurospec, Serozzetta and Ludlow. It operates from three locations in the north of England, and also has businesses in Ireland and Dubai, as well as its own lock and hinge manufacturing business in China. The company is part of the £200m-turnover Arran Isle branded building products group that has operations across the UK, Ireland, Northern Europe, China and the USA.

While the quality of its products is extremely important to its reputation and its continued business success, the company gives great emphasis to training its staff to ensure they provide the highest levels of customer service and support.

Carl Smith is Carlisle Brass's marketing manager and believes that investing in employees' continuing education is vital. "None of our competitors actively trains their people to the same degree as we do," he says.



really informative. "I did some of it at home and some at work and it taught me lots about products that I didn't previously know."

Many of the people in the finance department also undertook the Foundation in Hardware. James Rocke, assistant management accountant, says it helped him get a better understanding of the industry. "Although I do not need this level of detail in my day-to-day working, it's useful to put what I do into a wider context and helps me understand other people's responsibilities and roles better too."

And financial controller Rachel Kinghorn adds: "I found the course slow going at first because it was a different way of learning and I wasn't very familiar with the subject matter either. But I soon got to grips with it and having this basic level of knowledge means I can have more informed conversations with other people in the company and can sort out issues affecting our reps much more easily."

Smith says this investment in training has proved beneficial across the organisation in various ways.

"Not only has studying for the GAI Foundation in Hardware improved product and industry knowledge it has improved inter-departmental relations and communications too. People understand their colleagues' roles better, so it has provided benefits over and above those we initially foresaw." ■



## None of our competitors actively trains their people to the same degree

Clearly the training needs vary for each employee and the jobs they have so we work with them to determine any skills gaps or development opportunities and how they can be accommodated with training."

Carlisle Brass does not sell directly to end users but has a network of 2,500 distributors. People who work with these companies clearly need in-depth product and industry knowledge and this is gained in various ways including the GAI education programme – eight members of staff are Diploma holders currently.

For many of the people who work at the company, the comprehensive education provided through the three year Diploma course is not appropriate because it is simply too detailed. However, the introduction of the GAI Foundation in Hardware, an online training programme that provides an introduction to door hardware, was seen by Carlisle Brass's management as an ideal way to improve general knowledge of customer-facing staff across the organisation. The training

course was offered to 85 of its people and more than 50 have already studied the course's 12 modules and passed the online examination.

Smith explains why the firm chose this option. "The course provided just what we needed to give our staff a general awareness of the industry and the products so that they could talk to customers and suppliers with greater authority. Because it is made up of various teaching materials including videos, presentations and written materials the information was easy to take in regardless of how people learn best. All of our employees were given the opportunity to study for the Foundation qualification and the feedback from across the organisation has been extremely positive."

The customer service team at Carlisle Brass found the information they learned through the Foundation programme particularly useful. Victoria Bell who has been at the company for a year says: "I'm really glad I did this course. I really enjoyed it. There was certainly a lot to take in, but we were given as much time as we needed so I learnt a great deal and have lots of notes that I can refer to whenever I need them."

Her colleague Sharon Ulliyart has been with Carlisle Brass for over 17 years but still found out things she didn't know about products, standards and symbols. She says: "The extra knowledge I now have is helping me when I am providing product advice or processing orders which is good for me and good for our customers."

Viv Clarkson who has worked in the customer service team for nine years says she found the course



**TOP**  
Carl Smith (right) with a customer  
**LEFT:**

Vic Clarkson,  
Sharon Ulliyart  
and Victoria Bell

**ABOVE:**  
James Rocke and  
Rachel Kinghorn

## Foundation in Hardware

The Foundation Module in Hardware from the GAI is a one-stop introduction to door hardware. It is aimed at those who do not require an in-depth understanding of door hardware, or may wish to take a step towards the full GAI three-year education programmes.

The course comprises 12 sections with 'test yourself' questions at the end of each. It is intended to provide an insight into many of the aspects of architectural hardware, including hinges, closers, locks and furniture. There are also sections

dealing with fire doors, escape hardware and the legislation surrounding these products. It is taken entirely online and includes an exam. Success in this exam provides a Certificate of Competence in 'The Foundation in Hardware'. Candidates can take as much or little time as they wish to complete the course and take the exam.

The Module is part of the GAI's ongoing commitment to improving, progressing and upholding the highest standards of knowledge, practice and competence in door hardware.

# IN WITH A SHOUT

Could you be marketing to architects better?  
**Virginia Matthews** reports on effective ways to win more business

**M**arketing is a necessary evil in construction and although it costs time, money and resources, the need to reach new and existing clients, foster relationships and generate good quality leads is vital," says Nick Pauley, founder of construction marketing agency Pauley Creative.

"Architects aren't hard to market to per se – they enjoy being helped to work smarter – but they don't want to feel they're caught in an overt sales process," he adds.

As a breed, architects can be both demanding and risk-averse. Many stick doggedly to tried and tested AI companies, and can be reluctant to consider a new supplier.

Yet, by understanding more about how architects work, manufacturers looking to make

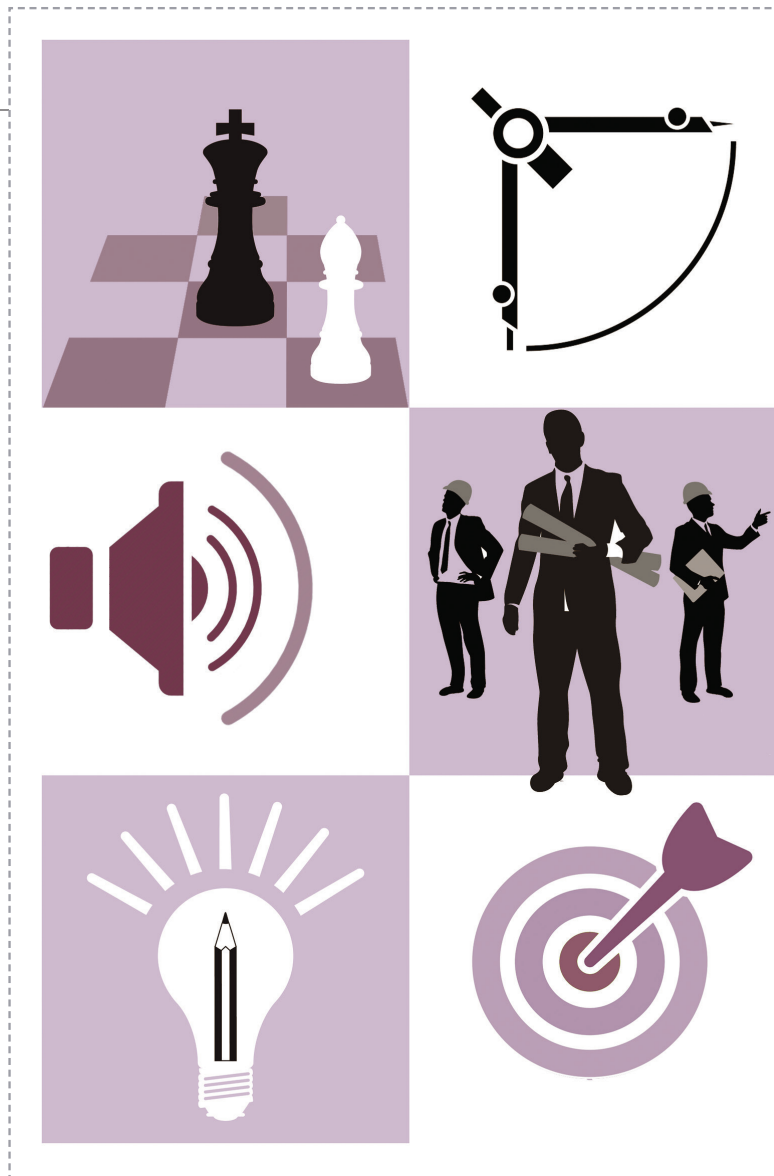
first-base contacts or build new alliances will make progress, says Chris Ashworth, CEO of Competitive Advantage – another consultancy which specialises in marketing to the construction sector.

"Architects are generalists, not specialists and, as a result, cannot possibly be expected to be technical experts in every last detail of a building spec," says Ashworth.

"As manufacturers, you are the supreme experts when it comes to the finer technical points of your own products and can probably reel off any number of relevant facts and figures in your sleep. This is the level of detail architects crave."

By offering state-of-the-art technical support and post-sales back-up, a supplier can, Ashworth says, "score valuable brownie points" among over-stretched architect practices.

With construction budgets still squeezed, Ashworth recommends close attention to the so-called '80/20' rule, which dictates that while there are more than 30,000 registered architects in the UK, 80 per cent of the available work will



be accounted for by just 20 per cent of the firms.

"Don't waste your marketing budget on any practice which can't deliver results," he says.

## Know your target

Painstaking audience profiling is critical if a business-to-business marketer is to spend its budget effectively. Yet, in Pauley's view, many companies make the mistake of lumping together their target audiences and communicating with them as if they are one homogenous group.

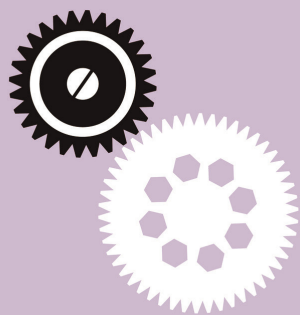
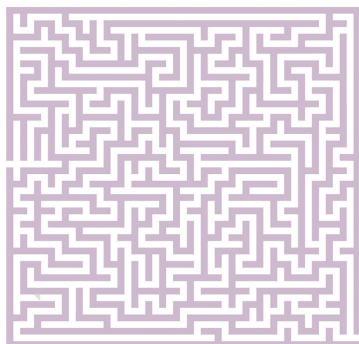
"There are numerous types of audience, from those who are aware of your AI product

and interact with your brand on a daily basis, to those who are researching products or applications that are totally unfamiliar to them."

Whether they are specifiers looking for in-depth performance data or architects and contractors in need of step-by-step installation information, a firm's marketing strategy must produce online and offline content relevant to each group, he believes.

"Without knowing where your audience hangs out online, for example, together with a detailed understanding of their wants and needs, you are effectively shooting in the dark," he says.

**// A marketing strategy must produce content relevant to each group"**



Pauley argues that online 'landing pages' dedicated to both product categories and specific lines are a perfect way to attract different construction audiences, but he stresses that each page "must be made to work incredibly hard for your firm".

"Offer good strong 'call to actions' such as sample requests, brochure downloads, performance data and quick enquiries and consider proving your firm's capabilities via client testimonials and case studies," he advises.

London-based Burrell Foley Fischer is an award-winning architectural practice specialising

in urban design. Its project architect, Ming Cheng is an enthusiastic user of Twitter which he says can narrow down recommendations on product choice for busy architects.

In order to source a specific product or find a single supplier to come up with the whole ironmongery schedule for a tender document, he starts with a general web search, but believes that while the internet is good for demonstrating products, random surfing can be little more than a 'window shopping' experience.

Communicating with other architects via social media offers the detailed personal recommendations and the 'warts and all' testimonies about product performance which he says many architects have come to rely on.

"I have had some good experiences of using Twitter to find the exact product I am looking for," he says.

### On and off-line

But however powerful the call of digital, hard copy still has a place in the AI world, says Ashworth.

"There is still great demand for full-colour brochures and publicity hand-outs; architects still need your finest full-colour output in order to wow clients or simply store for future reference."

The same goes for samples: "However fantastic a 3D image is, it can never replace the sheer physicality of a sample which a client can touch, examine and feel the weight of."

Nick Pauley believes that traditional and new media complement each other. Manufacturers, he says, should use literature to drive an audience back to the company's website.

"By encouraging audiences to gain further information by

interacting with your brand online, you can measure their behaviour and the effectiveness of any campaigns or attended events you are running," he says.

Of course, some marketing efforts will be wasted – emails junked, calls swerved and brochures binned but Ashworth recommends continuous professional development or (CPD) as a great way to avoid ending up in the trash pile.

"Becoming a 'trusted adviser' is where you want to end up and when it comes to architects, that means adopting the soft-sell, non-threatening arena of CPD seminars which will update them on developments in your area of expertise, while also showcasing new products," he says.

Pauley believes that becoming known as a brand which not only offers useful technical advice, but is invariably quick and easy to deal with, can be the best USP of all.

"Engage with your audience without selling to them; have the most user-friendly website; if you are the most expensive manufacturer in your market, demonstrate why you are worth more; build your credibility via blog articles, white papers and 'how to' videos; and make sure you stand out from the herd."

To Ming Cheng, there are always new ways to make your product indispensable to busy architects. "All the AI suppliers I have met are professional, but they can certainly do more, and think outside their box more, to find new ways to help us."

He cites Leaderflush Shapland as an example. "It has a table on its website which can calculate an 'effective structural opening' if you input the 'effective clear width' of the opening concerned. That's very useful to architects and means we are more likely to use them as a supplier."

## 10 TIPS

Know your target audiences and how they source product information

Build relationships rather than direct mail hit-lists

Use a winnable USP to build credibility

Consider CPD as a route to 'trusted adviser'

Position your products on a multi-media platform

Invest in engaging online and offline content

Define and measure your online 'calls to action'

Create a product story using social media

Use solid marketing techniques to build your long-term brand

Find new ways to help architects do their jobs better

Despite the number of AI manufacturers clamouring to be heard, Cheng says he will always be interested in suppliers who can offer him a winning story.

"If it's just a marketing pitch, I definitely don't want to hear from them, but if they have something interesting to say, then yes."

Nobody doubts that it is difficult to convert an architect or specifier away from heavily-marketed, branded product they have used for years, but with the right marketing approach and the right product, it can be done. ■

**For more on using social media to promote your business see page 14.**

**// We have evidence from a few CEN Standards that it is easy for something to creep into a Standard which suits most of Europe, but which is very difficult to apply in the UK"**

**B**y representing members on Standards committees at British and European level, the GAI is directing, influencing and commenting on outcomes that have a significant impact on GAI member businesses. As outgoing technical consultant, Jacky Sinclair says: "Life would be more difficult if we didn't represent members on committees."

**There is a variety of reasons why it is important for the GAI to be represented:**

- it supports the work of GAI member companies in maintaining correct hardware specifications, by ensuring the Standard:
  - allows current UK practice
  - references other current Standards
  - correctly references publications
- it enables innovation by focusing on performance outcomes, rather than describing past and present technology and methods
- it encourages and supports interaction with other trade associations
- it identifies common interests and goals
- it helps resolve issues where there appears to be conflict
- it allows input to international as well as national Standards – e.g. CEN, (European Standards) ISO (international standards).

"We have evidence from a few CEN Standards that it is easy for something to creep into a Standard which suits most of Europe, but

which is very difficult to apply in the UK," explains Sinclair. "An example is our love of fire doors with pull handles, rather than lever furniture with latches. This requires constant vigilance to ensure that product Standards are not written in such a way that our national practices are abolished by Standards drafted by those who don't understand our different ways.

"In one instance a German regulation was to be introduced into the Standard EN 1906. Germans use steel cores in nylon furniture on their steel fire doors, so they can still be opened after a fire. UK fire doors are timber so it wasn't an issue, but if we had to comply with the new requirement it would have increased costs and affected businesses in the UK who sell nylon furniture. The committee didn't understand that this was totally unacceptable for the British market so we had to make this clear.

"A clause was then put in a separate part of the Standard where it didn't impinge on UK businesses," explains Sinclair.

By being represented on a Standards drafting group, the GAI can ensure things that are detrimental to business don't happen.

"Being part of the process, pitching in to raise the bar where necessary, excluding poor practice, promoting good practice, getting the vocabulary right – it smoothes the path for good ironmongers to do their thing," she adds.

# GAME CHANGER

The GAI is represented on many Standards committees. Without this input GAI members would find working life a whole lot harder.

Not all Standards are mandatory but if matters come to court, standards are the benchmark by which products and practices are likely to be judged, because they are nationally-agreed benchmarks, and represent 'current state of the art' and 'acknowledged rule of technology'. These are strong defences in litigation.

"If you can show the goods you supplied are the right grade/ Standard it's a strong defence," says Sinclair. "If you supply a product with no standard you do so at your own risk. Relying on your own skill and judgement in court is not wise – you can be ripped apart by a barrister."

#### The GAI was a prime mover on two standards that demonstrated this need.

**1) BS 8607** – push button locks. These were often used on fire doors, commonly replacing CE-marked mortice locks, but when they were retro-fitted there was no evidence to show they didn't interfere with fire door performance. Without any performance parameters, the locks' safety and quality are unknown. A Standard gives members needed guidance, and backing in any litigation.

**2) B/538/4/P15** was granted permission to proceed with developing a Standard for 'Finger Protection Devices at the Hanging Stile of Doors'. RoSPA claims there are 30,000-40,000 accidents a year involving children catching fingers between doors and frames. In the Standard for automatic doors there is a requirement for protection from this but there is a variety of products and some can become brittle and, in fact, can create problems. "There was no Standard for performance," explains Sinclair. "So how do you specify when you're under cost pressure? You'll end up with inferior products that break down. A Standard means you can advise a client on a better choice."

The GAI also makes sure that the right vocabulary and terminology are used on Standards.

"Wording is important so as not to prevent innovation," says Sinclair, citing the example of an argument between Swedes and Germans over automatic doors and how they should open in the event of a fire. The Germans wanted a band to pull the door open, the Swedes wanted a back up battery. The GAI suggested all that was required was to state that what was needed was 'a robust means that opens the door when electricity has gone'.

"It switched the emphasis to a performance-related description, not the technology to be used that would stifle innovation," explains Sinclair.

By making a positive contribution, the GAI's reputation is enhanced, and it gets to punch above its weight in these and other forums. Despite being a small organisation, its valuable input means it is taken very seriously.

Sitting on committees offers a means to network with trade associations, government departments and regulatory bodies. GAI representatives make specialist contacts and are perceived as experts which leads to invitations to talk at conferences and seminars and GAI members are then associated with that expertise.

"If we weren't on these committees making sure we get the revisions we need, or keeping vigilant that continental practice doesn't creep into what we do, that best practice isn't being stifled, members would find it very hard to work," concludes Sinclair. ■

**Not all Standards are mandatory but if matters come to court, Standards are the benchmark by which products and practices are likely to be judged"**

## GAI Representation on BSI Committees

### The GAI is represented on 21 BSI Committees.

<b>B/538</b>	Doors, Windows, Shutters & Curtain Walling	*These products are CE marked for use on fire and escape doors
<b>B/538/1&amp;2</b>	Windows & Doors	
<b>B/538/02/04</b>	Fire resistant assemblies for doors & windows	
<b>B/538/02/P2</b>	Performance of doors and windows	
<b>B/538/04</b>	Building hardware	
<b>B/538/04/P3</b>	Locking devices*	
<b>B/538/04/P3/1</b>	BS 8607 Pushbutton locks	
<b>B/538/04/P5</b>	Hinges*	
<b>B/538/04/P6</b>	Door closing devices*	
<b>B/53/04/P7</b>	Door furniture	
<b>B/538/04/P8</b>	Door and window bolts	
<b>B/538/04/P10</b>	Exit devices*	
<b>B/538/04/P12</b>	Pull handles	
<b>B/538/04/P15</b>	Finger protection devices	
<b>B/562</b>	Security of buildings	
<b>FSH/014</b>	Fire precautions in buildings	
<b>FSH/022/0-/05</b>	Fire resistance tests for doors	
<b>MHE/031</b>	Automatic power operated pedestrian doors	
<b>PH/008/01</b>	Graphical Symbols – Safety Signs	
<b>PH/008/01/03</b>	Graphical Symbols – Safety Signs – Design & Catalogue	
<b>B/559</b>	Access to buildings for disabled people	

# NEW PRODUCTS

## ABLOY'S KEY TO SECURITY

Security expert Abloy UK has launched a new PROTEC2 CLIQ Key and Cylinder, which is an improved and enhanced version of its original CLIQ system.

ABLOY PROTEC2 CLIQ is a web-based security management solution, which allows for the

remote management of disparate or large electronic master-keyed sites. The system also provides comprehensive audit trails on cylinders and padlocks and the ability to remove lost or stolen keys from the system.

The new PROTEC2 CLIQ Key offers instant access, a larger memory capacity and 3,500 locks or lock groups can now be programmed. Battery power has also received a boost.

The new system has an updated modern design and LED indication on both sides of the key. New technology allows for swift access, with space reserved within the key for an RFID tag.

The ABLOY PROTEC2 CLIQ Cylinder has improved contacts, a more durable and robust construction, and electronic and mechanical reset.

**For further information call  
01902 364 500 or email  
marketing@abloy.co.uk**

## ALLEGION PUBLISHES SPECIFICATION GUIDE

Allegion has launched *inspec* – a new specification guide for 2015.

*inspec* marks a move towards consultancy for the specialist security provider. It enables specifiers and architects to seek complete solutions with products designed to work together, from one provider.

Comprising details such as aesthetics, price, certifications

and compliance, and assurance of product guarantee periods of up to 10 years – *inspec* has been created to meet the needs of the healthcare, education, hospitality, and commercial building sectors.

Brands such as Briton, CISA, Von Duprin, Normbau and Schlage are all included. The suitability of each product is outlined for specific applications, addressing CE Markings and Building Regulations.

The guide is also backed by bespoke software, and a support/technical service from Allegion.

**The guide is now available to  
download at [www.britoninspec.co.uk](http://www.britoninspec.co.uk).**



## SUCCESSFUL DOORS HINGE ON HOPPE

HOPPE UK's ARRONE architectural hinges can be specified for high traffic, heavy duty applications, including fire doors.

ARRONE architectural hinges are often found in schools, hospitals and commercial buildings with consistent and considerable traffic and where safety and heavy duty performance is a must, but with no compromise on aesthetics.

All of the ARRONE architectural hinge range has been extensively and successfully tested in accordance with BS EN1935:2002 to our highest grade 13 so they are suitable for doors up to 120kg

weight. Hinge leaves, knuckles and caps are manufactured from grade 304 stainless steel and the bearings require little maintenance.

They are suitable for 30 minute, 60 minute timber fire doors and 240 minutes steel doors having been included in successful BS EN1634 Part 1 fire tests and are fully CE Marked.

Poszdrive stainless steel timber door screws are supplied with all ARRONE architectural hinges which come in a box of three. Intumescent kits are also available for fire applications.

**[www.hoppe.co.uk](http://www.hoppe.co.uk)**

## BORG BRINGS OVERRIDE OPTION

To accompany the popular metal gate lock range, Borg Locks has introduced the deadbolt key override (DKO). This option not only allows the user to override the keypads, but by rotating the key it can deadlock the latchbolt in the closed position. The DKO option will be available from May 2015 on the following models:

- BL3100 DKO – knob turn keypad single sided, paddle handle inside
- BL3130 DKO – knob turn keypad both sides
- BL3400 DKO – Free turning lever handle keypad single sided, lever handle inside
- BL3430 DKO – Free turning lever handle keypad both sides

All metal gate lock models now



come as standard in the MG Pro black finish, which has been salt spray tested to over 1,000 hours.

**[www.borglocks.com](http://www.borglocks.com)**



## COOKE BROTHERS INTRODUCES FULLY CONCEALED PIVOTA HINGE

Cooke Brothers – stockist of the PIVOTA® series of four knuckle precision hinges – has now introduced the new DX80 3-D ZA extended throw hinge. This provides 180-degree operation, while providing the option of a completely flush sightline between the door and the wall fascia.

The DX80 incorporates 15mm of extended throw, allowing the door to swing fully open past extra wall cladding or an architrave, or for the hinge to be set further in from the edge of the timber frame, simplifying the machining process. The DX80 is suitable for maximum door weight of 80kg per pair and includes 3D adjustment and maintenance free bearings.

Email: [sales@cookebrothers.co.uk](mailto:sales@cookebrothers.co.uk)

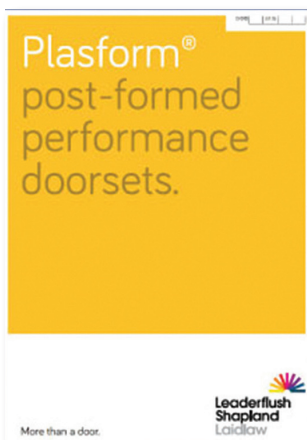
## PLASFORM BROCHURE UPDATED

The new Plasform doorsets brochure incorporates the latest technical criteria alongside the latest finishes, presenting a huge range of laminate options for a distinctive appearance on doorsets.

Hygieniform high impact PVC is available in 15 colours and incorporates a revolutionary anti-bacterial additive capable of killing 99.9% of bacteria to provide vital protection against infection.

Hygieniform Eco is also available. It is 100% recyclable and contains no harmful chemicals.

The patented facing option Envision opens up new opportunities for architects to create truly exclusive designs where a whole range of visual effects can be back printed onto a transparent facing material. Plasform doorsets maximise on performance with up to 120 minutes fire, smoke resistance, radiation protection as



well as acoustic levels of up to 38Rw dB.

The Plasform doorset can now be supplied as a complete integrated doorset solution.

The brochure can be downloaded from [www.leaderflushshapland.co.uk](http://www.leaderflushshapland.co.uk)

## SIMONSWERK EXTENDS HARDWARE RANGE

Leading manufacturers of architectural ironmongery and hardware SIMONSWERK UK, has introduced a comprehensive range of solid brass edge pulls.

With its simple modern design these new edge pulls are ideal for use on drawers, cabinets and various door types and will complement any style of furniture and room.

The edge pull series is suitable for 18mm and 44mm+ profiles and is available in standard or bespoke lengths in a wide choice of finishes including an abrasion



## OPTIMUM SECURITY FROM ABLOY

Security expert Abloy UK has launched OPTIMA, a range of electronic handle sets and escutcheons that provide standalone single door control, operating as an electronic master-keying system.

The range features handle escutcheons, battery operated lockcases, wall readers, lift control, panic hardware, locker locks, electronic cylinders, and energy savers.

It is available in four different platforms including both software and non-software based access control, such as standalone, offline, update-on-card, and wireless. The system can be operated via a web-based client and mobile app, and boasts intuitive software and email alerts.

The system includes features such as time schedules, event logs, and instant cancellation of

lost or stolen electronic cards. The software allows users to be deleted and modified easily, and authorisation rights to be amended. Audit trails from doors and software administrators can be monitored and printed too.

Installation is quick and easy and there is no need to wire the door. In addition, OPTIMA can be mounted directly onto the existing mechanical lock, and the solution fits almost any lock and type of door.

All control elements are on the secure web site, and it can be incorporated into existing access control systems. OPTIMA offers monitoring status of the door, certification to European standards EN179, EN1125, CE marking and fire test certificate.

For more information visit [www.abloy.co.uk](http://www.abloy.co.uk)

## MUL-T-LOCK® INNOVATES WITH SMART SOLUTIONS

Mul-T-Lock® has launched a new, key-free, retro-fitted, motorised cylinder, ENTr™.

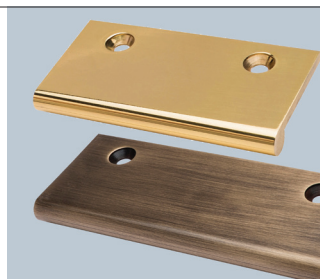
ENTr™ is a smart lock solution offering security with the ability to be app-operated and offer increased user-friendliness. It joins the locksmith-inspired

access control system SMARTair Genesis, together with the ArmaDlock® van security solution and the new range of high security NE Series Padlocks.

More details can be found at [www.mul-t-lock.co.uk](http://www.mul-t-lock.co.uk)

and tarnish resistant PVD. Edge pulls are the latest addition to an already extensive selection of SIMONSWERK hardware products which include door stops, letter plates and flush bolts.

For further information email [sales@simonswerk.co.uk](mailto:sales@simonswerk.co.uk) or visit [www.simonswerk.co.uk](http://www.simonswerk.co.uk)





# 'STARCHITECT' STRIKES AGAIN

World-renowned architect, Frank Gehry, has broken the mould once more

International architectural legend, Frank Gehry, has wowed the world again, this time in Australia.

Described as "the most beautiful squashed brown paper bag", the Dr Chau Chak business school at the University of Technology Sydney, has turned teaching space tradition on its head, inside and out.

This latest project looks set to become a tourist attraction like many of Gehry's other famous works: the titanium-clad Guggenheim Museum in Bilbao, the Walt Disney Concert Hall in Los Angeles; and the Louis Vuitton Foundation in Paris.

His next project is a new Facebook HQ.



JASON JAMES



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**[www.dorma.com/gb/dop](http://www.dorma.com/gb/dop)**