

Core Matters

KESTREL
rely on it

House Builder: Special Issue

UK's biggest house builder Taylor Wimpey signs nationwide sole supply deal with Kestrel

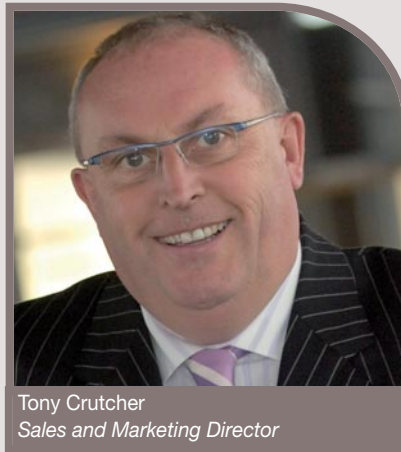
TaylorWimpeyplc

Taylor Wimpey UK, the UK's biggest house builder has signed a nationwide sole supply agreement with Kestrel, the UK's leading supplier of no tin, no lead, next generation PVC-UE and PVC-U building products.

The development is the latest in a long standing relationship between the organisations, albeit it under different brands previously. Nick Woods, Regional Buyer for Taylor Wimpey UK comments: "The headline hitting July merger between Taylor Woodrow plc and George Wimpey plc to form Taylor Wimpey plc cemented our aim to retain our position as the homebuilder of choice. To achieve this, we must continue to demonstrate added value, efficiencies, innovation and economies of scale to customers, shareholders and the communities we serve. Now part of Latium Building Products and one of the UK's only vertically integrated supplier of cellular building products, Kestrel can offer us significant cost savings on a national basis, as well as the proven quality of product and service an organisation of our scale relies on. As market leader, Taylor Wimpey supports the Government's policies and targets for sustainable building now and in the future. Kestrel's unique no lead, no tin 100% calcium organic stabilised core and skin roofline, windowline and cladding products ensure that we're future proofing more than 210,000 new homes p.a in respect of the environment."

Tony Crutcher, Sales and Marketing Director of the Kestrel brand adds: "We are delighted that Taylor Wimpey UK has officially recognised Kestrel as the supplier of choice for its cellular building products nationwide. Working closely with Taylor Wimpey, we developed a tailor made proposal to ensure we are best placed to provide optimum value for money, quality service and a firm foundation on which to build a partnership. The original new build cellular building product supplier, Kestrel has been designing and manufacturing product for house builders since 1995. Now the UK market leader in turnover and volume of PVC-UE and PVC-U building products, this latest agreement with Taylor Wimpey will help us retain pole position over the next decade."

Tony Crutcher
Sales and Marketing Director



Tony Crutcher
Sales and Marketing Director



David McLean Homes relies on Kestrel's Green Credentials

The David McLean Group is one of Britain's most successful commercial and residential development and construction businesses currently delivering projects to the value of circa one £billion. Over the last 36 years, the company has earned a well deserved reputation for innovation, quality and corporate social responsibility – all qualities reflected in the Kestrel brand.

**DAVID
MCLEAN**

Having grown from its roots in North Wales, the David McLean Homes division has expanded throughout the UK opening regional offices in the Midlands, North West, Wales and South West. Kestrel has been their exclusive supplier of PVC-UE building products for the last five years.

Richard Plant Procurement Manager for David McLean Homes tells this issue of Core Matters why longer term, stable relationships are better for everyone involved in the new build supply chain:

"We're building around 750 new units per annum which require a large number of suppliers delivering a diverse range of products. It's critical that they do what they say they'll do on time, every time and we have strict performance measurements in place to control this. To meet our deadlines we don't have time to reassess every single product and supplier for every individual job, so it's important to build solid and trusted relationships as we've done with Kestrel and the distributor PBM Elland."

Richard continues: "Fascias and cladding aren't the most exciting aspects when home buyers are looking to purchase. The aspirational influences will always come down to kitchens and bathrooms, after the number one factor of location. However these days, people have less leisure time and little inclination to climb up ladders to paint timber weathered fascias so PVC-UE does score points because of its maintenance free aspects."

"In addition to products and relationships an important contributing factor to Kestrel's longstanding relationship with David Mclean is its commitment to producing environmentally friendly products."

"Successful supply chains are also based on added value, and one of the ways in which Kestrel offers David McLean Homes this, is with their products being 100% calcium organic skin and core. We don't want to be associated with products which are potentially storing up more problems for the environment. We take our social and environmental commitments seriously and expect our suppliers to do the same."



Are you losing £200k on every £1,000,000 you are spending on PVC-UE fascia?

One national house builder was until recently. Then they discovered that buying PVC-UE fascias and soffits from Kestrel saved them up to 20% on indirect costs. If you want to take the Kestrel Challenge to discover how much you could be saving, call 01724 400487 now.

As far back as 1995 Kestrel developed bespoke services and products specifically for the new build market. Through close working partnerships with many house builders over this time, we are able to understand your needs and are dedicated to investing time and money into meeting those needs.

- Site training for sub contractors and site agents to help eliminate costly incorrect installations
- Dedicated on site trainers, and a new build service manager
- Packing of individual items to reduce on site damage
- Cut lengths delivered to reduce on site waste
- Site scheduling, delivering and packaging according to house types
- Kestrel's unique **K Box** helps reduce on site damage and theft – thus saving you up to 18%. (Survey recently undertaken on PVC-UE fascias and soffits by a national house builder in London)
- Promotional material to raise awareness of PVC-UE for house builders' customers
- Next generation, future proofed environmentally friendly 100% calcium organic skin and core stabilised products that are lead and tin free

Products specifically designed to make life on site easier:

K-Crest and K-Wave boards: Launched to the export market at Batimat 2007, the K-crest and K-wave decorated and shaped boards are unique. They are the only scalloped PVC-UE bargeboards on the market with a superior finished edge produced using an ingenious injection moulding process. Technically innovative, the product is manufactured by CNC routing and shaping existing PVC-UE board, and then adding a reinforced Polyurethane edge. This edge seals and protects, as well as eliminating any dirt accumulation on the otherwise exposed board edge. K-crest and K-wave come with a 10 year foil and 15 year white guarantee.

KG16: Purpose made fascia to give house builders a unique identity

K16: Kestrel was the first in the UK to develop a 16mm fascia board for the new build market.

Soffits: Kestrel was the first to develop specific soffits in the UK helping new build customers to reduce costs.

Our design and research and development team would be happy to discuss any new product ideas you'd like to see to make your lives easier and save you money. Call Annalize Davy on 01724 400487.

Lead and Tin Free Kestrel's next generation building products are 100% Calcium Organic

Any of you who keep up to date with the latest news in the trade media, will be familiar with Kestrel's 100% calcium organic to the core marketing campaign. But for anyone who hasn't seen it, here's why we believe it's important to

raise awareness about the issue. Not that long ago, our industry was reading with interest the headlines that lead free building plastic products were now available. But what wasn't widely publicised was the alternative stabilisers being used. We know new legislation on material usage will mean lead is going to be phased out by 2010 and the latest development is that tin is 'likely' to be phased out too. Kestrel, the truly environmentally friendly leading brand of PVC-UE and PVC-U roofline, cladding and window trim products, has future proofed its products now by using 100% calcium organic stabilisers, not just in the skin of the product but in the core too.

"Companies throughout the supply chain have a responsibility to customers to be upfront about what is in the products they are selling," says Tony Crutcher. "Environmental impact is more than just a matter of conscience in today's building industry. It is a critical business driver. Sustainability, whether in building design, the carbon footprint of materials or in the actual building process itself, is under intense scrutiny and increasingly regulation. Committed to helping our customers stay ahead of changing legislation, we have been developing the sustainability of our products for several years. We believe others have tried and failed and we are in the only UK based manufacturer offering a product that has both a calcium organic stabilised core and calcium organic stabilised skin surface."

For more information on our calcium organic stabilised, wide and deep product range, and for more information on the specific services we offer house builders, please visit www.kbp.co.uk



Customer focus pays off

As we go to print, Kestrel is delighted to announce our Special Commendation in the prestigious Construction Marketing Awards 2007: Customer Focused Approach to New Business. A key thrust of the award submission was the work we have been doing over the last 12 months to conceive and design tailor-made proposals and packages for the new build sector.



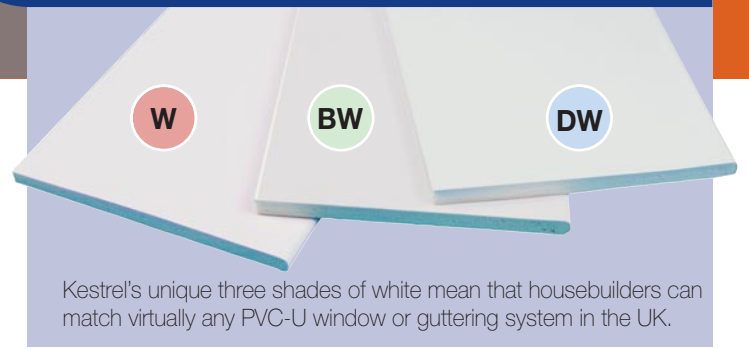
Kestrel, Listers, Fascia Place and Stewart Milne Timber Systems England & Wales forge collaborative Partnering arrangement

Proof that collaborative supply chain partnering really does pay off, comes this week with the announcement that Kestrel, the no lead, no tin, next generation of cellular building products, worked closely with leading installers Listers and The Fascia Place to secure a supply and fit agreement with Stewart Milne Timber Systems. Part of the Stewart Milne Group, one of the UK's leading independent house builders, the company has spent the last seven years establishing a strong presence in England. Currently with a capacity to produce 6,000 timber framed units a year from its purpose built £15 million Oxfordshire manufacturing facility, it is the leading provider of timber system solutions to the house building and commercial sectors.

Ron Maskery, Commercial Development Manager of Listers comments: "Until recently, Stewart Milne Timber Systems supplied the timber frames for the structure of the houses and the roof trusses in kit form to site. But as demand for this popular method of construction continued to increase, they were being asked more and more for a supply and fit service by specialists who know the products intimately. So together with Kestrel and our counterparts in the South, The Fascia Place, we were invited to give a joint presentation on how together we could supply top quality installation on time and every time of entire range of 100% calcium organic stabilised fascia and soffit boards. The project will extend from Liverpool along the M62 corridor, south to the M6 corridor and including Birmingham and Worcestershire. With our 30 years trade supply, and award winning proven track record, Listers was a natural choice with which to partner, and during the course of this relationship, we will continue to build on the long lasting relationships we've enjoyed with Kestrel, in the true spirit of partnering."

"All of the installation work south of Birmingham will be installed by the Fascia Place's sister company R.C. Grant & Sons Ltd. They have been a large PVC-UE roofline contractor for over 15 years covering sites from Kent to Cornwall. Mark Sawyer, Installations Manager, comments: "For new build timber frame site work to be successful, the main contractor

Who else offers three shades of white?



Kestrel's unique three shades of white mean that housebuilders can match virtually any PVC-U window or guttering system in the UK.



Proof that collaborative working pays off...

must have good materials and experienced reliable labour. The opportunity to work with Stewart Milne Timber Systems means our fitters can rely on good quality timber framework, coupled with the quality of Kestrel's roofline range. All parties are in agreement that in order to supply constant quality and service nationally, the key is good liaison with both site operations and Stewart Milne Timber Systems. The four installations we've completed to date have gone exceptionally well and that proves that good partnering comes with quality input from all sides."

Christine Jones, Sales and Marketing Director of Stewart Milne Timber Systems explains: "Our clients are seeking more and more a one stop shop and this will take us a step nearer to achieving this aim. We look forward to working with Kestrel who has been proactive in ensuring our clients get the service they expect and quality required for the home occupier."



Darren Dow, Regional Contracts Manager for the Kestrel brand adds: "Kestrel does well when our customers do well, so it's in everyone's best interests, that where we can we work together across all levels of the supply chain, we do. We were delighted to help produce the proposal for Stewart Milne Timber Systems, working closely with Listers and The Fascia Place to offer the right package at the right place that basically makes their lives easier, and ensures consistent quality of product and service."

Kestrel's Specialist Call Centres: Your problems solved in a phone call

Our technical and estimating call centre team is the industry's biggest technical resource for your roofline, cladding and windowline projects in the UK. Unlike other PVC-U and PVC-UE building products suppliers, we have invested in our own in house functions rather than just relying on our distributors to do schedules of works and take offs on our behalf. National and regional housebuilders rely on our experienced team to support them on projects valuing millions p.a. They know they get:

Quicker turnaround on take offs. We guarantee within one working week, but normally we get back within two days

Accuracy. Because it's an in house team, they know the products better than anyone, so audited levels of accurate take offs are high.

Support on site: We don't just stop at take offs. Where required, scheduling is fed through into detailed fitting guides to make life on site easier

Full technical back up for more bespoke projects, any format acceptable: electronic, fax, CAD drawings. So why not give us a call to see how we can make your life easier and more profitable?

NB We cannot carry responsibility for any schedules not carried out by our team.



Your problems solved in a phone call 01724 400 457

Call now to see how we can make your show homes stand out



www.kbp.co.uk

Sitemares!

Why not check out our new build initiative Sitemares, a comic strip style cartoon that highlights common problems encountered on a building site, and the solutions available through Kestrel. It's a bit of fun on the surface, but the issues covered are serious. Visit www.kbp.co.uk for more information.



Darren Dow



Gavin Forsyth
National Contracts Manager



Laurence Hicks



Craig Bilboe



Steve Holding



Gareth Roderick

Call our specialist team for more information about our dedicated housebuilder products and services on 07808 264124.

Invitation to visit Scunthorpe

Visitors, including many house builders, distributors and the media have been impressed over the years with the sheer scale of investment in our world class manufacturing facility in Scunthorpe and state of the art distribution centre in Stoke on Trent. Our team will be in touch soon with a personal invitation for you to take the tour, but in the meantime, anyone who'd like to come to visit us, please call Annalize Davy on 01724 400487.



K-Crest and K-Wave board production at Scunthorpe

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