



Marshalls

Creating Better Spaces

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Marshalls New Product Developments





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Mega Trends

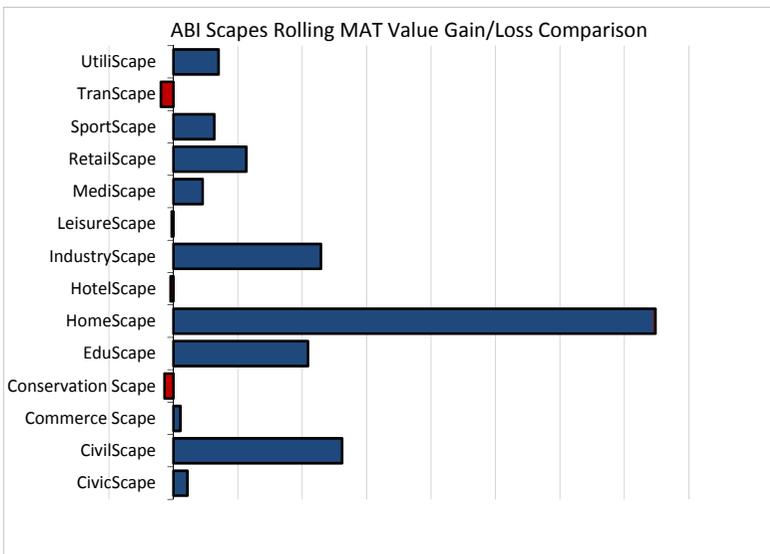




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Trends



- STATUS SEEKERS >
- HUMAN BRANDS >
- BETTERMENT >
- BETTER BUSINESS >
- YOUNIVERSE >
- UBITECH >
- LOCAL LOVE >
- INFOLUST >
- PLAYSUMERS >
- FUZZYNOMICS >
- EPHEMERAL >
- PRICING PANDEMONIUM >
- HELPFULL >
- TRIBES & LIVES >
- JOYNING >
- REMAPPED >



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Business Analysis & Market Insight

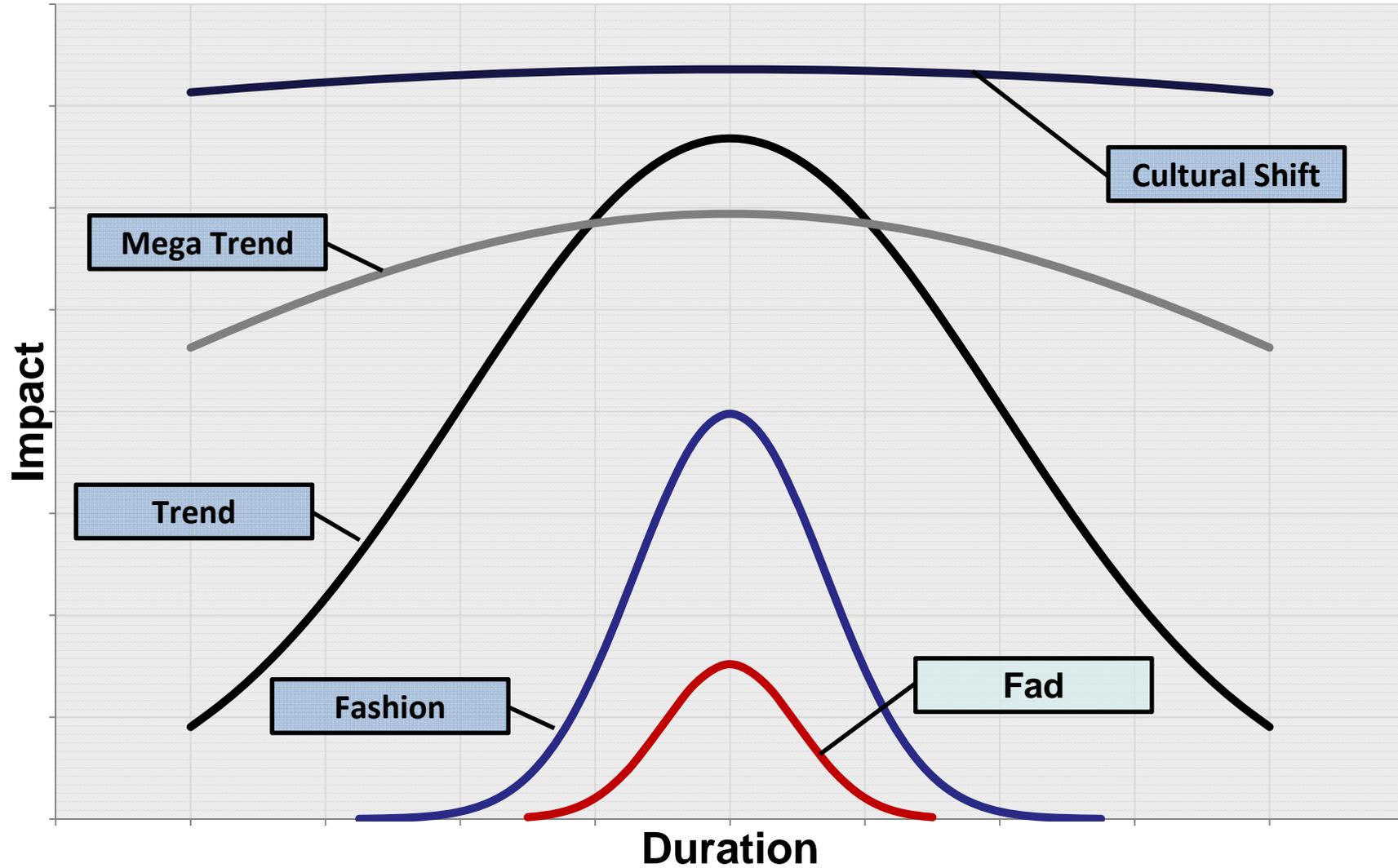




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BUT Fads ... Fashions ... Trends





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Marshalls NPD Process ... Idea Evaluation ...

1. ANALYZE

Basic Needs

Which deep consumer needs & desires does this trend address?

Drivers of Change

Why is this trend emerging now? What's changing?

Shifts: Long term, widespread macro changes Triggers: Recent, short term changes or technologies

Emerging Consumer Expectations

What new consumer needs, wants and expectations are created by the changes identified above? Where and how does this trend satisfy them?

Inspiration

How are other businesses applying this trend?

2. APPLY

Innovation Potential

How and where could you apply this trend to your business?

Who

Which (new) customer groups could you apply this trend to? What would you have to change?





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Domestic / Consumer New Products 2014





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DriveSys Patented Split Stone Driveway System

- Using the Marshalls NV Patents
- Contemporary extension of the Original Cobble
- 50% faster to install
- Technically superior
- Systems approach



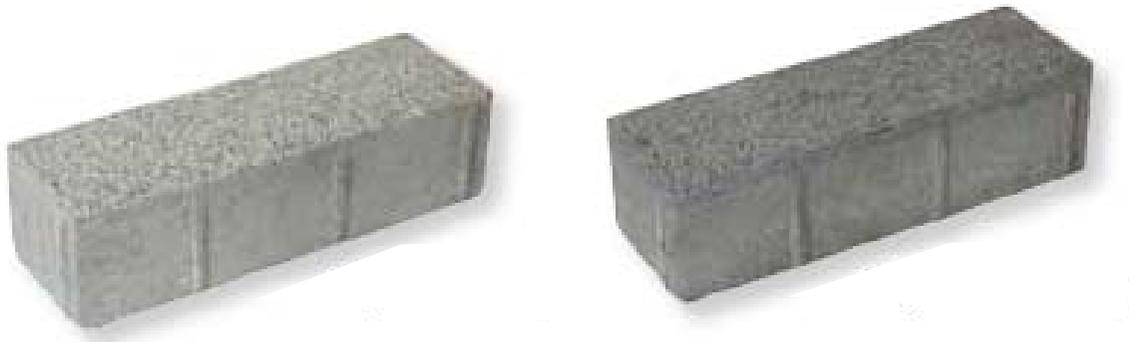


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Vecta Driveway

- Contemporary linear paving
- New format in domestic driveways
- Perfect for garden designers and modern housing



STONEMARKET

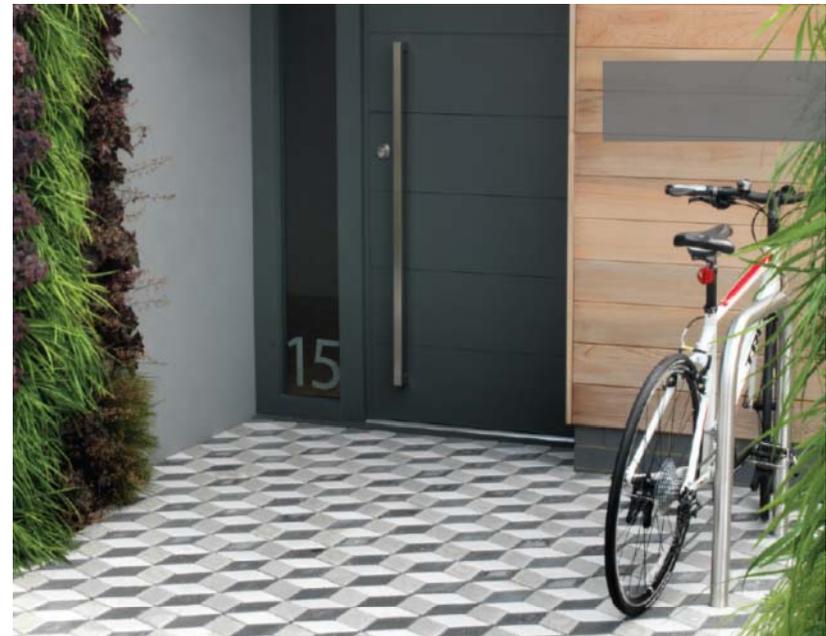


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Rhombix Driveway

- Unique designed to help make small spaces look bigger
- Single size block and 3 colorways to enable a multitude of designs.



STONEMARKET



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Wildwood Paving

- New contemporary paving that combines a new blend of softly toned, natural stones
- Unique-to-Marshalls brushed finish for a superb tactile finish, brilliant underfoot.





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New to Market Stones and Finishes





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Stoneface Walling

- A natural stone walling system with outstanding looks, ease of installation and unbeatable cost effectiveness.
- The walling panels are veneers of real stone that can be quickly and easily installed onto new or existing walls





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Commercial New Products

2014



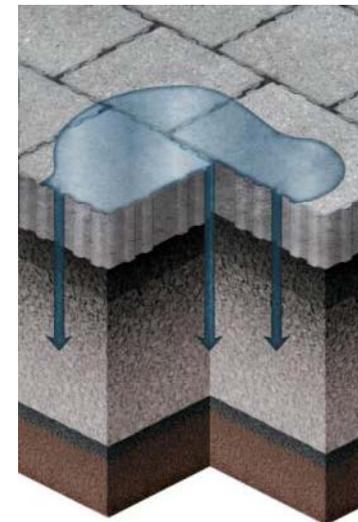


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Priora Flag Conservation

- Flag sized permeable paving
- Ideal for pedestrian areas, but tested and engineered to withstand occasional heavy loading



Combined Kerb & Drainage Mono Beany

- A one piece combined kerb and drainage system,
- Speeds up installation
- Reduces cost of installation
- Manufactured in M-Tech, Marshalls high strength concrete surrounding a recycled plastic core
- Carries the British Standard Kitemark



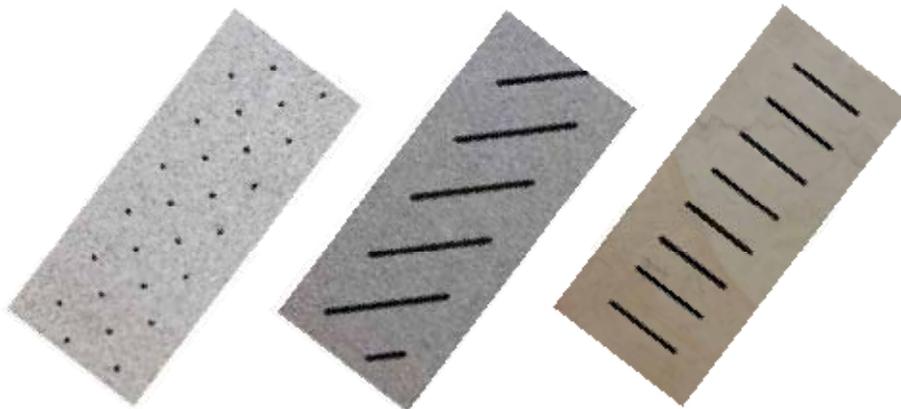


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Pave Drain

- Combines paving and drainage for a unique system
- Manufactured in M-Tech, Marshalls high strength concrete





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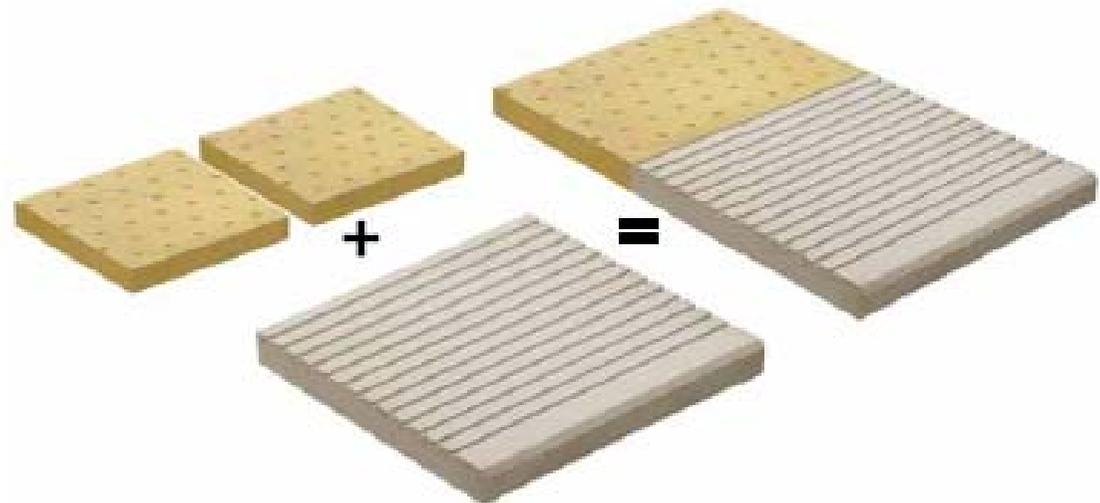
Metre ² Paving

- Manufactured using M-Tech Marshalls high strength concrete
- Significantly reduces installation time and costs
- Trafficable – occasional traffic delivery and emergency vehicles



Railway Platform Coping PC40

- Easier and quicker to install
- Negates requirement for steel preparation works under platform
- Dual pour concrete technology creates single unit
- DDA compliant



Railway Platform Paving St. George

- Uses our extensive concrete knowledge and experience to develop internal paving
- First developed for London Underground
- High SRI values
- Tighter tolerances result in consistent installation aesthetics





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Stonespar

- New concept for stone paving
- 5 exclusive stones and 4 pre-designed mixes
- Pre-blended crates minimise on site space
- Carries a class 4 loading, ideal for occasional vehicle overrun
- Complementary street furniture



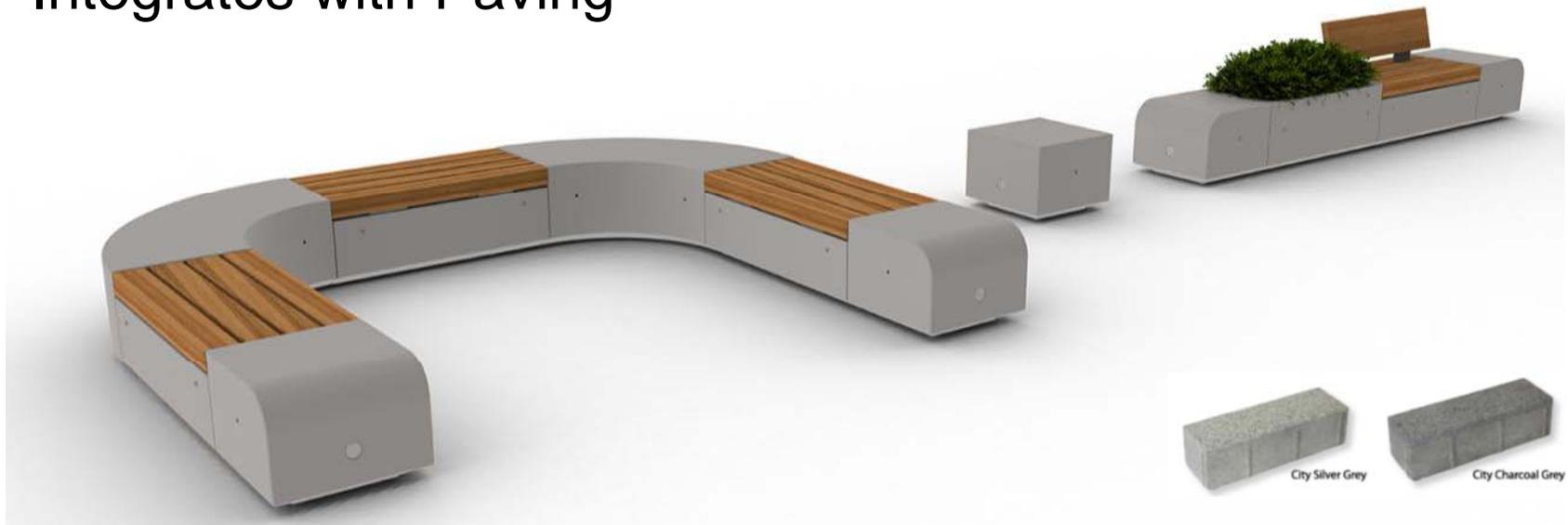


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Metrolinia Integrated Street Furniture

- 11 unique components which can be used to create your seating configuration
- Planter modules available
- Integrates with Paving



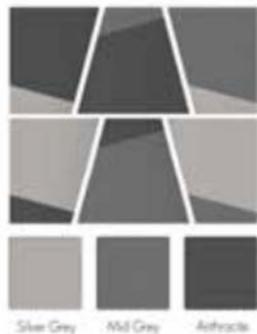


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Coda

- Signature contrast and slash design details create identity that unifies the whole range
- FSC Iroko timber weathers naturally, is highly durable and virtually maintenance free





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Loci

- Light, open and colourful
- Colour customisation enables matching to any corporate branding or colour scheme
- FSC Emeri timber offers durability and low maintenance





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Waterside

- Ferrocast : Unique to Marshalls is the material for the modern environment – all the benefits of cast iron and non of the problems
- Available in any RAL colour to suit any project

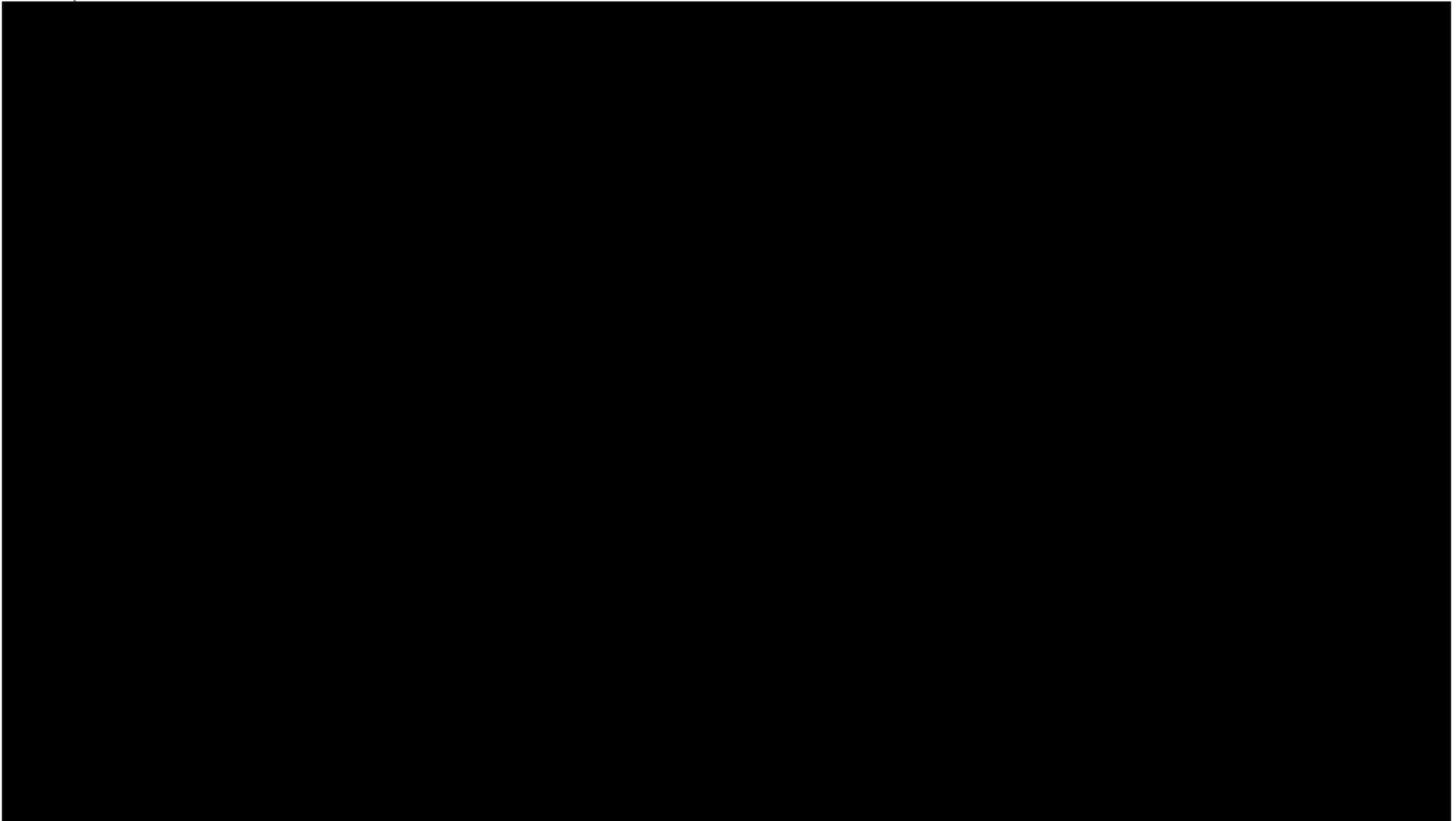




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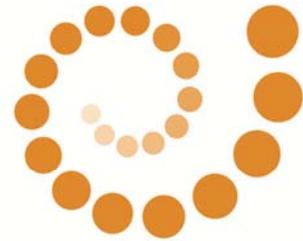
Developments in Street Furniture





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Bloomberg Update



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Stancliffe Stones

BRITISH & INTERNATIONAL STONES
FOR THE BUILT ENVIRONMENT



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The Site





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Dale View Quarry Derbyshire – Quarrying of Stanton Moor Sandstone Block





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Production of Cladding Panels





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Production of Bullnose Panels





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Panel Selection

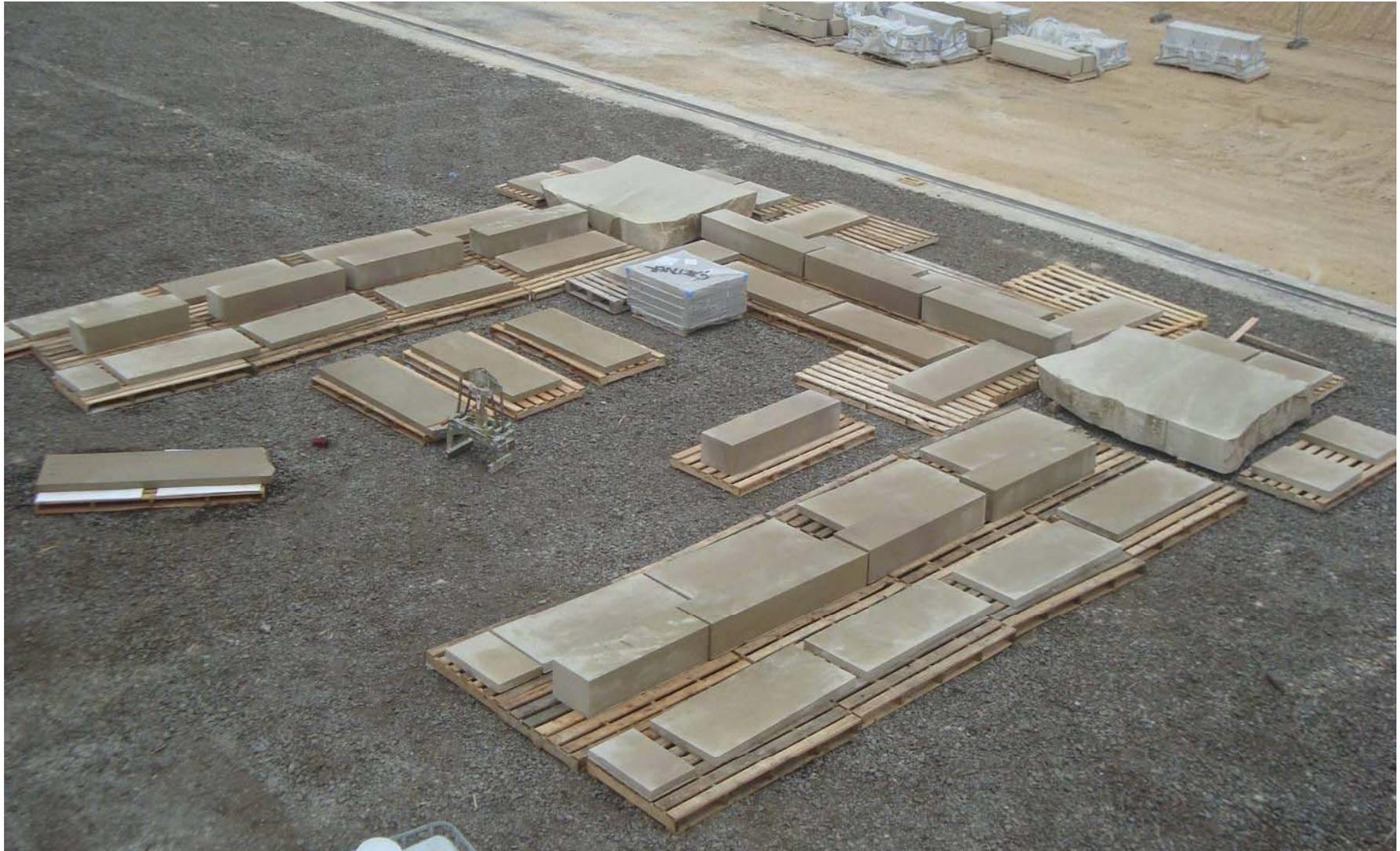




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Complete set of hand-selected units ready for Precast





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Complete Precast Beams and Columns





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Bloomberg Construction Site London

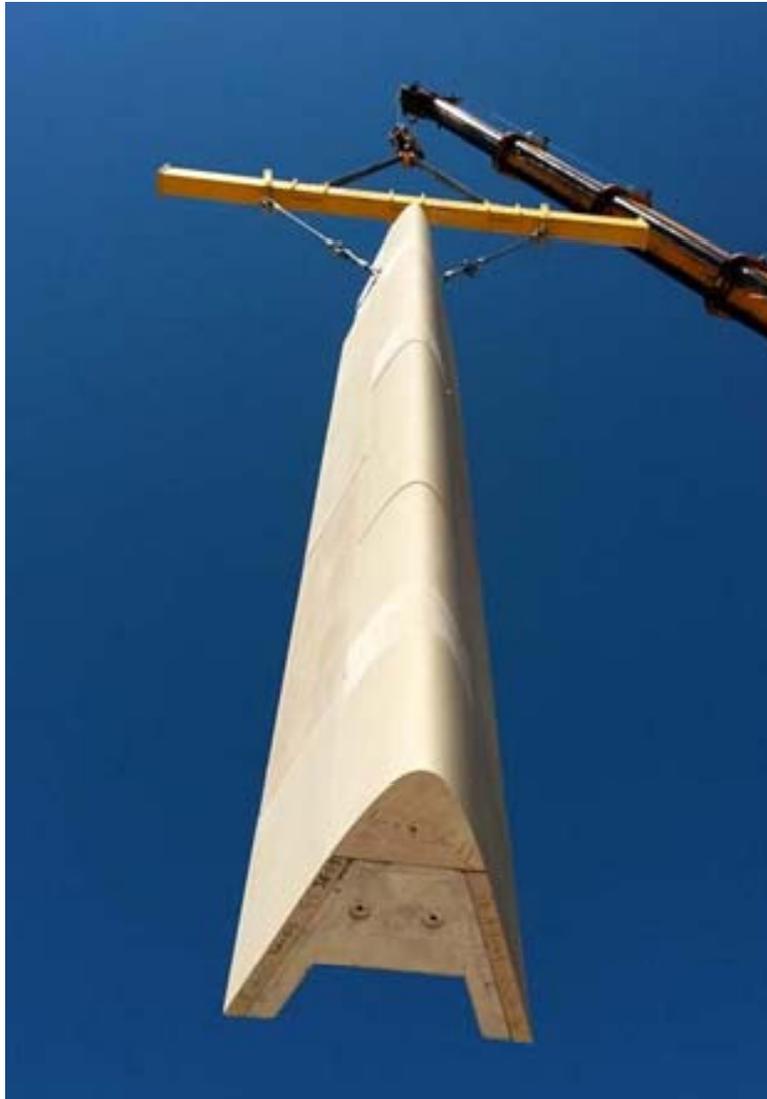




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1st Column being lifted into position





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