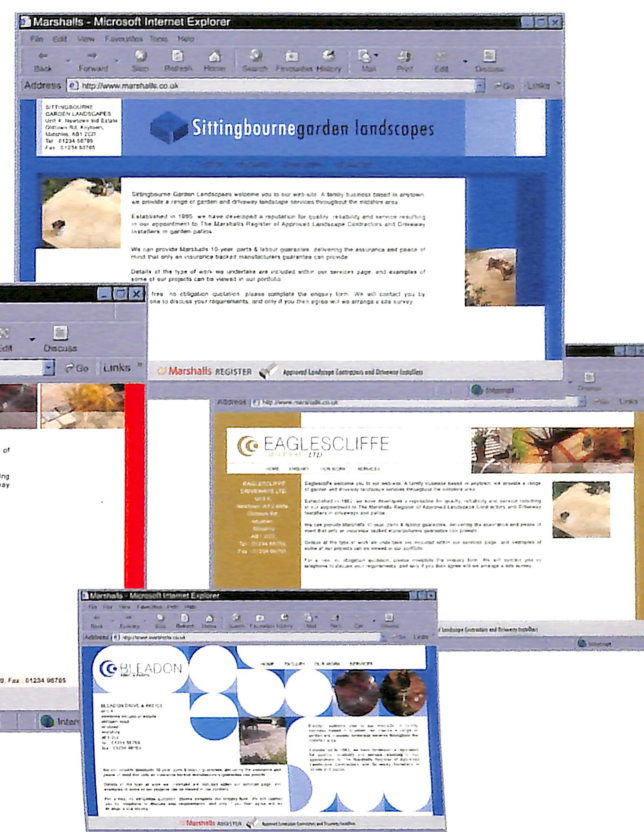


REGISTER News



Web Wise



The internet is set to become an important part of promoting your 'approved' services to thousands of potential customers next year as we introduce individual web sites for every Register Member.

A brand new service that will allow consumers nation-wide to learn more about your company, see some of the projects you have undertaken and contact you directly through your very own web site – developed exclusively for you by Marshall's Register.

This is a groundbreaking benefit that will enhance your business presence and credibility considerably.

Don't worry if you haven't got a computer yet or switched to having internet and email facilities. You will still benefit from having an exciting web site highlighting all your company services. We will work with you to ensure potential consumers request further information from you in a way that suits your business – by fax, post or email.

And for those of you who already have a web site – you won't be overlooked. We will create a seamless link to your own site for consumers who want further information.

The way forward

The development in information technology, the internet and the growth of dot.com companies has not escaped the attention of any of us. In fact, the world wide web is fast becoming the preferred way in which people look for information.

Since Marshall's own web site, www.marshalls.co.uk went live in March it has received no less than 407,000 'credible' consumer visits and 7.8 million general 'hits'. We also know that 2,000 consumers a month go through the page 'Where can I find a Marshall's Stockist' to obtain the address and phone number of a Marshall's stockist in their area.

Clearly, many thousands of consumers will also want to know 'Where can I find an Approved Contractor' – and this new web site facility will direct them to you at the click of a mouse button.

How it will work

Consumers visiting www.marshalls.co.uk will be able to click onto the 'Approved Contractors' section from Marshall's 'home' page. Here they will be provided with details of the Marshall's Register, the 10-year Guarantee and the standards we uphold.

They will then have the long awaited opportunity to search for contractors working in their area. Not only will they be able to access **YOUR** name, address and phone number but they will be invited to visit **YOUR** website complete with **YOUR** logo and **YOUR** information.

There will be a choice of 10 different page designs so your unique identity comes across and you will have up to 8 full colour pages for your company information. 'Your Portfolio' will contain photographs of previous work you have undertaken complete with photocaptions. Details of special services that you offer such as garden design, fencing, soft landscaping or garden maintenance can be included in the 'Services' section.

Most importantly there will be an enquiry page which prompts the consumer to fill out an email enquiry form providing **YOU** with an outline explanation of their project as well as their name, address and phone number.

If you have email facilities, you will receive this enquiry on your own computer. If you haven't, it will be received by Marshall's Call Centre who will immediately send it to you in your preferred way – by fax or by post, first class.

These will be, without doubt, the hottest sales leads and if followed up quickly and professionally, we are sure you will be able to convert these Marshall's enquiries into Marshall's orders.

Next Steps

A Register 'Web Site Pack' has been developed to explain the kind of information we require from you. When you have completed and returned this, we will work closely with you to create a web site that suits your specific business needs.

Register Update

Nearly a year after its launch, the Marshall's Register now has more than 1000 approved gangs working across the UK offering guaranteed block paved driveway and garden landscaping installations. "We've had a tremendous response from contractors and consumers alike to the Register. Our telephone hotline is receiving around 200 calls a day from householders asking for details of local,

approved contractors," reported Paul Dear to the Register News. "Quality is still of the greatest importance though and we will not forego our stringent vetting procedures and high standards for greater numbers of approved contractors. Our contractors must have excellent skills and reputable businesses to maintain the quality reputation and credibility of the Register and our members."

NEW Customer Contract to Clear up Confusion

Excellent customer service will bring you valuable recommendations for future work but misunderstandings on what is included in the job can easily spoil the hard work you've put into a project.

Help is now at hand with the new Marshall's Contract, which is to be launched in the New Year. It has been developed for use by Register Members when agreeing exact details on a specific project with your customer.

This simple to read and easy to complete document is currently being piloted by about 20 members to ensure it is suitable for use on real life projects. And the early feedback is that it will significantly reduce misunderstandings and confusion over what has and what has not been agreed in the project quotation.

Details of the new Contract will be sent to you in 2001.



Web Facts at your Fingertips

- 17.5 million people are now 'on-line' in the UK
- Britain has the fastest take up of web access in Europe
- Marshall's web site will be promoted in 2 million Marshall's catalogues in 2001
- Marshall's web site has an average of 4000 visitors each weekend
- 56% of Marshall's visitors look at the site after working hours
- 58% of Marshall's visitors are viewing 2 – 9 pages.
- Marshall's will provide this service completely free of charge

Special Offers through Trading Partners

Marshall's has chosen a number of companies as Trading Partners to the Register namely Belle, Finning Caterpillar, Marcris, Probst and Wacker. In our view, these companies make the best tools for the job, provide the best service and are competitively priced.

These partnerships have been agreed to bring you a number of real benefits. Not only have special terms been agreed for you but we are working to set up a dedicated phone line with each Partner especially for Marshall's Register Contractors. This will be your own hotline for technical advice and customer service.

Full details of the offers and services available will be sent to you in due course.



Leading manufacturer of Wet Concreting, Surface Preparation, Compaction, Hydraulic Power Packs and Sawing Equipment servicing the construction industry

"This is an important link between two market leading companies and we look forward to working with Marshall's Register members." Noel Aspey, UK Sales Manager, Key Accounts



The sole UK dealer for Caterpillar products and related services including Mini-Hydraulic Excavators, Skid Steer Loaders, Compact Wheel Loaders and associated Works Tools.

"In today's world, partnerships of this type are crucial in ensuring that we can all offer quality products and services to customers at a competitive price. We look forward to advising and working with members of the Register." Simon Cracknell, Industry Manager Building and Construction Products.



The UK's largest manufacturer of diamond cutting tools for the construction industry.

"We are very proud to be associated with the Register and it can only go from strength to strength." Tony Howard, Commercial Director



The country's leading supplier of paving tools and handling equipment to the construction industry

"We are proud to be associated with the Marshall's Register and feel that it will be mutually beneficial to ourselves, Marshall's and the approved contractors." Paul Bolland, Director.



World renowned manufacturer of vibrating plates and light plant for the construction industry.

"Quality counts in our industry. The Marshall's Register meets the needs of both consumers and contractors alike and has our full support." Richard Dunham, UK Sales Manager

Rogues Gallery

We are still regularly hearing stories of consumers being ripped off by so called landscapers and builders. We even had a call from a consumer who had been dealt a double blow by two different contractors to the tune of more than £35,000 – thankfully they were NOT members of the Register.

We are working ever more closely with Trading Standards offices around the country, all of which have received full briefings on the Register and its aims. Their lists of rogue contractors and builders are on the increase and we are passing all information on unscrupulous contractors to them for investigation.

If you have any local information on contractors preying on unsuspecting consumers or trading fraudulently as approved contractors, please let us know and we will pass this information immediately to Trading Standards.

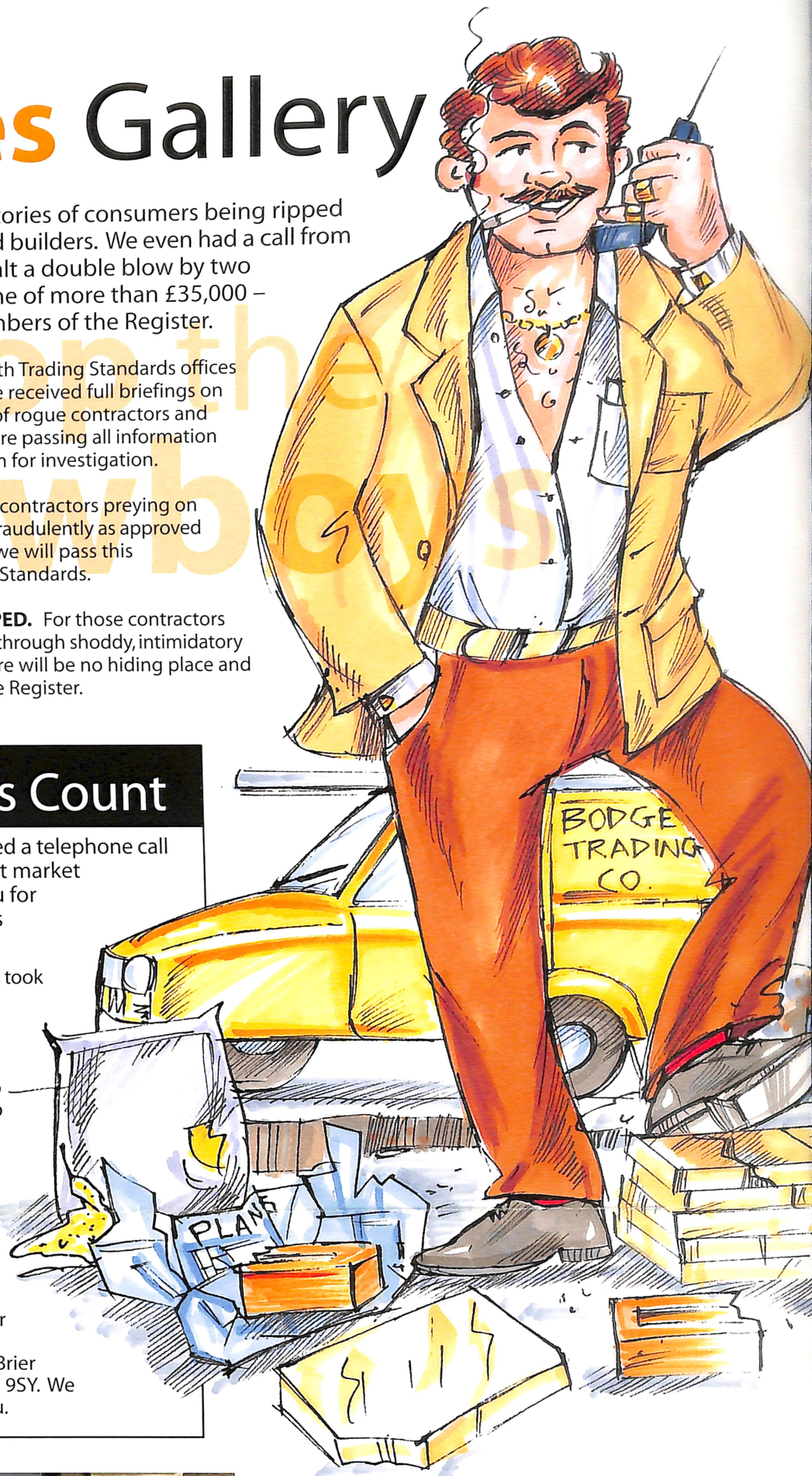
These contractors MUST be STOPPED. For those contractors who seek to make exorbitant profits through shoddy, intimidatory or fraudulent working practices, there will be no hiding place and we certainly won't have them on the Register.

Your Views Count

Some of you may have received a telephone call recently from an independent market research company asking you for feedback about the Marshall's Register.

More than 100 Register members took part in the survey organised by Marshall's and thanks to everyone who spared the time to speak with our researchers. We are committed to listening to your views, which in turn will help us improve our service to you.

But why wait until you receive a call from Marshall's? Your views on the Register are always of interest to us so please let us know your thoughts and ideas on improving the scheme. Contact your Regional Consultant direct or write to Paul Dear, Head of Operations – Marshall's Register, Brier Lodge, Southowram, Halifax, HX3 9SY. We look forward to hearing from you.



Left to Right – Jim Dolan, Geoff Poole, Craig Brook and Mark Plant

Who's Who on the register?

Our team of Regional Consultants is here to help you so please do not hesitate to pick up the phone to speak with your local contact. They will meet with you on a regular basis so you can discuss your membership, sales leads and any other topics you want to talk about face to face.

Geoff Poole	Southwest Region	07881 510076
Craig Brook	Northwest Region	0788 1510341
Mark Plant	Northeast Region	07831 102727
Jim Dolan	Southeast Region	07768 984171
Jim McGinn	Scotland	07768 984246

And remember, Helen Whitlock is available on 01422 300301 to help with any other general queries you have.

Wrinklies beaten by United Old Boys

Local good causes were the real winners following a charity football match starring Leeds United Old Boys and the Workop Wrinklies – a social football team led by the Register's Mark Plant.

The charity coffers were swelled by £1800 following the game at Workop Town Football Club which attracted more than 400 spectators and was expertly refereed by Register leader, Paul Dear.

The Leeds Utd team captained by Peter Lorimer showed off their ex-pro skills hammering the Wrinklies, 8-1.

"The match was such a success we are planning to make this an annual event," said Mark Plant. "We were well and truly beaten but the money raised for the Children's Ward at Bassettlaw General Hospital and the families of the Leeds' fans killed in Turkey made it worthwhile."



Left to right, Mark Plant and Paul Dear of Marshall's Register with ex-pro Peter Lorimer

Seminar Success

The first round of Marshalls Register Technical Seminars has just been completed and the feedback from those members who attended has been extremely positive.

Our thanks go to the hundreds of Register members who gave up their personal time to attend one of the 10 events which were held at venues nation-wide from Bournemouth in the South to Falkirk in Scotland.

The aim of the programme was to help you improve your technical and marketing knowledge of the hard landscaping industry. The seminars also provided the perfect opportunity to discuss **YOUR** views on the Register and industry issues – and some interesting debates were had at many of the events.

The presentations

Paul Dear, Head of Operations for the Register kicked off each event and was followed by Marshalls Technical Team who covered a number of technical issues including edge detailing, laying natural stone and clay pavers as well as concrete block paving, batch variation and paving adjoining existing structures.

Marketing Manager, Jeff Laverack ran through a host of different ways on how best to market your company before our plans to support Register Members throughout 2001 were unveiled.

Your feedback

A wide variety of subjects were brought up by members in the question and answer session and included discussion on increasing the credibility of the Register and its members, membership fees, product quality, NVQ qualifications and our proposed Landscape Awards.

Your feedback is crucial to the success of the Register and we have been listening. We value your opinions and you will see future Register developments as a result of your ideas and input.

For those of you who couldn't attend the seminars, we will be running a similar programme with different presentations in 2001.

What you had to say.....

"I've been self employed for 15 years. 2000 has been the best year I've had so far and it's down to the Register." Darren Howard, DM Howard Driveways, Rochdale.

"The seminars are a good opportunity for constructive dialogue." Malcolm Stott, The Yorkshire Block Paving Company, Baildon.

"I was particularly impressed by your future plans and our involvement within it. It has already been successful for us and with increased consumer awareness it should only get better. The web site idea is excellent." Mr S Kinnard, GR Landscapes, Glasgow.

"The web sites are a great idea." Craig McLachland, William Orr Landscape Services, Broxburn.

"It is of paramount importance that contractors are carefully vetted and that the numbers are controlled to avoid the market place being swamped by 'approved contractors'." Martin Murphy, Driveway Designs, Ayr.

"An exciting new project." S Wharton-Howett of GWH Paving and Construction, Alfreton.

"Well done – keep up the good work." David Fisher, David Fisher Landscapes of Bidford-on-Avon.

"It was useful to put names to faces and helpful to know of Marshalls commitment." Peter Stanley of Progressive Groundcare, Coventry.

"Congratulations on the first year and a raging success." Rob James of The Cottage Paving Company, Northampton.



We're Right Behind You

The Consumer Guarantee is proving to be popular with Marshalls employees as well as general consumers. The first was issued to Janet Crawshaw of Marshalls' Halifax site who had a new Tegula Drivesett driveway installed by Mel Green Construction of Elland.

"Like other consumers, I wanted the peace of mind that our new driveway was going to be installed to a high standard and last for years to come. Mel Green Construction did a fantastic job and we are really pleased with the results," said Janet.

SELLING THE 10 YEAR GUARANTEE

Marshalls 10 year guarantee is one of the best manufacturer guarantees available to consumers in the UK.

Consumers are looking for complete peace of mind when they are investing in a new-look driveway or patio. By offering this insurance backed, 10-year guarantee on all your Marshalls projects – you are more likely to secure the project over those who can not offer such a valuable service.

Here are some key selling points – let your customers know the details.

- The guarantee is valid for 10 years on all Marshalls domestic patios, paths and driveways (Pendle and Richmond excluded).
- The guarantee covers both product and installation.

- The guarantee is fully insurance backed – these are the only guarantees recommended by the Government offering maximum protection.
- The guarantee is backed by Marshalls deposit protection scheme.
- The guarantee is assignable – when your customer moves, the guarantee can be transferred to the new homeowner.
- The guarantee is also good value for money compared to other extended warranties like those offered by electrical retailers. The average cost of a driveway or garden landscape project is £2721. For just £68 (2.5%), your customer will be covered by the unique 10 year guarantee – excellent peace of mind for the protection it offers.
- The most successful contractors are absorbing the cost of the guarantee as a business expense and including it within the quote.

Register Offer 2001

Here are our plans for 2001 to promote the Register, support you – our approved contractors and generate valuable sales leads.

- Free individual web site created for all members of the Register.
- Free copies of Marshalls 2001 catalogue – 88 pages of inspirational photographs, products and full details of the Marshalls Register.
- Regular visits by your Regional Consultant
- Register News to keep you informed of news throughout the year.
- High profile advertising in national newspapers and magazines including The Daily Mail, The Times, House Beautiful, Ideal Home, Gardeners World and Good Housekeeping.
- Eye catching point of sale in builders' merchants to promote Register Approved Contractors and the unique 10-year guarantee to consumers.
- Trading Partnerships with special offers for you.
- New Marshalls Contract.



Marshalls 2000 Show Garden at Tatton Park

- Get the dates in your diaries for all the major home interest and gardening related shows that Marshalls is attending to date.

Ideal Home Show at Earls Court, London
Chelsea Flower Show, London
Gardeners World Live at the NEC, Birmingham

15 March - April 8
 22-25 May
 13-17 June



REGISTER Quiz

Here's your chance to **win £100 of product** from a merchant of your choice or 2 packs of Tegula Drivesett in our second **Register Quiz**.

Simply answer each of the questions in the space provided then send your completed entries to Helen Whitelock, Marshalls Register, Brier Lodge, Southowram, Halifax HX3 9SY by **31 January 2001**



Our congratulations go to Paul Hearty of Houghton Regis-based Elegant Driveways – the winner of the first Register Quiz.

1. What is the name of the chief of police in The Simpsons?

2. How many men have walked on the surface of the moon?

3. What is the full name of baby David in the Royle Family?

4. What or where are the 39 Steps in the film of the same name?

5. Name the only lake in the Lake District.

6. Which country declared war on Britain and France in June 1940?

7. Which two letters are worth 10 points in the board game Scrabble?

8. Between 1740 and 1970 British sailors received a daily ration of grog. What are the ingredients of grog?

9. Before British coinage was decimalised, how many old pennies made a florin?

10. Which cricketer finished his test career with a batting average of 99.94 per innings and was bowled 2nd ball in his final test innings?

Name _____
Address _____
Membership No. _____

Bubbly Winners

A free prize draw was run at each of the Technical Seminars. Here's our roll call of winners so far. Congratulations to you all – we hope you enjoyed your bottle of bubbly.

Huddersfield	J Peckett of Grange Block Paving
Brentwood	Lee Buddle of Superior Brick Paving
Falkirk	William Orr of William Orr Landscape Services
Yarm	Linda Carthy of M Carthy
Cardiff	Kevin Guest of R G Patios
Northampton	Bob Broom of Cambridge Paviers
Nottingham	David Wilson of Brimington Landscapes
Guildford	Tony Tearall of Presscrete
Chester	Glen Grundy of M.G. Building Services
Bournemouth	Shane McCormack of Hampshire Paving

Your Questions Answered

Q1 In certain circumstances it is necessary to install paving surfaces that are closer than 150mm to the damp proof course in adjacent brickwork. Does this prevent me from issuing the Marshalls' Guarantee?
Mr C Lomax, Lomax Landscape Services, Norwich.

Answer- Ordinarily, the Marshalls Guarantee cannot be provided in this instance because it infringes Building Regulations, however, there may be exceptions. Existing paving may have been laid closer than 150 mm below the damp proof course. Providing there is no history of rising damp in either the exterior of the wall, or the interior of the wall, the new paving can be laid at the same level as the existing paving and a guarantee can be issued with one proviso. Prior to the work commencing, the Consumer will be required to sign a disclaimer absolving Marshalls and the Contractor of any liability for infringing the Building Regulations. The member of the Register would then send the original of the disclaimer to Marshalls with a Guarantee Request form. If you require help with the wording of the disclaimer, or have any concerns regarding the technical integrity of the

installation, please call Marshalls Technical Team for advice on: 01422 306307.

Q2 What is Marshalls' view on the use of Geofix for the pointing of paved areas?
Various Members

Answer- Marshalls does not recommend the use of modified sands, such as "Geofix", for pointing between paving for two reasons:-

1. The product is relatively new and therefore is incompatible with the ten-year guarantee being offered by Marshalls on paved surfaces. Once the product has demonstrated ten year's life, without difficulty, then Marshalls might be prepared to accept it for pressed paving pointing. Pressed paving is typically the Perfecta/Saxon type of product.

2. Geofix is not as waterproof as standard cement/sand mortars and therefore lets more water penetrate the joint. This can lead to staining with cast paving, such as Heritage and Chancery, which is why these products should

never be laid sand jointed. Marshalls is, however, continuing to talk to "FEB" the manufacturers of Geofix and will keep the situation under review, but at the present time are not prepared to offer a guarantee on projects pointed with Geofix.

Q3 Will Marshalls produce a leaflet that will explain to the consumer the benefits of choosing a Marshalls Register contractor?
Mr S Ellis, Bentley Drives Ltd, Rayleigh

Answer- Yes we will, but rather than produce yet another piece of paper, we shall incorporate this within the 2001 catalogue. Members will continue to receive free copies, and can use the contents of this literature to help explain the benefits of choosing a Marshalls Register contractor. The new catalogue will be available next Spring.

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.

Airbricks No.2 in a series of Technical Features

Airbricks are placed at low level in masonry walls to provide cross ventilation to the area under the suspended ground floor. This ventilation is very important as it prevents a building up of moisture under the floor. If the ventilation is stopped and there is a build-up of moisture, various types of fungus and rot can develop, especially under suspended timber floors.

When laying paving it is important that the airflow to the Airbrick is not interrupted or reduced and on no account should Airbricks be permanently blocked up, unless some form of alternative ventilation system is provided. The ventilation of the void under suspended floors is a requirement of the Building Regulations.

Whilst there is no Building Regulation requirement stating how far Airbricks have to be above the finished paved surface, it is normal to allow at least one course of

masonry units between the top of the paved surface and the underside of the Airbrick. In special circumstances, it would be acceptable for the bottom of the Airbrick to be level with the paved surface, providing the paving falls away from the Airbrick and none of the openings in the Airbrick are blocked. There have been occasions when to avoid excessive excavation, paving has been constructed above the level of the Airbrick.

This is not good practice. In these circumstances, sand can escape through the Airbrick and when the paving is vibrated the force transmitted into the paving and then to the Airbrick can lead to damage to the Airbrick.

Marshalls does not recommend that a "box" is built in front of the Airbrick, as shown on the attached illustration, as this has several disadvantages:

1. The area in front of the Airbrick, being below the level of the paving, can quickly fill up with leaves and other debris restricting the flow of air through the Airbrick.

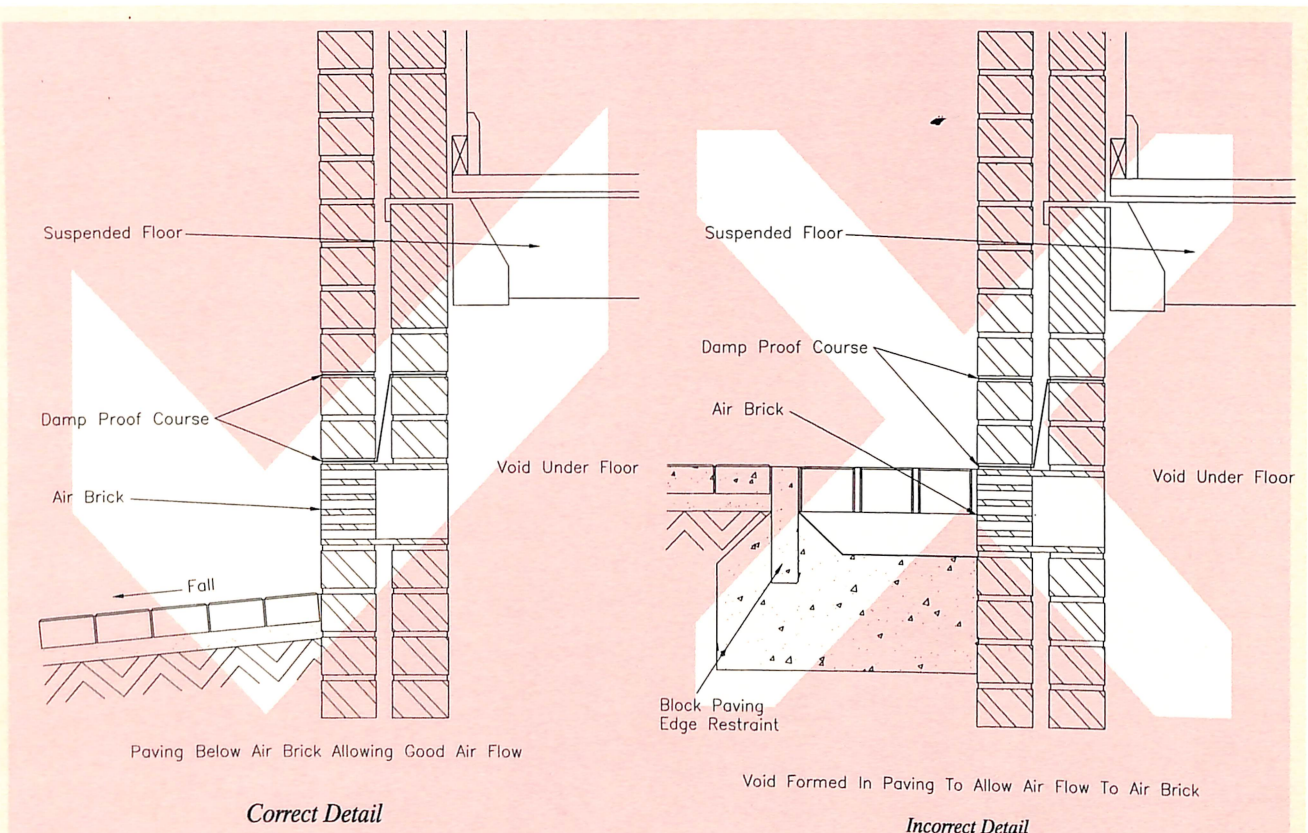
2. It is difficult to construct a suitable restraint, which is durable and still gives sufficient edge restraint to the paving.

3. The voids created can be a hazard to pedestrians walking on the paving.

In some cases the voids are fitted with metal gratings but this reduces the flow of air to the Airbrick, which can lead to a rise in the moisture content under the suspended floor.

The position of Airbricks should always be noted when carrying out an initial survey and the price for the paving should be based upon maintaining the paving below Airbrick level. If Airbricks are blocked, or the airflow reduced, unless alternative ventilation is supplied the local authority have a legal right to have the work re-laid to maintain the flow to the Airbrick, or to insist mechanical ventilation is provided to replace the Airbrick.

The Marshalls Technical Team is always ready to discuss individual cases and can be contacted on: 01422 306307.



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