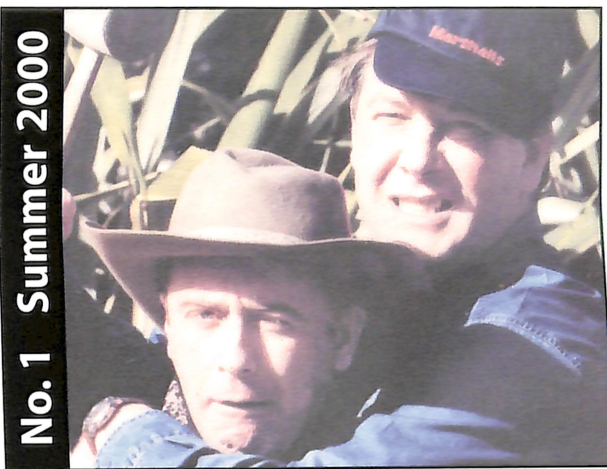


REGISTER News



Tommy takes a stand against Cowboys

BBC TV celebrity, Tommy Walsh – Groundforce's resident garden landscaper and builder – lent a helping hand to launch Marshall's Register to the press.

The high profile event in London attracted journalists from the national press, TV and home interest magazines, and has resulted in excellent publicity for the new scheme.

Tommy – a staunch supporter of honest, hardworking tradesmen – has been so impressed, he's even been promoting the Register in his own time when doing newspaper and radio interviews.

Launching the Register alongside Paul Dear, Operations Manager for the scheme, and Marshall's Chief Executive, Philip Marshall, Tommy said:

"The number of complaints about cowboy builders has soared recently. This not only makes life difficult for consumers when finding a professional contractor, but also for the reputable builders out there who are being tarred with the same brush."

Charitable Tommy, who donated all his fee to the Autistic Association, is particularly keen on the Register's vetting procedures and Marshall's commitment to its members.

Tommy, who has been a life long customer of Marshall's, added: "The Marshall's Register is a great idea for contractors.

"Legitimate contractors want to do something to set themselves apart from the so called 'cowboy' builders. Being associated with a respected name like Marshall's

is a positive step in the right direction."

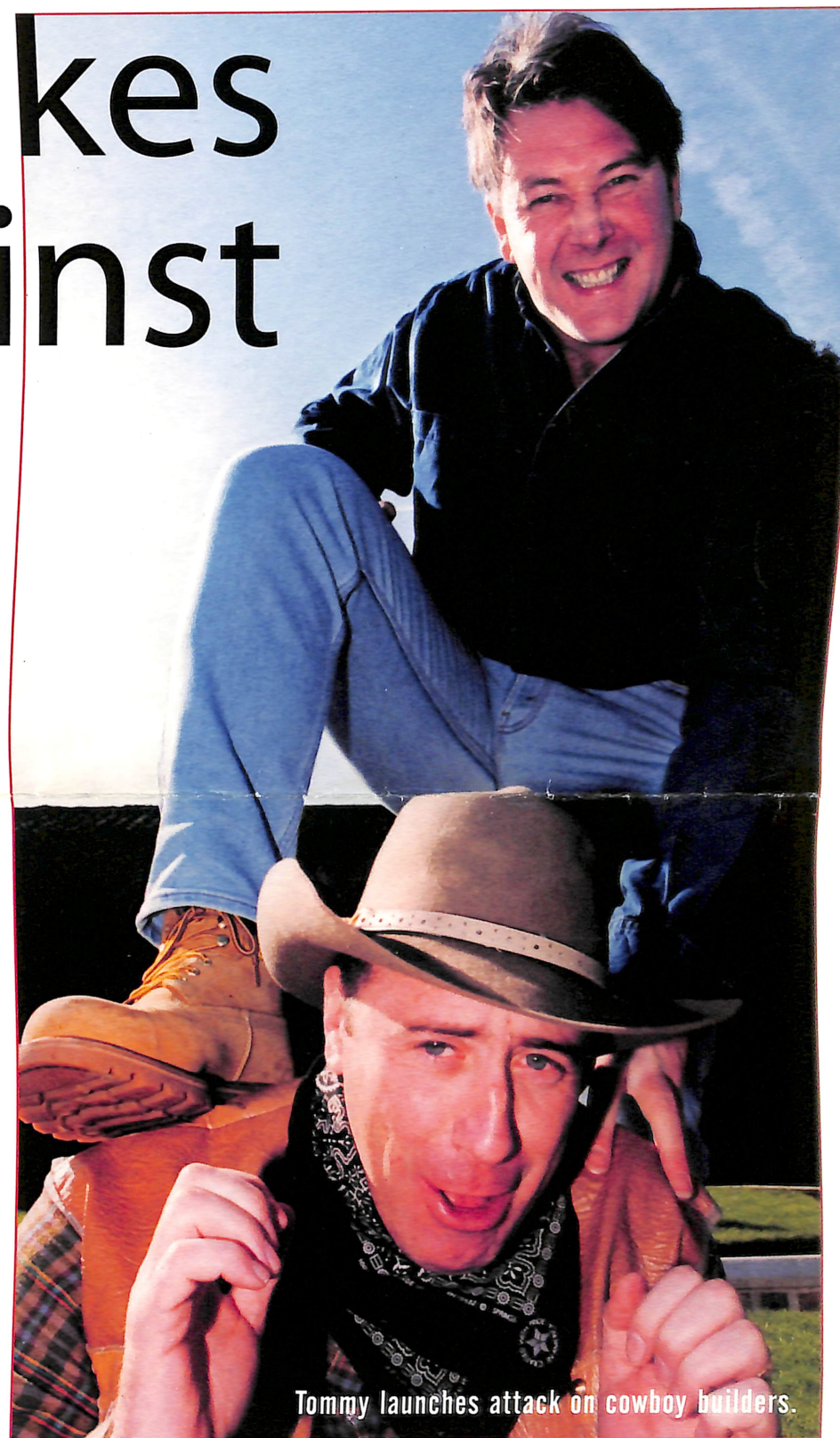
In a call for action, Tommy said that consumers need look no further than the Marshall's Register of approved contractors, and that good and honest contractors should call Marshall's to sign up.

Details of the Register and the consumer hotline number have already featured on BBC Weekend Watchdog, in The Sun's gardening page, Garden Ideas magazine, Woman's Own and on 16 radio stations across the country.

The regional press has also publicised the scheme in their news pages and customer calls to Marshall's Call Centre are on the increase. Each and every caller is sent details of Register members in their local area as well as the new product catalogue.

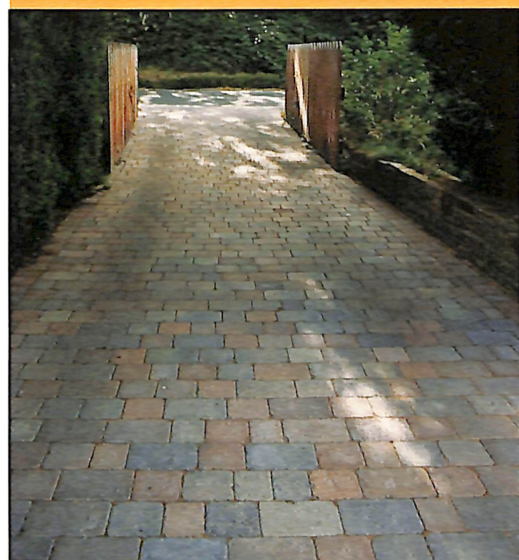
And the results speak for themselves. "Our call centre is currently receiving an average of 150 calls from potential customers every day. With 5 approved contractors given to each caller, this equates to 750 sales leads per day, or 5250 per week," says Paul Dear of Marshall's. "This means, every Register members' name is given out numerous times every week."

The number of sales leads is set to increase too with popular consumer mags such as Ideal Home, House Beautiful, Good Housekeeping, BBC Gardeners World and Homes & Ideas magazines publicising the Register in the near future.



Tommy launches attack on cowboy builders.

SUPPORTING THE SCHEME



The level of support for Marshall's Register has been phenomenal. In addition to Tommy Walsh, the scheme has had the thumbs up from Trading Standards, the Government's Cowboy Builders Working Group, BALI and the Royal Horticultural Society.

Here's what they have to say:

"Despite the considerable press coverage that cowboy builders receive, the majority of contractors in the UK are actually highly reliable professionals who have spent a lifetime building up a well earned reputation. The Marshall's Register is a significant step in the right direction in helping to separate the wheat from the chaff and I am sure will help to regain customer confidence in the building and landscaping industry."

Paul Kerr,
Chief Executive,
British Association of Landscape Industries (BALI)

"Much has been said about the problem of cowboy builders over the years. They affect not only the consumer but also the reputation of the industry. I am delighted to see Marshall's taking the lead position in ensuring that their product is installed by reputable contractors. I congratulate Marshall's on this development."

Anthony Merricks CBE,
Chairman,
Cowboy Builders Working Group

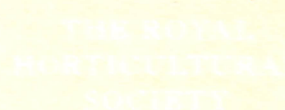
"Every year, Trading Standards receives thousands of complaints from consumers about cowboy builders and landscapers. An approved contractor scheme, like the Marshall's Register, is a great idea and very simple to use. It will definitely help in preventing unsuspecting home-owners falling foul of the cowboys."

Martin Wood,
Chief Officer,
West Yorkshire Trading Standards

"Improvements to the home and garden are favourite national pastimes and it is disappointing when homeowners suffer from unprofessional workmanship.

The Marshall's Register has been established to help customers find reputable contractors in their local area who have been vetted and approved to Marshall's high standards. The unique 10 year Guarantee means that work can be commissioned with confidence because the Register protects any substandard workmanship."

Steven Bennet,
Shows Director,
Royal Horticultural Society (RHS)



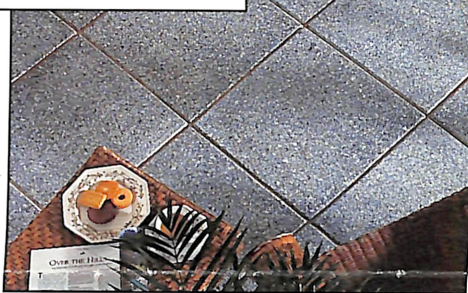
NEW FOR 2000

Marshalls 2000 range features a host of new products - full details of which can be found in this year's catalogue.

Here are some of the highlights. And remember, on projects where you install Marshalls products, the unique 10 year Consumer Guarantee will give your customer valuable peace of mind.



Heritage Step Units combine step tread and riser for easier installation.



Argent - ideal for contemporary patio designs. Smooth ground chamfered or coarse textured, silver grey granite aggregate paving.



For top of the range projects, **Marshalls' Natural Stone Range** now includes Silver Grey Granite and Haworth Moor River paving. A new 12 page brochure featuring the full natural stone range is now available. Please call Customer Advice on 01422 306300 for your free copy.



Mediterranean style patios and terraces will look great with new **Light Terracotta Firenze Tiles**. Co-ordinating **Rosedale** and **Dovedale** edgings are also available.



New **Cinder** and **Cotswold** colours have extended the popular **Tegula Deco** range for driveways, paths and patios.

More Business is now Virtually Guaranteed!

Cowboys, crooks and cheats! They are all out there. You know that and we know that, but now the consumer is also becoming far more aware. How does she know that you can be trusted?

More and more consumers are looking for peace of mind that their driveway or patio is going to be installed to a high standard, and should anything go wrong they have some recourse - even if their original contractor is no longer in business.

Register members offering Marshalls insurance backed 10 year Consumer Guarantee are finding that they are winning more business than before they joined the scheme because of its unique benefits.

"Most members tell us that they have found the best practice is to offer the Guarantee to customers 'free of charge' and to absorb the 2.5% cost as a business expense," says Paul Dear of the Marshalls Register.

"Members who are running their business like this have attracted so much more work."

It is really important to let your customers know about the Guarantee prior to installation.

Not offering the Consumer Guarantee on a job using Marshalls products runs the risk of the customer questioning why they haven't got such protection.

"Already, many consumers have phoned us after they've seen advertisements and articles about the Guarantee to query why they were not furnished with one after completion of their project.

This creates a feeling of distrust towards their contractor, something that we are keen to avoid", said Paul.

Even the Office of Fair Trading is advising customers to ask for insurance backed guarantees like that of the Marshalls Register because the protection is so much greater.

So, join your fellow members and expand your business, simply by letting your customers know the benefits of the Marshalls Guarantee. It really does help to prove to the consumer that you can be trusted!

- Provided by Marshalls, a major plc.
- Valid for a full 10 years
- Fully insurance backed
- Covers product and workmanship
- Deposit protection is also provided
- Assignable - it can be transferred to a new homeowner
- Excellent value for money - just £75 on a £3000 installation
- Not price sensitive, it genuinely adds value to your offer
- Clear and efficient claims procedure

If you would like any more advice on the Consumer Guarantee, contact your Regional Consultant or call 01422 300301



Helen Whitelock, Paul Dear and Dave Jessop of Marshalls Register

Meet the Team

Behind the scenes at Marshalls, there's a team of people who're responsible for the smooth running of the Register - from application and vetting procedures to site visits and customer surveys.

Here are details of some of the key contacts you should know.

Helen Whitelock is the Marshalls Register Administrator who processes all applications, handles customer surveys and controls the membership database. Call Helen on 01422 300301 if you have any queries regarding your membership - she'll be happy to help.

Out on the road, there's a team of **Regional Consultants** who you will meet regularly throughout your membership.

They are:

- | | | |
|--------------------|------------------|---------------------|
| Geoff Poole | Southwest Region | 07881 510076 |
| Craig Brook | Northwest Region | 07881 510341 |
| Mark Plant | Northeast Region | 0831 102727 |
| Jim Dolan | Southeast Region | 0468 984171 |
| Jim McGinn | Scotland | 0468 984246 |

Heading up Marshalls Register is operations manager, **Paul Dear**. Paul has overall responsibility for the Register and the team.

Dave Jessop is the operations co-ordinator for the Register. Based in Halifax, Dave works closely with Paul and the team to ensure the scheme runs to the highest standards.

Get

...

If you haven't already seen our ads, you're bound to see them over the coming months in the national press and many House Beautiful and Housekeeping.

As part of our £3 million marketing campaign to promote Marshalls and the Register, new adverts have been designed.

The theme - "A Marshalls Drive"



It's the craftsmanship, it's the quality of materials, it's the care and attention to detail that will transform your home into a Marshalls masterpiece. The figures will be glad to hear it, it's the value of your investment.

noticed... Get Marshalls

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ay or Patio gets

noticed" – is set to literally stop readers in their tracks.

All the cheeky garden gnomes from one street can't help but notice a new Marshalls' driveway in one of the striking new ads. While in another, a flock of ducks take a particular liking to a Saxon patio complete with water feature. A Heritage patio gets the foxes out at night and a group of alley cats can't wait to congregate around the Tegula Drivesett drive.

"We're trying to sell the idea that installing a quality Marshalls patio or driveway will improve

the look and value of your home so much, everyone will notice it," says marketing manager, Jeff Laverack. "We've also highlighted the 10 year Consumer Guarantee and Register of Approved Contractors which will be of great interest to those planning a garden or driveway makeover."

The new adverts stand out so readers will take action. We've had an excellent response through the Consumer Hotline. Each caller is sent details of their local approved contractors – leads we hope will convert into sales for you.

Look out for the new adverts in
You Magazine
Sunday Telegraph
House Beautiful
Good Housekeeping
BBC Gardeners World
..... And a whole host more.



Animal Magic – two of Marshalls new ads to promote the Register.

Guaranteed Success

One of the first customers to be given a Marshalls' 10 year Consumer Guarantee also had their 15 minutes of fame thrown in too.

Following a call from Weekend Watchdog, Marshalls and Evergreen Landscapes of Somerset came to the rescue to right the wrongs and created a safe and attractive haven for the Wills family.

For Mr & Mrs Wills of Dorset had turned to Ann Robinson, presenter of the BBC's Weekend Watchdog programme, after falling victim to a shoddy patio installation job.

Broken paving and appalling installation was made worse when the original landscaping company didn't return to complete the project.

The garden transformation, which was filmed and shown on Weekend Watchdog, also qualified for a 10-year Consumer Guarantee.

This was excellent publicity for Marshalls Register, which was boosted by the fact that the consumer hotline number for our approved contractors was featured on Ceefax and the BBC web site.

The unique 10-year Consumer Guarantee is helping to pull in more work for Glasgow based landscape company, Des Res. Already, they have issued 30 guarantees and are convinced it's the way forward.

Company owners, Ronnie and Mairi Shepherd offer the

Marshalls Guarantee free of charge and absorb the 2.5% fee as a business expense.

"Many customers can see the real benefit of the consumer guarantee as it gives them the peace of mind they need when making such a significant investment," said Ronnie Shepherd.



The Des Res Team lead the way for guarantees

Do you have any news stories about your company that will be of interest to other members? If so, call Rachel Brown at Marshalls on 01422 306026.

Spectacular Success on Show

More than 500,000 people had the chance to see Marshalls Garden Spectacular at this year's Ideal Home Show. And judging by the high level of leads we received, it was an outstanding success.

The 2000 show focussed on gardens more than ever before. Marshalls teamed up with the Daily Mail Ideal

Home Show to create the Garden Spectacular – a centre piece display of eight individual gardens crammed full

with different hard landscape and planting ideas.

Imaginatively designed to inspire and named after Royal Palaces, each garden area was transformed into a beautiful outdoor room to suit different tastes and budgets.

Daily presentations on the Marshalls Register were also made to thousands of people at the show in the Garden Theatre.

The Marshalls information Point was manned throughout the 26-day show. Not only could visitors enquire about products and prices, more importantly we were gathering serious leads for Register members.

"Literally thousands of names and addresses of potential customers were taken electronically and details of approved contractors in their local area were posted to each of these visitors within 2 days," said Marshalls' Paul Dear. "We calculate that every members name was given out an additional 30 times."

Spectacular Success at the Ideal Home Show.



Marshalls award winning 1999 Show Garden at Hampton Court

Summer Show Support

If you missed the Ideal Home Show, hundreds of thousands of people will have the chance to see Marshalls and obtain details of our Register Members at some of the top garden shows this summer.

• **Gardeners World Live** at Birmingham's NEC takes place between 14 & 18 June and is expected to attract 110,000 visitors.

• Once again, Marshalls will be creating an innovative Show Garden at the **RHS Hampton Court Palace Flower Show** (4-9 July) and for the first time at the **RHS Tatton Park Flower Show** (19-23 July).

Combined audiences are expected to exceed 350,000.



REGISTER Quiz

Here's your chance to win £100 of Marshalls product from a merchant of your choice in our Register Quiz.

Simply answer each of the questions in the space provided then send your completed entry with your name and membership number to Helen Whitelock, Marshalls Register, Brier Lodge, Southowram, Halifax HX3 9SY by August 1st 2000.

1. Name the eleven members of the England team who won the World Cup in 1966.

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2. Name the English cricketer who never took a single wicket whilst playing at county level, but managed a hat trick when playing for England.

3. Who holds the record for the most number of wickets in the history of test cricket?

4. Name the songs these lyrics are taken from:
"That's me in the corner, that's me in the spotlight"

"Hong Kong is up for grabs, London is full of Arabs, we could be in Palestine"

"Baby this town rips the bones from your back it's a death trap, a suicide rap we gotta get out while we're young".

5. What is the "screen" name for these superstars of yesteryear?

William Pratt
Archibald Leach
Bernard Swartz
Frances Gumm
Mavis Fluck
Marion Morrison

6. From which film does this famous last line come from, "It was beauty that killed the beast"?

7. In the film Speed what is the speed that the bus has to stay above to prevent the bomb exploding?

8. Flammable means easily set on fire – what does inflammable mean?

9. What is the plural of Mongoose?

10. I have two coins in my pocket that add up to 55 pence but one of them is not a five pence piece. What coins are in my pocket?

Name
Address
Membership No.

No.1 in a series of Technical Features

Good Practice Development

Driveway and Patio Construction Adjoining Existing Structures

It is a requirement under the Building Regulations that masonry walling in structures has a horizontal damp proof course 150mm above finished ground level. Such damp proof courses are also normally incorporated in free-standing elements such as boundary walls, to prevent rising damp within the masonry which can be unsightly.

When driveways and patios are constructed against masonry walls, it is important that the minimum distance between the top of the hard surfacing and the underside of the damp proof course remains at 150mm. If the hard surfacing is above this level, the Building Regulations will be contravened and in these circumstances Local Authorities have the power to issue enforcement notices to require the matter to be corrected, which in this case would involve the uplifting and relaying of the driveway and patio. Mortgage applications are refused if building regulations are contravened.

If the distance is less than 150mm, rain can "splash back" higher than the damp proof course leading to rising damp in the masonry above damp proof course level. This can, in certain circumstances, lead to damp penetration on the inside of the property or unsightly staining on the masonry. The durability of the masonry may also be affected.

Driveways and patios should always be laid so that they fall away from masonry walls, unless a suitable drain is provided. If the paving is laid so that run off water flows towards the masonry, saturation of the walling units may occur. This increases the risk of frost failure within certain masonry units. If this were to happen as a result of poor hard landscape detailing, there will be a legal liability to repair the damage which could turn out to be very expensive.



Water running off the driveway or patio into the masonry can also, in certain circumstances, trigger chemical reactions within the mortar.

This problem will almost definitely result in an increase in staining and in areas not subjected to direct sunlight, the growth of algae and moss on the masonry may also occur. Not only can this be considered unsightly, additional maintenance to remove the staining from the masonry will be required periodically.

The golden rules for avoiding such difficulties are:

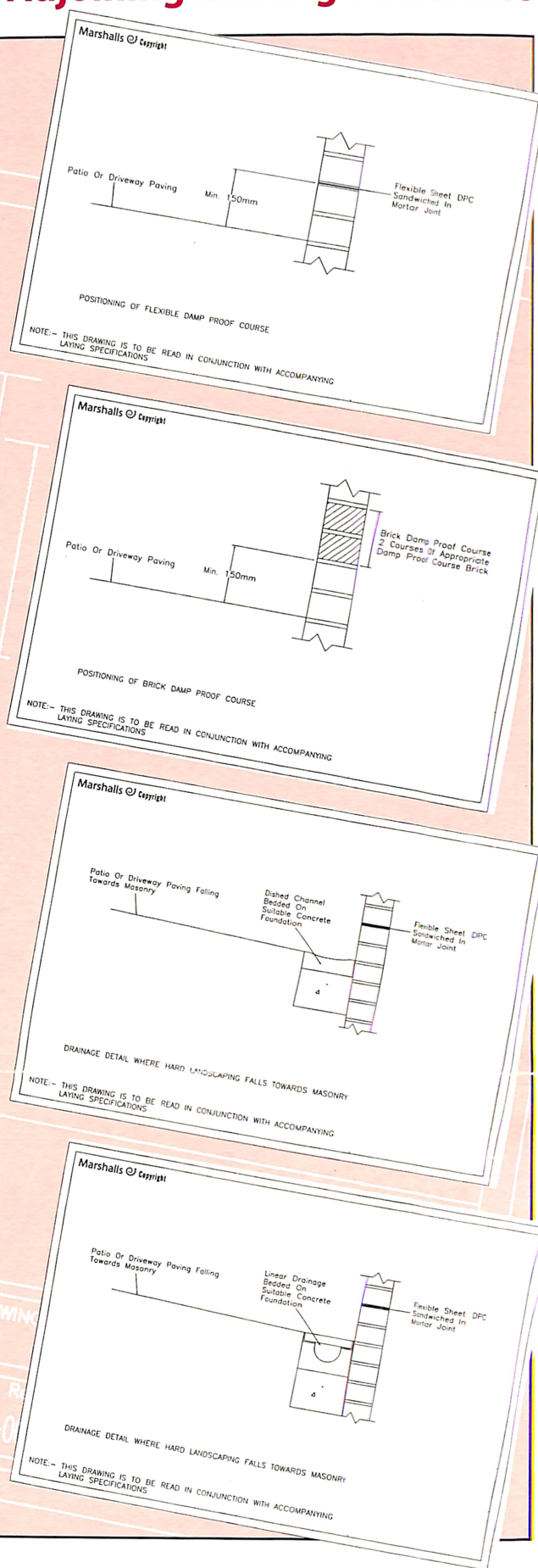
1. Always check where the damp proof course is in the adjoining masonry and ensure the top of the driveway or patio is a minimum of 150mm below the underside of the damp proof course. If it is impossible to find the damp proof course, ensure that the hard surfacing is no higher up the wall than the existing ground level that was present before the driveway or patio was installed.

2. Fall hard surfacing away from masonry so that run off water does not flow into the masonry material. If it is impossible to prevent the hard surfacing falling towards the masonry, it is important that a drainage channel or linear drainage feature is installed. This will ensure run off water can be collected and safely disposed of before it reaches the masonry.

Not following the above rules can lead to, at worst, expensive failure in the masonry, or at best, unsightly staining in the masonry which will detract both from the appearance of the paving and the masonry itself.

For further technical information, contact Marshalls Technical Advisory Team on 01422 306700.

The four illustrations here show the correct detailing.



Your Questions Answered

Q1 "MOST OF MY WORK COMES FROM RECOMMENDATION AND I DO NOT ADVERTISE, BUT I AM NOW THINKING OF EXPANDING AND WOULD LIKE TO KNOW HOW MANY GENUINE LEADS YOU EXPECT TO GENERATE FOR YOUR MEMBERS?"

Answer- We implemented our new advertising campaign at the beginning of April. Additionally, our National campaign within Yellow Pages commenced in February. Based on the current number of enquiries being received by our call centre each member is, on average, currently having his details passed to consumers about twice a day, or 14 times a week.

Q2 "WHEN I JOINED I WAS TOLD THAT MARSHALLS WOULD ONLY ACCEPT REPUTABLE CONTRACTORS ON TO THE

REGISTER. HOWEVER, WHEN I LOOK IN MY LOCAL PAPER I SEE ADVERTS FROM OTHER 'MARSHALLS APPROVED' CONTRACTORS WHO ARE KNOWN LOCALLY AS COWBOYS AND CROOKS. HAVE MARSHALLS LOWERED THEIR STANDARDS ALREADY?"

Answer- This is a problem voiced by a number of members and is due to the fact that some unethical contractors deliberately and misleadingly advertise themselves as being 'Marshalls Approved' when they know this is not the case. We will inform the relevant Trading Standards Office of all similar examples brought to our attention and would appreciate the help of our members in identifying the culprits. As we are putting our own name firmly alongside that of our members, our standards and principles will remain of the highest order.

Q3 "HOW DO YOU SEE THE INTERNET AFFECTING THE WAY WE WILL CONDUCT BUSINESS IN THE FUTURE?"

Answer- Marshalls is at the cutting edge of Internet technology and is continually assessing developments and opportunities that could be of benefit to our members. We have firm plans in mind, but would be pleased to discuss any views that our members may have on this exciting subject. Log on to www.marshalls.co.uk to see our new web site.

We'd like to hear your views, amusing stories or any other questions you may have about the Register and we'll publish the best in the next issue of Register News. Write to Helen Whitelock at Marshalls, Brier Lodge, Southowram, Halifax HX3 9SY.

Look out for the next issue of Marshalls Register News, due out in the Autumn