

REGISTER NEWS

Transforming Landscapes

Marshall's
REGISTER

Approved Landscape Contractors
and Driveway Installers

WELCOME from Paul Dear - Welcome to the 2005 edition of Register News

ISSUE 1 2005

This edition details a number of exciting happenings; not least the introduction of an unrivalled range of new products, offering an even greater selection for your customers and positioning Marshalls further ahead of our competitors. Headlining our new product showcase is the partnership with celebrity TV garden designer, Diarmuid Gavin and the introduction of The National Trust paving range.

The first product to be introduced in the contemporary 'Diarmuid' range is the innovative Lunar patio kit, which was enthusiastically received by merchants and contractors alike when launched at GLEE 2004. In stark contrast to Lunar, The National Trust range features exact replicas of historic pavings and will be a sure-fire hit with those who prefer a traditional

effect. Both ranges are exclusive to Marshalls and will be available through your local merchant from January (Lunar) and May (National Trust).

There are a few legislative changes and improvements to report on the Marshalls guarantee, including, (in response to members requests), the reduction in the members workmanship liability from 10 to 5 years.

There is also a new Government led 'Quality Scheme' to be launched in early 2005 Marshalls has been involved in this new scheme from the beginning and we are confident that our members, and their clients, will benefit from this new initiative.

More good news - Marshalls partnership with Anglian Driveways has gone from strength to strength, with over 250 driveways being installed by Register members in 2004. As Anglian Driveways expands it will offer some fantastic business opportunities for Register members during 2005.

All in all, we are confident that 2005 will prove to be highly successful, and I'd like to take this opportunity to wish all of our members a very happy new year.

Paul Dear, General Manager, Marshalls Register

GOVERNMENT ANNOUNCES NEW QUALITY BUILDER SCHEME

The Department of Trade and Industry (DTI) ceased its Quality Mark (QM) operations on 31 December 2004 and replaced it with a new scheme, currently named 'Quality Scheme' (QS). QS is designed to be more attractive to small firms by stripping out some of the unnecessary costs and bureaucracy associated with QM. QS will badge industry schemes that meet a common set of government-backed quality standards and will be operational from March 2005.

For QS accreditation the organisation needs to meet set QS standards, which include:

- Entry checks on all new members to check competency
- On-going monitoring of members' work and their customers' satisfaction
- A complaints process to attempt to resolve disagreements
- The offer of a warranty to protect customers in the event of insolvency or workmanship defects

Over 25 industry organisations, covering all trades, have joined together to establish the QS framework and gain QS badging for their members. As you would imagine, Marshalls has been actively involved to ensure our members are well positioned to benefit from this new initiative.

The new QS scheme will be promoted to consumers who are undertaking home improvements and the advertising campaign will focus on the peace of mind provided by ethical, skilled contractors who can offer a reliable guarantee on their work.

Key points for Marshalls' Register Members:

To ensure Marshalls and Register members stay ahead of the competition Marshalls retains an active representation on the working group at Westminster and has held various meetings with government officials.

Dave Jessop, Marshalls representative on the QS working group explains; "Following our successful assessment by the DTI, it is envisaged that the Marshalls Register will be defined as a 'scheme operator' and that register members will be classified as 'QS Approved' contractors. As a result, they will be able to use the government's QS logo and consumers will have access to an official government database that will hold details of Marshalls' Register members."

It is a stipulation that all QS Approved Contractors must 'offer' a suitable **optional** guarantee to their clients. "The Marshalls Guarantee is acceptable to the DTI and can be offered with confidence to our members customers", confirmed Dave.

Marshalls guarantee will continue to be optional, but as part of the QS scheme **it must now be offered to all clients**. The cost will remain at 2.5% of the installed value, (i.e. £75 + VAT on a £3,000 installation), and it is up to Register Members whether they absorb this cost and build it into the quotation, or charge for it separately.

Marshalls believe this DTI initiative will carry great sway with consumers and we urge all Register Members to familiarise themselves with the guarantee paperwork and to offer the Marshalls guarantee to all customers forthwith. Members who refuse to offer the optional guarantee to clients will not receive QS Approved status.

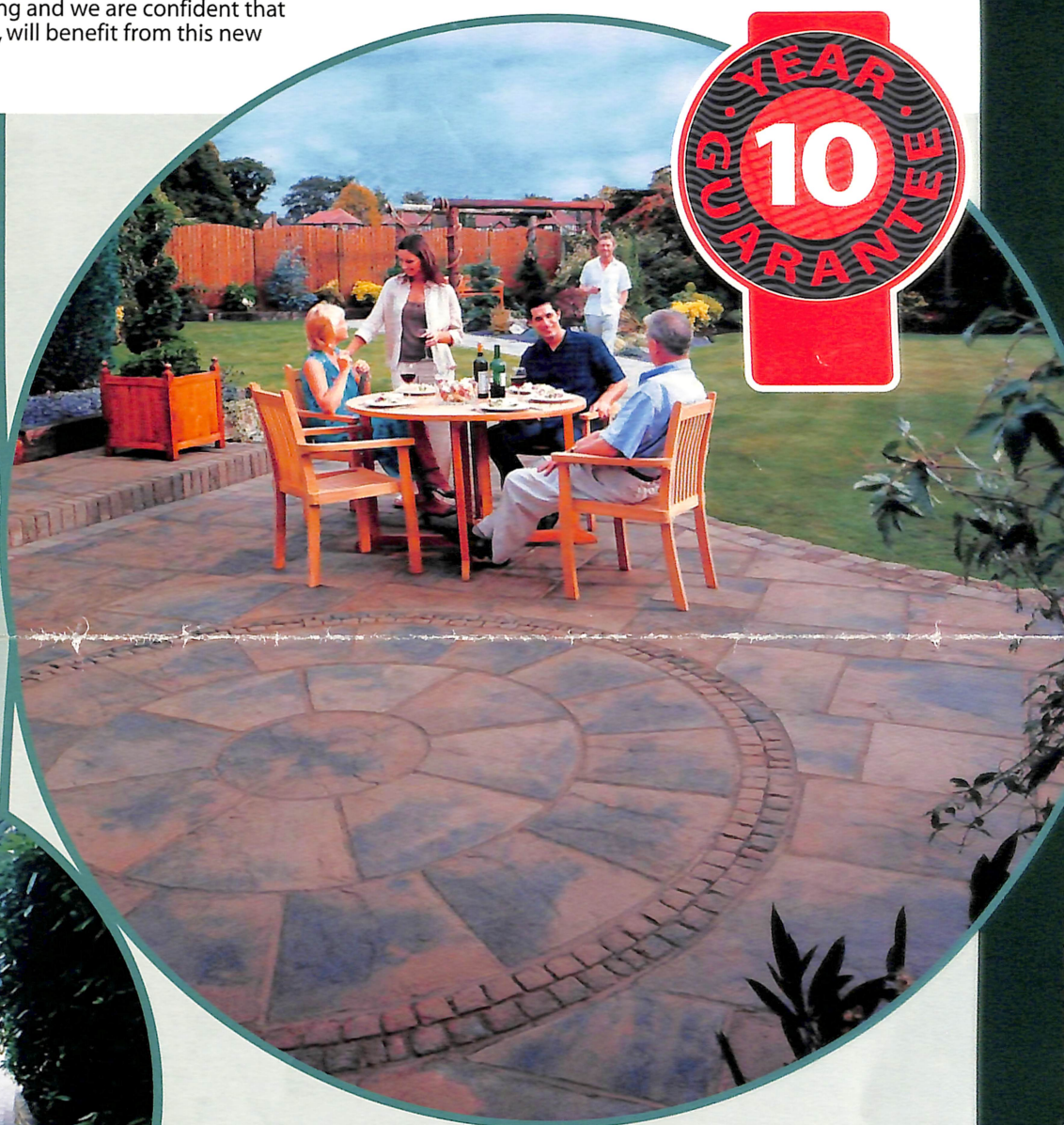
MARSHALLS GUARANTEE NEW LEGISLATION

With effect from 14 January 2005 new legislation prohibits any contractor from offering an 'insurance backed' guarantee to consumers unless they are regulated by the Financial Services Authority (FSA).

In light of this legislation, Marshalls has reviewed its guarantee proposition in order to ensure the Marshalls guarantee is more suitable to Register Members' needs. **The key changes are as follows:**

- The Marshalls Guarantee will continue to provide 10 years protection on Marshalls products installed by a Marshalls' Register member
- After consultation and extensive research with Register members, Marshalls has reduced members liability on the workmanship element from 10 years to just 5 years
- The new legislation prohibits Marshalls and its Register Members from describing the Marshalls' guarantee as 'insurance backed' (this would be breaking the law). Instead, the guarantee will be 'backed by Marshalls Plc'
- If a register member takes a deposit from a client, Marshalls is now able to provide automatic deposit protection through our guarantee. To conform to the new requirements, the Marshalls guarantee request form must be given to the customer before work commences, or at the point the deposit is taken. This facility will provide peace of mind to your customers thereby making it much easier for deposits to be secured

The reduced liability and enhanced benefits have improved the Marshalls Guarantee for Register Members and the new guarantee should be offered forthwith. Any commitments already made under the old guarantee will be honoured, however, the new version should be used as quickly as possible. In line with the new legislation, the revised Marshalls Register documentation will be dispatched to our members early in 2005.



NEW PRODUCTS FOR 2005

Marshalls' impressive new product line up for 2005 headlines with the Diarmuid Range and The National Trust Range, alongside a host of other fantastic products including Haworth Moor Natural Stone Walling, Eclipse paving in natural granite and the innovative Drivesett Duo, a double-sided block paver offering two colours options in one!

Marshalls' stunning showcase of new products allows a much wider choice for customers and offers a whole new range of design options for complete garden and driveway transformation solutions.



Diarmuid Range



Haworth Moor Pitched, Autumn Bronze (AB)



Drivesett Duo, Cotswold/Heather (CH)



Natural Slate Paving, inside and out, Dark Jade (DJ)



Eclipse Granite Paving, Light (EL) and Eclipse Dark (ED)



Anatolian Travertine



Argent Walling, Dark (DK) with Argent Coping, Light (LT)



Drivesett Argent, Dark (DK)



Drivesett Tegula Walling, Traditional (TR)

Slate
The latest addition to the slate range is Dark Jade, a striking, intense green colour and natural complemented by its unusual markings and colour variations. Its superior quality and natural appearance, make it perfect for interiors and exteriors.

New lighting additions
Livinglites just got bigger and better with Marshalls' new Booster Pack, which allows up to eight additional lights to be added to a circuit.

Remote Controlled Drivelite 24 / PIR Drivelite 24
Following the success of Drivelite 24, Marshalls has added a remote control and a PIR sensor version. When activated, the sensor illuminates each Drivelite 24 block, which provides comprehensive security lighting.

Argent Walling
Marshalls now offers a contemporary style of walling, Argent Walling in Light, a fashionable silver grey colour, and Argent Dark as a contrast in deep charcoal grey. Create borders, retaining walls and flower beds with this highly stylish, designer walling.

Haworth Moor Walling
Marshalls has extended its popular Haworth Moor natural stone range by introducing traditional garden walling in two classic colours, Autumn Bronze and Silver Birch. Available in three sizes and two face finishes it allows a random design in keeping with styles found in the heart of the countryside.

Diarmuid Range
Marshalls and celebrity TV garden designer Diarmuid Gavin have created a range of exceptional contemporary paving. The first product to be launched in the Marshalls' Diarmuid range is the Lunar patio kit. Lunar comes as a complete patio kit with a smooth textured, polished surface and is available in soft Dusky Pink from January.

The National Trust Range
Marshalls has teamed up with The National Trust to recreate exact replicas of some of the paving found at the historic houses of Polenden Lacey in Surrey and Lacock Abbey, Wiltshire. Both ranges are perfect for traditional homes and are available from March.

Drivesett Duo
Two colour choices from one single paving block! Drivesett Duo is a double-sided block paver that you simply turn to change the colour. It's ideal for creating contrasting areas, delineating borders, or simply designing a multi coloured, random laying pattern. Available in two colour combinations: Cotswold/Heather and Cinder/Trade.

Drivesett Argent
Create the ultimate contemporary driveway for modern homes with Drivesett Argent. It is available in two colourways, Argent Light which has a silver grey tone, and Argent Dark in a deeper charcoal grey. Available in three sizes in one pack, it's easy to create popular random laying patterns or a more uniformed effect to modern properties.

Drivesett Tegula Walling
To enhance its popular Drivesett range, Marshalls has introduced a new Drivesett Tegula Walling range. The walling is available in the popular Traditional colour and has been tumbled to create an aged look and is perfect for traditional homes, providing an established look instantly.

Drivesett 4 in 1/ Driveline 4 in 1 Radials and Returns
4 in 1, the ultimate, versatile edging for driveways, has been enhanced with the introduction of Radials for creating curves, and Returns for building 90° angles.

MARSHALLS BACKS CAMPAIGN TO STAMP OUT COLD CALLING 'COWBOY' CONTRACTORS



Unfortunately, cold calling cowboy contractors are still operating throughout the UK. The Marshalls' Register was recently asked by the BBC1's Politics Show to comment on cold calling. Paul Dear was interviewed and appeared on the show that aired on Sunday 12 December 2004.

This followed an earlier approach by BBC Three Counties Radio for the Register to comment on a recent spate of cowboy installations in the Luton area.

The Marshalls' Register team is committed to promoting the Register and its benefits to all media channels and to working together with the Trading Standards Service to help stamp out cold calling.



NEW SIGN POSTS

To help promote your company and projects undertaken, we have devised a new 'advertising post' that can be personalised to any individual member. With a customer's permission, these can be used during and after completion of a contract to publicise your work. The cost for a pack of 10 signs is just £70 + VAT.

Commenting on the new posts, Paul Anderson of Main Paving Services, said: "The fact that they can be left in the garden and secured is a great advantage. They have the telephone number and Marshalls Register logo clearly displayed and so are a great advertisement. It also gives neighbours and passers by an opportunity to see the contractor responsible for the job over a period of time."

Andrew Cummings of Briarlea Landscapes said: "They are another great opportunity for advertising and they can be re-used on different jobs."

To order your signs, please contact Helen Whitelock on 01422 312323 or by email at: helen.whitelock@marshalls.co.uk

MARSHALLS LAYING INSTRUCTIONS FOR DIARMUID LUNAR PAVING

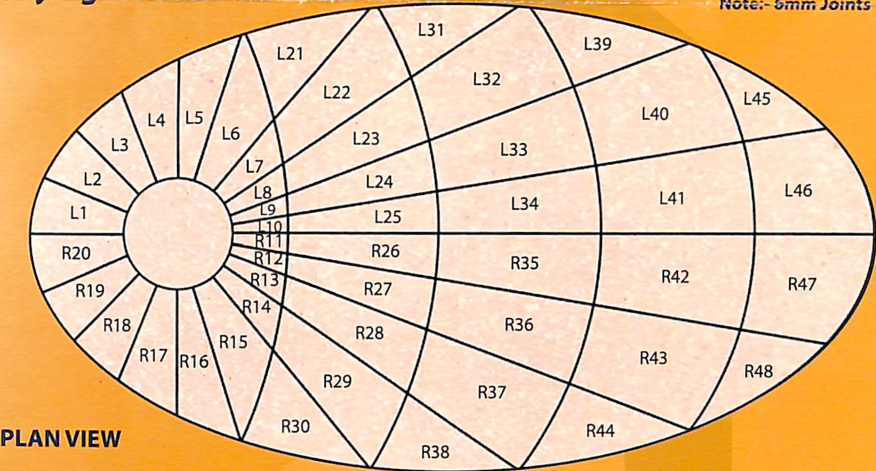
System description

The Lunar paving is part of the Diarmuid range designed exclusively by Diarmuid Gavin for Marshalls. The Lunar paving is intended to be used in domestic applications only and is not suitable for vehicular overrun or heavy trafficked areas. Lunar paving is ideal as a small patio or as a feature within the garden. Multiple Lunar's can be installed to create stunning features and patios.

Contents

1 x pack of paving spacers
49 paving components

Laying Pattern



PLAN VIEW

Packaging

Diarmuid Lunar paving is packaged in two packs, a left hand and a right hand pack. A centre stone is also provided within the left hand pack. When unpacking the product ensure that each piece is handled with care to reduce the risk of damage to the corners and edges. The packaging format has been developed to aid with installation. Always work down the pack and follow the laying order to ensure good installation and clean lines.

Left hand pack

1st layer
2nd layer
3rd layer
4th Layer
5th layer
6th Layer
7th Layer

Contains the Centre stone
L10, L9, L8, L7, L6, L5, L4, L3, L2
L24, L25, L31, L32
L1, L21, L22, L23
L34, L33, L39
L40, L41
L45, L46

Right hand pack

1st layer
2nd layer
3th layer
4rd Layer
5th layer
6th Layer

R11, R12, R13, R14, R15, R16, R17, R18, R19
R26, R27, R37, R38
R20, R28, R29, R30
R35, R36, R44
R42, R43
R47, R48

Note each unit is identified by labels on each product

Setting Out



Note : all dimensions are in mm

Laying

Lunar paving should always be laid on a full wet mortar bed (1:3 cement/sand) on top of a suitably prepared sub-base. It is advisable that a minimum fall of 1:80 is used to allow for drainage of the surface. Note if the feature is to be laid adjacent to a building, the level of the sub base should be planned such that the finished surface of the paving will be at least 150mm below the level of the damp-proof course within the wall of the building.

If cutting of the feature is desired a powered disc cutter will give a very accurate and clean cut but it must be used with great care and in accordance with the manufacturer's instructions. Cutting must be carried out with care to avoid any chipping on the new arras

Place string lines as shown in the setting out diagram above. The crossing point of the two string lines will form the centre position for laying the centre stone.

Install the centre stone on a full wet mortar bed (1:3 cement/sand) ensuring it is centred on the crossing point of the string lines.

Next using the same bedding install paving stone identified as L10 by lining up the straight side with the long string line A. Place two paving spacers between the adjacent paving stone to create a measured even joint. It is important to use these spacers to ensure the feature is constructed correctly. Continue to lay the remaining paving stones according to the laying order detailed below ensuring the joints are evenly spaced. Periodically check the feature for line by using the string lines as a guide.

Once all the paving units have been laid allow the bedding mortar to cure for a minimum of 24hrs before attempting to joint the units. Remove the spacers prior to the introduction of the jointing material. Protect paving and bedding from frost during this period.

Various pointing systems are available that will allow easy pointing of the joints. Details of such systems are available by ringing the Consumer / Technical Advice Hotline: 0870 411 2233

However, an alternative jointing method is described below but this must be conducted when bedding the paving stones and therefore care must be taken not to disturb the recently installed paving stones:

It is possible to fill the joints between paving flags as part of the bedding procedure. Start by bedding the first paving flag - when it has been tamped down and levelled, lay more mortar for the next flag but also lay a strip of mortar where the first joint will be. Now use the trowel to draw up mortar where the first joint will be. Next use the trowel to draw up mortar along the side of the laid flag, tapering out to the top of the flag.

When the next flag is laid the joint will be ready-pointed, which will save a great deal of time later. To ensure even joint thicknesses throughout the paved area put two temporary paving spacers (provided in the kit) in each joint as you lay the flags. Lay flags in the sequence detailed in the laying order section below.

When you start on the second paving stone you will need to point sides before laying each flag.

Never lay paving flags butt-jointed (touching each other).

Note: during installation care must be taken not to damage the corners and arises of the paving stones. The corners of this product are prone to damage if mishandled.

Should damage occur to one or more paving stones these can be replaced by ordering them from your local builders merchant quoting the identification number as detailed in the laying pattern.

Laying Order

Centre stone, L10, L9, L8, L7, L6, L5, L4, L3, L2, L25, L24, L1, L23, L22, L21, L34, L33, L32, L31, L41, L40, L39, L46, L45, R11, R12, R13, R14, R15, R16, R17, R18, R19, R26, R27, R20, R28, R29, R30, R35, R36, R37, R38, R42, R43, R44, R47, R48

Maintenance

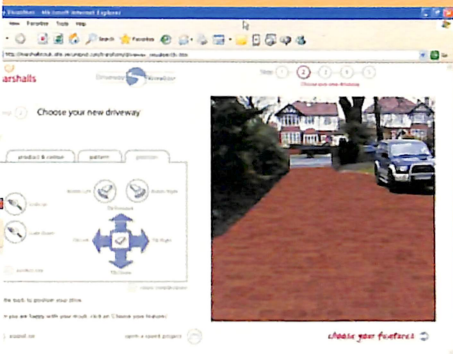
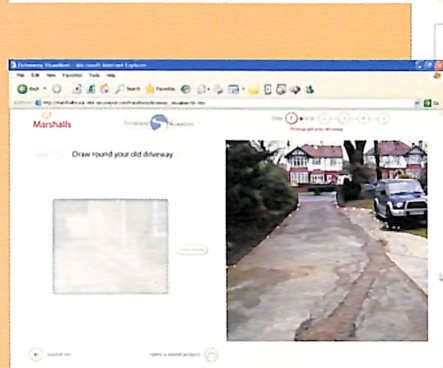
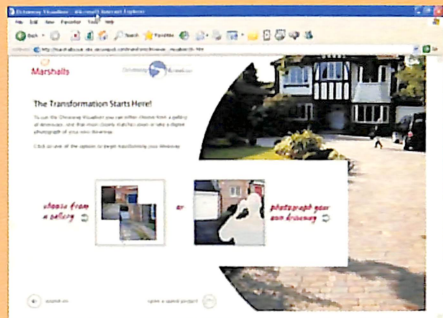
Periodic cleaning will be required to maintain the appearance of paving - further details are available from Marshalls upon request.

Consumer / Technical Advice Hotline: 0870 411 2233

NEW DRIVEWAY VISUALISER

It can be hard for customers to imagine how a new driveway might look – but not anymore. Marshalls is yet again leading the way in driveway transformation with the introduction of its Driveway Visualiser. Literally, consumers can upload a picture of their own tired driveway and transform it on-line via few simple steps into a stunning Marshalls' driveway! The Driveway Visualiser offers the following:

- Extensive selection of block types, colours and patterns to choose from
- Wide choice of kerb and edging to complement each driveway
- Results can be printed out so they can be given to the installer
- Consumers can personalise the driveway by adding features such as circles and octants
- Consumers have the option of sending their driveway visualisation directly from the website to three of their nearest approved Marshalls' Register installers to obtain a quote – generating additional business for Register members
- Consumers can try out and save different views



**Try it for yourself
– it's amazing!**

All this is carried out on-line via the Marshalls' website.

Available from
7 February 2005

on
www.marshalls.co.uk/transform

GRAPEVINE LETTERS

W H BUILDING & BLOCK PAVING, LEIGH
"We are delighted with the work carried out for us by WH. The care with which Warren carried out the work could be best described as meticulous. The quality of what he has produced speaks for itself."
K & H Hayes, Culcheth, nr Warrington

DARVELL LANDSCAPING, UXBRIDGE
"The finished result is stunning due to the combination of highly skilled and dedicated contractors and the quality of the products used. I would be delighted to recommend both the products and the contractor to prospective clients."
Mrs B Harris, Eastcote

SID MINEARDS, GARDENCRAFT, WELLINGBOROUGH
"Please pass on our thanks to Sid and his team at Gardencraft for the excellent manner in which they have dealt with our first few driveway customers. I can only hope that all future installations go as smoothly."
John Riley, Regional Operations Manager, Anglian Driveways

PREMIER DRIVEWAYS, FARNBOROUGH
"To say we are pleased with our path is an under statement. You rescued us from a cowboy situation and a very shoddy dangerous job. We have no hesitation in recommending your company to anyone."
D & L A Gotting, Farnham

A. P. PAVING, PENZANCE
"We wish to let you know how pleased we are with the service that we have received from one of your contractors on your register A. P. Paving. The team worked steadily with meticulous attention to detail, always consulting us throughout the job. We have no hesitation in recommending A. P. Paving and Marshalls materials. A. P. Paving is a credit to your approved contractor register."
D & J Castle, Helston, Cornwall

TOUCH OF MAGIC
"We would like to put in writing our appreciation of the wonderful job Rod and his very hard working and courteous team achieved."
S & L Ryde, West Sussex

SPECIAL BRANCH
"Matthew and Chris from Special Branch are a great credit as a Marshalls contractor - they have worked extremely hard in all weathers and have been so professional and polite. Their advice to use Pennant Grey was spot on - it looks fabulous."
J Ebourne, Leeds

PROFESSIONAL PAVING SERVICES
"I must write and say how delighted I am with the services of Professional Paving Service. Your representative was courteous, nothing was too much bother and they explained everything in great detail. I would have no hesitation in recommending your lovely stone or your representative. My garden is transformed."
H Bamford, Whitley Bay

READER'S DRIVES

How proud are you of your driveways? We know that our members have installed some stunning designer driveways, so come on, show us what you've got!

We're looking for the best driveways you've installed, so please send in pics of your work – before and after shots – and the best one will be chosen to appear in next year's Marshalls brochure.

Send to: Reader's Drives,
c/o Helen Whitelock, Marshalls Register, Landscape House, Lowfields Business Park, Elland, HX5 9HT
or email to helen.whitelock@marshalls.co.uk



NEW ASSESSORS

Due to our continued development and busier workloads, the register now employs no fewer than eight Regional Assessors, double the number of just 3 years ago. The latest two additions to the team are;



Name:
Ian Viles
Age:
37
Job Title:
Regional Assessor,
West
Contact Number:
07748 823951

Interests:
Snowboarding, cricket, women, but not always in that order.
Last Position:
Ran my own Landscape design and construction company for the last 14 years.
Proudest Moment:
Landscaping Le Manoir aux Quat' Saisons Hotel and restaurant for Raymond Blanc.
Biggest ambition:
To snowboard down a very tall mountain covered with fresh snow.



Name:
Graeme Melville
Age:
31
Job Title:
Regional Assessor,
Scotland
Contact Number:
07917 073846

Interests:
Motor sport, Thai boxing, DIY & Dining out
Last Position:
Owner of plant and skip hire company 1991 – 2004. I was also a Director of a successful Marshalls Registered Landscaping Business
Proudest Moment:
My proudest moment so far was winning the British Kart Championship at the age of 15.
Biggest Ambition:
My wife is pregnant at the moment with our first child and I aim to be the best father possible.

MARSHALLS IN THE MEDIA

This year Marshalls' innovative products will be advertised to consumers in the national Sunday supplements.

Marshalls is also sponsoring Freeview's UK Bright Ideas gardening programmes and UKTV Style Gardening on satellite and cable from 21 February.

Freeview programmes include: Colombia Road Gardens, Garden Challenge, Garden ER, Garden For All Seasons and Weekend Gardener. UKTV Style Gardening programmes include: Ground Force, Home Front in the Garden, Garden Rivals, Garden Invaders and Small Town Gardens.

This significantly increases the coverage of those consumers who are looking for a 'Do it for me' garden or driveway and places Marshalls and the Register in prime position.

ANGLIAN DRIVEWAYS

Following the success of the initial pilot of Anglian Driveways in Walton-on-Thames and Reading, it was rolled out to four of Anglian's five operating divisions; Central, Eastern, South East and South West.

Commenting on the launch of Anglian Driveways, the latest addition to the Anglian Home Improvements portfolio, Nick Howard,

Sales and Marketing Director, said: "We are very pleased with the success of the Anglian Driveways introduction. The joint branding partnership with Marshalls ensures that our customers know they will receive a top quality product and installation. We always looked at using Marshalls' expertise via their registered contractors for our installations."

Anglian has a trained, reputable sales force that generates leads and converts these into sales. Marshalls then receives the orders and passes them to members in that particular area to install the driveway. Anglian exclusively uses Marshalls' products and Register members for its driveway installations.

Paul Dear, General Manager of the Marshalls' Register, said: "Over 250 driveway orders have been received during the launch phase alone and, with the national roll out now imminent, Anglian will almost certainly become the UK's largest driveway company during 2005. As every Anglian order is installed by a Marshalls Register member, the potential benefits are immense."