

Marshalls

News

SPRING
SUMMER '85

Published for stockists, specifiers and users of precast concrete products

FULL CONSUMER AND TRADE PRESS BACKING

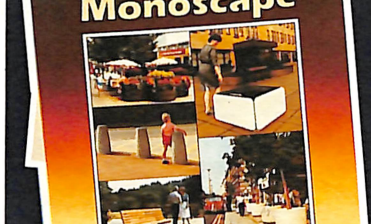
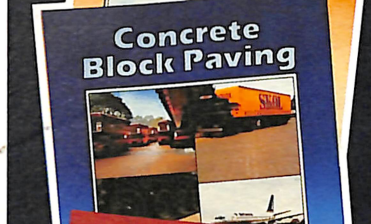
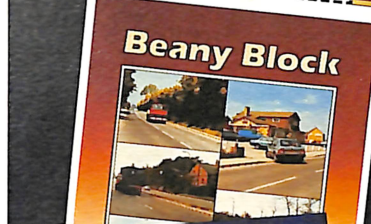
At the start of what the company predicts will be a bumper season for decorative products, Marshalls Mono announces more spending than ever before on press advertising and eye-catching point of sale material to back dealers up in the market place.

Full colour half and quarter page ads in a whole range of quality home interest magazines and Sunday colour supplements will be reaching over ten million households — readers with disposable income for the garden and home improvement

products you sell. In most cases the ads will be coupled with garden paving and walling editorial features. Marshalls will also be featured prominently as the sponsor of a design competition to be run by a major Sunday Newspaper.



Consumer and trade advertisements will be spreading the word.



Starting next month the ads will be running throughout the prime buying months and will be generating even more sales than last year — and that was a record one. Apart from an immediate effect on sales the ads will be bringing in very many thousands of enquiries which will be answered with full product information and the locations of nearest stockists.

In both cases it is important to you that the products are clearly on show and identified with Marshalls banners, posters and product labels. Good display increases sales and particularly when small garden feature displays show the products to their best advantage.

In addition to promotions aimed at the householder, advertising in the trade press has been increased by an even bigger margin. There is a major campaign running this year in over a dozen key trade publications. Full page, full colour ads will be increasing awareness of block paving, Trafica, Beany Block, Monoscape and many other products.

On top of its vastly increased advertising programme Marshalls will also be exhibiting at BMEX and will be in the public eye at such major events as the Chelsea Flower Show.

DECORATIVE DEALERS ARE GETTING ALL THE ACES



With the beginning of another season, decorative dealers will be getting all the aces in one hand from Marshalls Mono. With a larger than ever range, the company is offering a very wide choice of decorative products, including some of Britain's best sellers like Marshalite, Pennine, Superscreen, Saxon and Keyblok.

There are three types of walling stone, four screen wallings and flag or block pavings in an astonishing variety of types, colours, sizes and textures.

Last year Marshalls Mono introduced no less than nine new products and the momentum will continue this year. In addition to new products included in this issue there are still more to come.

Watch for these high value cards — we'll be playing them very soon.

Look out for more high value cards this year.

Half a million households will get the message — free!



During the coming months half a million households with a keen interest in garden and home improvement work will get the message about Marshalls products with the special distribution of an exciting new decorative products booklet. The 36 page, full colour and lavishly illustrated booklet covers all Marshalls decorative paving and walling products. It is packed with helpful hints on their use and full installation notes.

Copies of the free booklet, are also available for you to issue to customers — and don't forget there are Marshalls counter-top dispensers available to display them in. All decorative products are included in the one booklet so there is no longer any need for you to stock and control an ever increasing number of separate leaflets on decorative products.

Blocks for most demanding project

Just about the most difficult task an architectural practice can take on has been completed in a highly successful way by Liverpool-based Brock Carmichael Associates — namely to design a sheltered housing scheme for retired architects. With residents of that critical calibre the design had to be right.

Brock Carmichael's scheme, built by Parker Topham, in Chester, provides homely rather than institutional living for twelve people and in very attractively landscaped surroundings. Marshalls' block paving is an important element of the landscaping aspect of the scheme and is also used in a conservatory which is a feature of the building's south-west elevation.

The architects were determined that block paving should be used rather than bland and less textural surfacings and the final result vindicates their view. Brown Keyblok laid in herringbone pattern has been used most attractively for walkways, vehicular areas and sitting out places. The paving work was carried out by Parker Topham and other landscaping by the Crewe-based company of County Landscape Development.

The Architects' Benevolent Society, the client for the now-completed Claverton Court scheme in Chester, appointed Brock Carmichael out of six other northern practices after a RIBA Special Category design competition. Commenting at the time, RIBA President, Owen Luder, said of the winning design that he had no doubts that it would become a building loved by its occupants and enjoyed by passers by.

With only praise from the discerning residents and no adverse comment from HRH Prince Charles or Auberon Waugh, the completed scheme has lived up to his expectations.



COUNCILS GO FOR BLOCK TRAINING

Marshalls Mono is becoming increasingly involved in providing advice and back-up support to those local authorities which recognise the desirability of their direct labour forces being trained in the use of concrete block paving.

An example is Greater Manchester Council which is soon to run a comprehensive course on concrete block laying at its Roadworker Training Centre in Droylsden. The course is designed for the 2,000 road workers employed by GMC's ten metro boroughs and its content is a result of close liaison with all the councils involved and consultation with Marshalls Mono.

It has been said that concrete block paving is so simple that it is difficult to lay badly, but certainly a good knowledge of the basic principles and the finer points of detailing work do make the difference between average and

excellent pavements. While there is an academic aspect to the course devised by GMC's training centre, the major aspect is its concentration on practical work.

A 400 square metre area has been allocated at the centre for practical work, involving experience of screeding sand, laying blocks and completing the work by vibration and top-sanding. There is also instruction in cutting and fitting blocks around manhole covers, bollards, etc. and laying around curves.

Geoff Bain, the training centre manager, says that 6 or 8 men can be accommodated on the two-day course. He makes a point of stressing to them that the centre is for training rather than "going back to school". And for men accustomed to being outside, lecturing is kept to a minimum. Practical training in the test area accounts for 70 to 85% of course time.

Holy Orders from Monk?

With 17 kilometres of concrete kerb for A. Monk & Company, Marshalls could be said to have taken Holy Orders. But the company is keeping its feet and its kerb firmly on the ground with this important

contract for Hull's South Docks Orbital Road development. Delivery of the 180mm x 125mm wide kerb with 3" x 3" splay begins this month.

A NEW FRONT BENCH FOR WESTMINSTER



NEW
PRODUCT
'85

A new seat in the Westminster street furniture range captures the feel and character of Victorian cast iron but in the tough new Elizabethan material of glass reinforced cement. Also new to the range is an attractive planter in concrete.

Both the stylish new items have been completed with a clear lacquer finish and with mouldings picked out in gold. Both items are made in black/gold as standard while the seat ends are also available to order in dark green/gold.



NEW
PRODUCT
'85

The seat has seasoned hardwood slats to give a standard seat length of 2000mm but a 1500mm length seat is also available to order.

BMX RUSE SAVES THE DAY

Vandalism is a problem with any building work but for one paving contractor it reached epidemic proportions in one of Britain's more boisterous new towns. Materials on the access way and car park he was constructing were fair game for children to hurl around at night.

After tearing his hair out over the problem he found the solution was simply to ask local children why they were sabotaging the BMX track he was building. Vandalism stopped immediately, in fact children formed vigilante groups to guard the site at night.

There could be conflict later though when car owners and stunt riders meet to contest their respective claims! But by then the contractor will be far away and off the Valium.

Hoisting flags the easy way

Small element paving flag laying has been made easier, thanks to an ingenious laying clamp from Marshalls Mono. The clamp takes the back-break out of lifting and allows careful placing of flags without risk of disturbing the laying course sand.

The clamp works on a very simple pincer principle. When the top bar is lifted, two side plates firmly grip the flag sides. After the flag has been placed in position the pressure of the side plates is released and the clamp is easily removed.

Two sizes of clamp are available, for handling 400mm or 450mm square flags. They are priced at £11.50 each plus VAT. The clamps are low in weight and of robust construction for trouble-free site use.



Marshalls Mono concrete block paving is providing the functional yet attractive surfacing for two helicopter landing pads which serve the rigs and platforms of gas fields off England's North West coastline. The British Gas Heliport

at Squire's Gate Airport has well over 100 flights each week from the pads, but as the photograph shows they are still in sparkling condition after a year's use.

Concrete block paving, rather than black top, was ideal for this

application as it resists attack by oil and fuel spillage, requires less sub-base construction, does not rut and is not susceptible to frost heave. It was also preferable to a reinforced concrete slab on the grounds of cost.

PAVING FLAGS FOR ROOF-TOP PARKING

Marshall's Mono paving flags are integral to a modified system of constructing inverted roof structures for vehicular use. Basically the flags are used to overlay insulation board which in turn overlays a waterproof membrane on the suspended roof. The hydraulically pressed flags provide a tough wearing course for vehicles and protection against temperature extremes for the insulation, while also preventing damage to the waterproof membrane by ultra-violet light or trafficking.

Previously only limited options have been open to architects when dealing with suspended concrete roofs. The simplest method has been to fit interior insulation and exterior waterproofing. The disadvantages with this method are cold and noise bridging through columns; exposure of the waterproof membrane to damage by U.V. light; and inevitably the creation of a dew point within the suspended concrete deck. Even then there is still no wearing course for vehicles.

Another method has been to fit exterior insulation topped with a screed and followed by a waterproof course. This eliminates the problems of a dew point and bridging of insulation. The screed provides a wearing course for vehicles but the problem of the exposure of the waterproofing course to U.V. light and trafficking still remains.

The new system overcomes all the previous problems. It consists of first a waterproof membrane to the structural roof slab, then an overlay of Terram filter fabric. On top of the filter fabric is a cladding of 50mm thick Styrofoam insulation board. This in turn has 300mm wide strips of 25mm thick Styrofoam laid at 600mm centres to form parallel support ribs along the length of the roof.

These have the dual purpose of acting as supports for the flags and also forming drainage channels between them. Some open jointing of the flags allows water to drain through to the channels and away to gullies. For protection and to act as rubbing-strips the ribs are overlaid with 300mm-wide reinforced d.p.c. material.

The flags, generally 600 x 600 x 63mm, are laid to bridge across the ribs. They are laid in staggered

bond, against the direction of the heaviest traffic, to prevent differential movement of the flags from vehicles braking or accelerating. The flags have 5mm chamfered edges to ensure an even surface and to prevent trip edges forming.

Movement of the flags along the length of the support ribs is prevented by a combination of permanent adhesive bonding, sealing and spacing of all joints directly over the ribs. The transverse joints are also bonded, and sealed but only where they are in contact with the ribs. The joints are open where they are directly over the drainage channels. A simple method of joint spacing is used for both longitudinal and transverse joints. Longitudinal spacing is achieved by positioning 25 x 25 x 3mm neoprene spacers — two for each joint — on top of the ribs and close up to the flag sides. Bonding and sealing is then effected by gunning a continuous bead of a polyurethane-based sealant along the flag-sides, just above the level of the spacers. When the next longitudinal line of flags is placed in position the bead is compressed up to the top level of the flags.

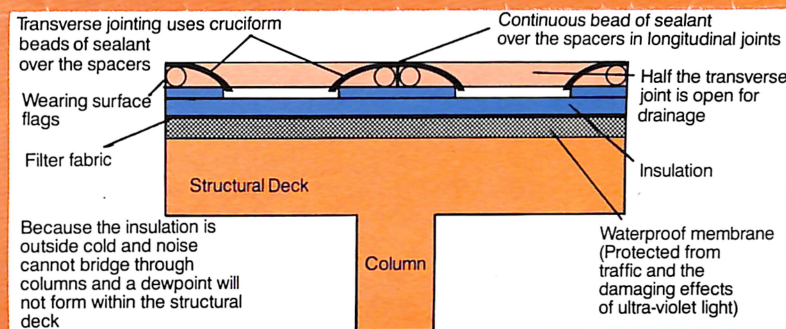
Transverse jointing again employs the use of two spacers for each side but they are circular pads with a 30mm diameter and 5mm thickness. Sealant is gunned

just above each spacer but starting from the intersection with the longitudinal joint seal and then running down in a curve to just overhang the rib edges. This leaves approximately half the transverse joint open for water drainage. In the completed pavement the bonding/sealing also prevents spacers from migrating out of the joints under vehicle loading.

After installation the bonding sealant is subject to shrinkage of some 5% which draws the flags together and holds the spacers more firmly. Allowance is made for shrinkage by incorporating temporary expansion joints around each 6 metre square paved area. These take the form of continuous self-adhesive foam strips in the joints around the area — which will be castellated on two sides because of the stretcher-bonding.

In section the strip is 25mm deep by 10mm in thickness but the flags of adjoining areas are laid to compress the foam to give 3mm joints. As shrinkage of the bonding sealant is completed the expansion joints open to 6mm. The work is then completed by gunning sealant over the foam strip and filling the joints.

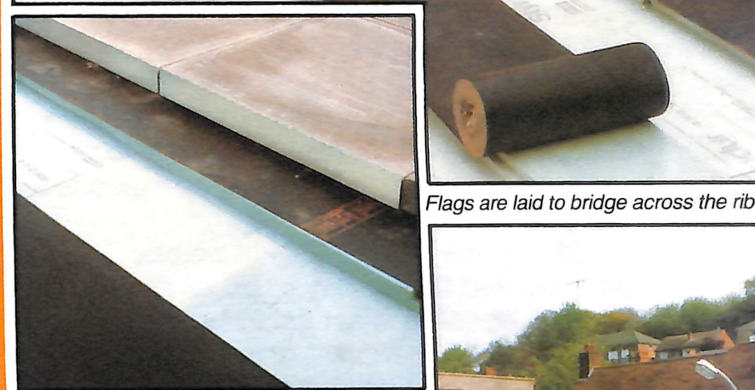
The new system does not present installation problems or involve the use of vibratory plant and wet trades. There is little requirement for maintenance and repairs may be effected without difficulty or expense. The main design consideration is to set falls for drainage against the main traffic flow so that the stretcher bonding of the flags prevents differential movement.



From the left, 50mm thick Styrofoam insulation board, filter fabric and the roof's waterproof membrane.



Strips of 25mm thick Styrofoam form drainage channels and support ribs for the flags. They are overlaid with reinforced d.p.c. material rubbing strips.



Flags are laid to bridge across the ribs.



The finished surface provides a wearing course for vehicles. It also provides protection from temperature extremes for the insulation and prevents ultraviolet light from damaging the waterproof membrane.

FOR PORCUIPIPE PREFORM READ PORKYPIPE

Pig farming is such a highly sophisticated business these days that temperature levels, living conditions and feeding must be very precisely controlled.

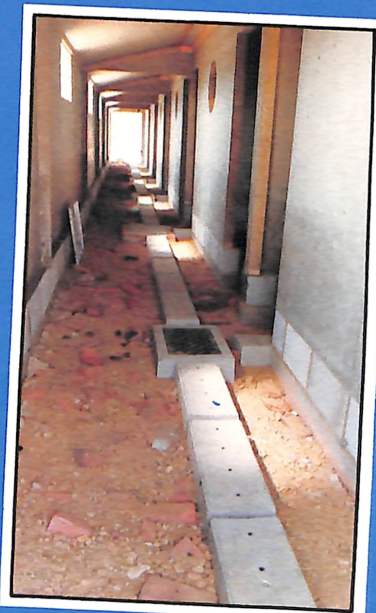
They are essential to ensure a prime product and profit for the breeder in what is now a very competitive business.

With a new pig unit in Sussex, Marshall's Mono is contributing to the latest state of the art with its appropriately named Porcupipe Preform surface water drainage system. Over 180 metres of Porcupipe Preform has been installed in a new pig unit at the Camelia Botnar Foundation farm at Cowfold. Thought to be the first installation of its kind, the drainage system was specified by TFS Limited, of Meopham in Kent, which acted in an advisory capacity on the new unit.

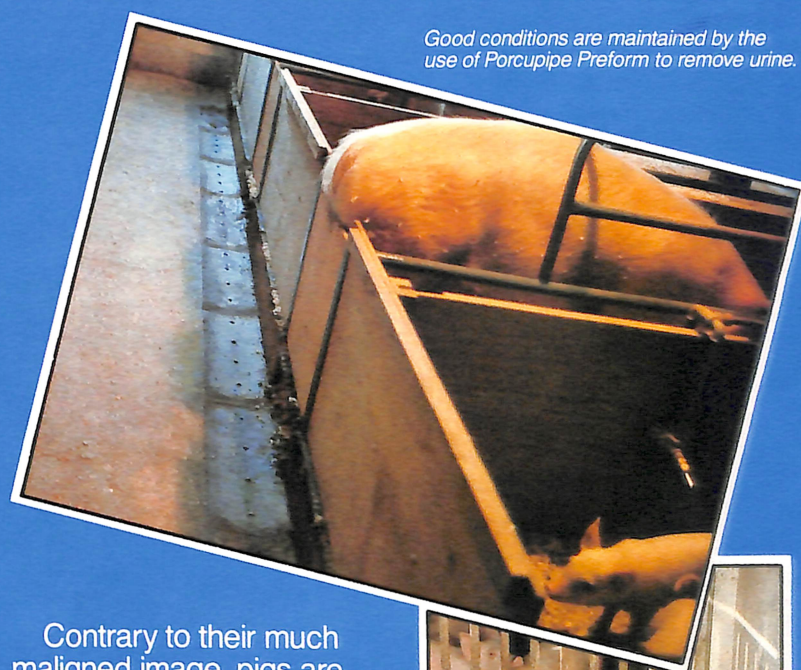
Porcupipe Preform was installed in preference to open channels which can result in injury to pigs' feet and in preference to grated or slit-type channels which can become clogged with bedding straw. These problems are overcome by the use of Porcupipe Preform and because it comes in precast form it is also far easier to install and lay to levels than other drainage materials.

Drainage is a very important factor in pig unit design from a temperature control point of view, for cleanliness and to prevent softening of feet by wet conditions. In winter a pig unit's temperature may fall below the ideal norm

unless urine can be quickly removed from the piggery. As each pig passes at least a gallon of urine per day the combined cooling effect from the urine of large numbers of pigs is a significant one.

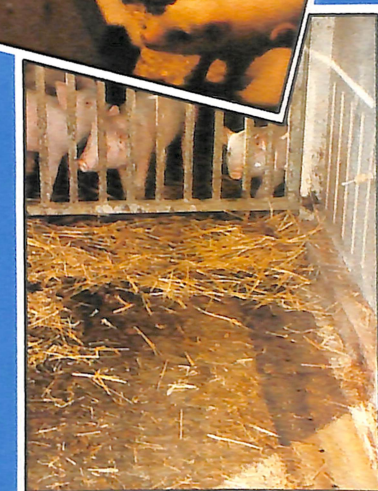


Laying to levels or falls is easier with Porcupipe Preform because of its regular shape.



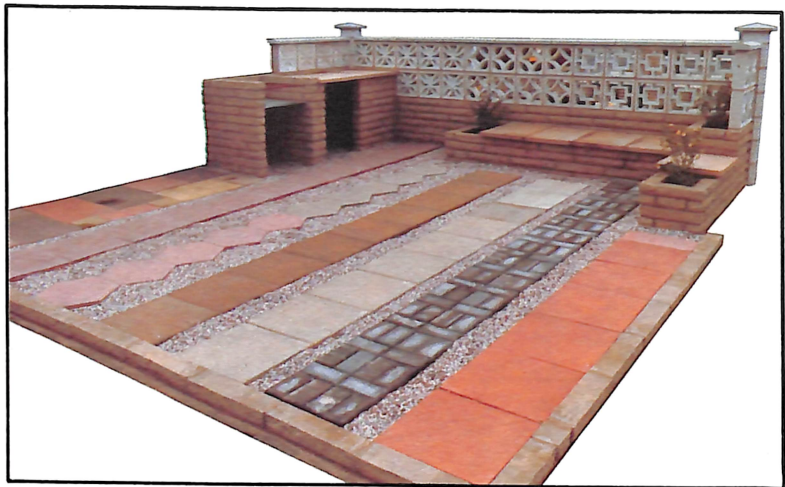
Good conditions are maintained by the use of Porcupipe Preform to remove urine.

Contrary to their much maligned image, pigs are clean animals which dung in a separate area from their clean living quarters. In the Sussex installation the Porcupipe has been laid adjacent to the dunging areas to quickly remove urine. It has also been used in feeding areas to remove drinking water spillage and along passageways which are regularly hosed down.



Porcupipe Preform does not block with bedding straw.

THEY'RE TELLING MORE AND SELLING MORE IN GRIMSBY



The South Humberside builders' merchant, J. R. Mitchell, is showing the flag for Marshalls — in fact a whole range of flags and walling materials in a display area that is attracting builders and DIY enthusiasts when they visit the Grimsby branch. Mitchells devised and fitted the display with help from Marshalls with banners and product identification.

Peter Clarke, the branch manager, says of the display, "Leaflets are very good but people are also looking for a physical presence. Today the general public in particular needs to see examples of what can be achieved with materials rather than just see wrapped pallets in the yard."

He reports that in the short time the display has been installed it has generated exactly the kind of high level interest that the company intended. "We're very pleased with the way it has worked out," he adds.

To show the wide choice of materials available, Mitchells naturally wanted the display to cover as wide a range of products as possible. That could have presented problems, with too many contrasting and clashing materials in a relatively small area, but Mitchell's cleverly overcame the problem by using pea gravel to visually separate the lines of different paving products. Eight different pavings have been included without any clash of colours, shapes or sizes.

DISPLAY INCREASED SALES

Companies don't stay around unless they keep up with the times and the Edinburgh-based company of James Thomson Limited has always believed in doing just that. The company is a member of the Bruce Lindsay Group which celebrated its Centenary on the 17th January this year. Whilst attending the celebration Marshalls' Marketing Director, Harry Hartley, spotted their innovative idea of an indoor display area to show off the company's stock of decorative products.

Since the all-weather display, close to the sales counter, was

installed last year the company has recorded a significant increase in its sales of decorative products. As Managing Director, David Colbron says "You have to have an eye for seeing the finished result and many people find that difficult. That's where a display is very important." That isn't the end of the story for James Thomson — detailed estimates for landscaping work come free of charge and there is no fee for DIY enthusiasts picking the experts' brains. The company aims to be around in another century or so.



Marshalls
Mono

Marshalls News is published by Marshalls Mono Ltd.
Southowram, Halifax HX3 9SY. Telephone (0422) 57155.

Copyright reserved.
Items may not be reproduced in whole or part without permission.

An indoor display close to the sales counter has increased sales for James Thomson Limited.

NEW KERB WITH THE VINTAGE LOOK

NEW
PRODUCT
'85



Conservation Kerb is a new product with a vintage look that specially suits it for use in areas of towns and villages of outstanding scenic or architectural value.

The new kerb has a 10" x 6" section, a length of 36" and a stone-textured silver grey finish which blends with natural or man-made materials. It is particularly suitable for use against granite setts.

Conservation Kerb is preferably laid flat as most of the older kerbs were.

AN ESSO EXTRA

Brindle block paving looks so well on this Esso garage forecourt in Todmorden that the Manager has a constant stream of interested householders and local builders asking what it is, where they can get it and how to



lay it (Builders' Merchants please note). But he doesn't mind too much because they are also buying petrol. He can also understand their interest as he wants to block-pave his own drive. Brindle is ideal for forecourts

and drives as its mixed colouring disguises oil spillages. The Todmorden installation was block-paved by Turton Construction of Batley which also handled the complete construction of the garage.

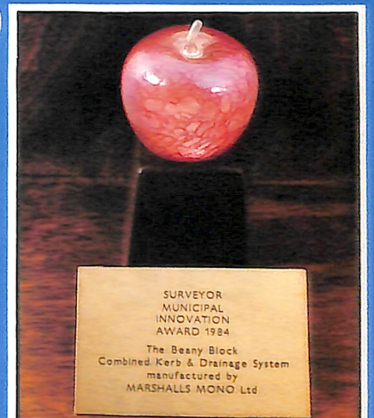
BEANY BLOCK PIPS OTHERS FOR APPLE AWARD

Marshalls' Beany Block combined kerb and drainage unit has done it yet again in winning the awards — this time the Highways section of the Municipal Awards made annually by "Surveyor" magazine. In addition to ever-increasing usage of this unique product there is now the extra accolade of the Surveyor's prestigious Apple Award.

The Beany Block is named after Neill Beanland who created it during his work with West Yorkshire Council as a Highway Engineer. Marshalls Mono worked closely with him to develop the product and now manufactures and markets it throughout the country.

Neill's Beany Block is a simple answer to the complex problem of clearing large volumes of surface water from paved surfaces. It consists of two concrete sections which are placed one on top of the other to interlock and form a combined kerb and drainage unit. Each block has a sizeable drainage hole in the kerb edge.

Neill Beanland (below), the inventor of the Beany Block and (above) the Surveyor Award, the latest to be won by this innovative drainage product.



One of the main advantages of the system is that it is a surface installation which does not interfere with existing underground services in urban areas.

