

Issue 24

# insider

April 2014

Partitioning division  
in focus

manufacturing world-class interiors



For this issue of the Insider we are looking at the great partitioning work taking place in the UK



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### SAS International's UK partitioning success is put in the spotlight

In this issue we take a closer look at our partitioning systems and introduce you to the new partitioning project team. This dedicated team has been created due to the demand we've seen because of System 8000 specifications (page 4).

You will see some prominent case studies on pages 16-19. System 7000 was specified and installed at the first BREEAM Outstanding local authority building.

While the project win at Two Snowhill, Birmingham (page 9), where we are supplying metal ceilings, partitioning and trench heating, illustrates how customers are understanding that we are an interior solutions manufacturer offering a full range of products for an integrated approach.

This is the first issue of the Insider for 2014 and we have some exciting news to share with you about our work in Australia and our new SAS International Australia division.

The news pages will give you an overview about this, with more mentioned in our export article (page 12). We also introduce the new SAS Australia division in our 'Meet the Team' section on pages 30-31.

Meanwhile, in our manufacturing facilities we're working towards the Government's target to have zero waste to landfill by 2020 - we've got a special update on our progress so far on page 6.

We've also had some interesting news on installations which we've covered in our 'on the site' section (pages 10-11). We're constantly updating the website with new case studies so do keep an eye out for these being uploaded.

This is your publication - so please keep sharing your ideas, stories and feedback with us throughout 2014.

Rosa  
Rosa Lenders, Editor

The Insider brings you news from every part of the SAS group. We would like to have your feedback and contributions, including your views about the changes we have made to the Insider. Our email address is [sasinsider@sasintgroup.com](mailto:sasinsider@sasintgroup.com)

## SAS International acquires Australian ceiling distributor Mikor



We've recently acquired the assets of Mikor, the Australian distributor that has been supplying SAS International products and systems to projects across Australia.

Our strong working relationship with Mikor has developed over the years culminating in the recent success in securing the supply of

250,000m<sup>2</sup> of SAS metal ceilings to the largest commercial office development in Australia - Barangaroo, Sydney by Lend Lease.

In this issue we welcome the new team including Helle Lauridsen, Melanie Parsons, Mauro Corazzi and Steve Milner who will be based in Australia running the new SAS office. Josh Hillman will

be relocating from our Dubai office to operate as Technical Sales Manager in Australia. Alex McNess will be overseeing Australia operations. You can find out more about their roles and a typical working day in our meet the team feature (pages 30-31).

Over the coming months we will be integrating Mikor into the SAS International business. The combined expertise of both companies means we will be able to offer a greater range of products and systems for both the project specification and distribution market in Australia.

We've dedicated one of our main features in this issue to Australia where you can read more about the Australia market on page 12.

This is an exciting time for SAS and a significant step for the business. We look forward to hearing from the Australia team as they settle into the new office over the coming months.



## New partitioning project team

A new partitioning project team has been created due to demand we've been experiencing for our System 8000 specifications.

Our existing technical team - Kye Edwards (Partitioning and Glazing Manager), Jim Parlour, Toby Carter, Konstantinos Pyrintsos, and Luke Mansfield – have been joined by Bob Poole (Estimating Manager), Adrian Kettles (Estimator), and Natalie McLoughlin (Sales Co-ordinator) who were previously based at our SAS Direct Burgess Hill office. Plus we have three new additions – Luana Buratta (Sales Administrator), Ryan Millward (Sales Project Coordinator) and Louise Bond (Office Administrator).

From the 1st of April, Charysse Gibbs who has supported the team for several years in the position of Senior Project Coordinator will become a Junior Sales Executive for partitioning.

In this issue 'on site' reports on a recent project at The Shard (page 10) while you can read a case study about the installation of System 7000 at Brent Civic Centre (page 16). These are just a couple of the many projects that the team has recently worked on.

We'll keep you updated on partitioning project wins in future issues of the Insider.



Fast track products distributed through NDi



We are happy to announce that NDi will be selling our fast track interiors partitioning systems and doors.

NDi, part of the Grafton Group, which specialises in the supply of drywall, insulation and ceiling materials to the construction industry, is a new distributor for SAS products.

To enhance this new collaboration the marketing team has created a brochure for NDi called *Centurion fast track partitioning*. This includes the following products, which are also in the *Fast track interior products* brochure;

- Partitioning (2000, 3000, 4000 and 8000i)
- Glass and glazing
- Doors and doorsets

NDi offers the most comprehensive and developing range of products and systems from well recognised, leading manufactures.

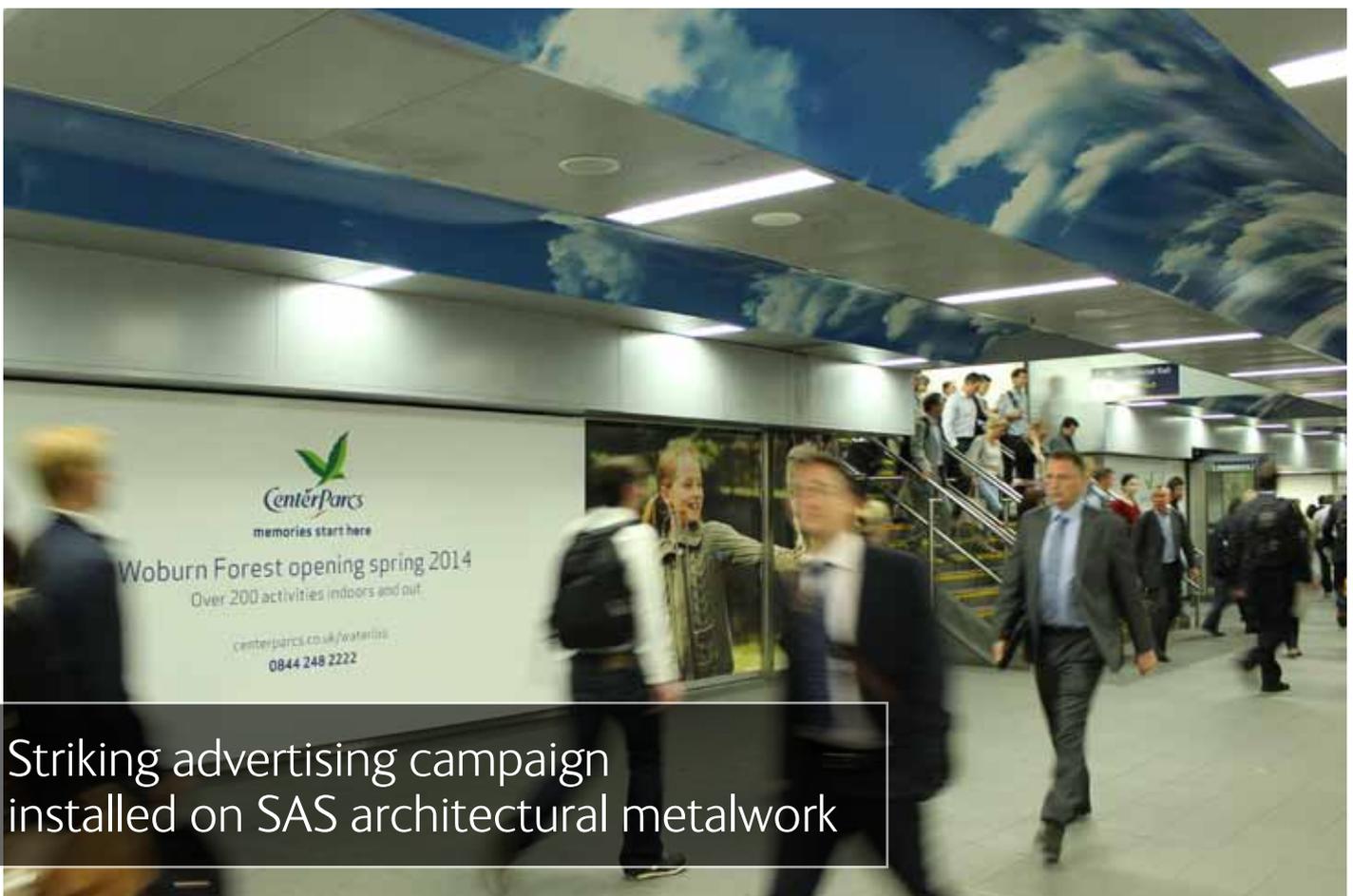
## Dubai warehouse sales increase



We would like to thank all our staff at our Dubai warehouse for their great efforts over the past year. Our Dubai warehouse has seen a huge demand from around the region to supply our products, which we hold in stock, for a range of commercial interior fit-outs. There has been a 20% increase in sales from 2012 to 2013 with System 150 the most popular ceiling system being sold direct from the warehouse.

Fit-out projects include International Tower in Abu Dhabi, the Dubai Electricity & Water Authority office building (DEWA), Microsoft office fit-out in Abu Dhabi, King Abdullah Sports City in Jeddah and Qatar University.

This is an exciting time for the region as Dubai recently won its bid to host the World Expo 2020. It will be the first World Expo to be held in the MENASA (Middle East, North Africa and South Asia) region. The event provides a fantastic opportunity to create a spotlight on some of the world's innovative and groundbreaking projects and increase business opportunities.



## Striking advertising campaign installed on SAS architectural metalwork

We recently noticed a great advertising campaign by Center Parcs at the Waterloo Station Peak Hour Subway where our architectural metalwork is installed.

Known as the 'Waterloo Immersion Zone' the campaign transformed the area into a virtual Center Parcs village, immersing commuters in the brand. The eye-catching wraps, which

feature a sunny, blue sky on the ceiling, brings Center Parcs to life along the 71 metre walkway.

Our architectural metalwork is specified for lots of transport projects because of its durable qualities. In such busy places - there are over 2 million commuters every week at the Waterloo rail terminal alone - the metal solutions provide impact resistance and allow ease of cleaning to

provide a long-lasting finish.

This use of 'vinyl wraps' advertising is growing in public spaces such as transport hubs and have a unique selling point to supply architectural metalwork products.

JCDecaux Innovate was behind the eye-catching campaign.

## The art of System 8000

Photography student Kristofor Green was shortlisted for the EEF 'Made in Britain' Photography Awards 2013 with an image he took at Apollo Park.

Shortlisted entries captured British products, components or processes in abstract form or in their entirety. The abstract image taken by Kristofor is a close up angle of a narrow glazed section of our System 8000 partitioning.

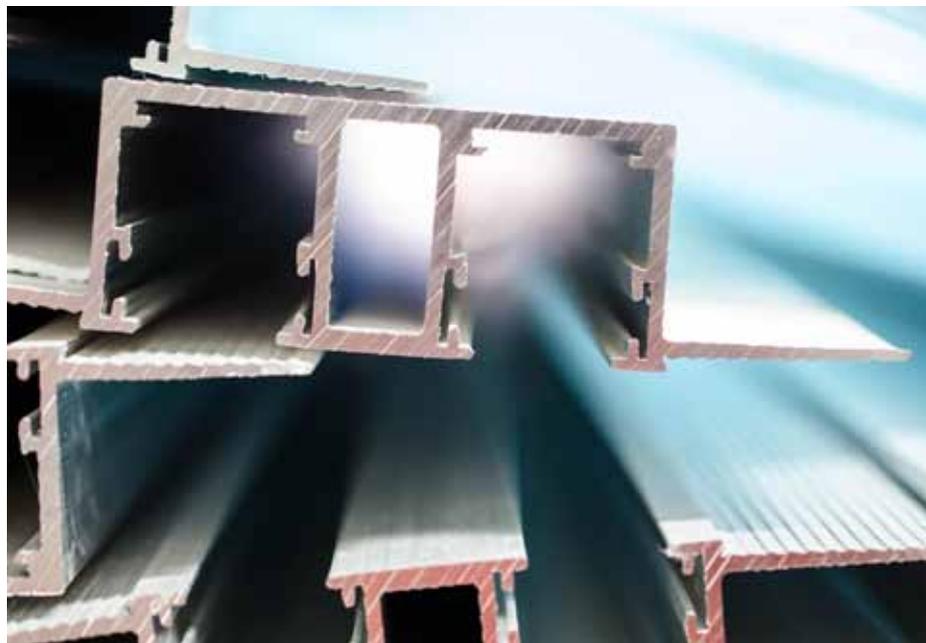
Dominic DeSousa, Production Manager at Apollo Park, helped arrange access at Apollo Park for Kristofor to take these dramatic images.

Kristofor is a mature student at Walsall College where he is studying for a Photography HND; "This is the first time I have entered a major photography competition so getting shortlisted is more than I expected.

I was very pleased with the image and making the shortlist."

For this year's competition the organisers teamed up with the Made by Britain campaign, a project run by the Associate Parliamentary Manufacturing Group to inspire a new public perception and celebrate British design and manufacturing.

In 2011, SAS International welcomed Adrian Bailey MP to its Oldbury facility in the West Midlands to show Made by Britain was a reality in his constituency.



## Working towards zero waste to landfill

The Government's plan is to have zero waste to landfill by 2020. At SAS we're working towards this goal at an incredible pace.

Gary Grant, Standards Supervisor at Bridgend, has updated the Insider about the progress of diverting site waste from landfill.

Currently there's approximately 70 tonnes of material at Bridgend which is recycled per week. Material such as steel, copper and cardboard can be recycled which means it is not sent to landfill.

However, there is a small amount that cannot be recycled in the same way and must be handled differently. Gary and his team have worked hard over the years in finding ways to ensure this is kept out of landfill.

Over the last twelve months trials have been conducted with a local waste to energy facility, EPS, to produce a RDF (Refuse Derived Material). Trials to date have proved successful and as a result this general waste material is currently being taken from Bridgend and being used as an alternative fuel in the cement kiln industry in Ireland and Denmark.

More recently the waste powder (or fines) from the paint line hopper has also been diverted



from landfill. Working with another local waste management company, GDB Ltd, the waste powder is being taken from our sites and is now used as a by-product, rather than transported as waste, as a result of the great team effort. This waste powder is being taken from Maybole, Apollo Park and Bridgend sites.

Congratulations to Gary Grant and his team on their ongoing work to eliminate waste to landfill. Gary promises to keep us updated in the future.



## Record Sales Quarter for London Ceiling Sales Team

Congratulations to the London metal ceilings sales team who have achieved record sales figures in the London region during Quarter 4, 2013.

As reports highlight there is a significant activity in various sectors in the London market. However, this market continues to be competitive. It is hoped that with the forecasted recovery on track, SAS International is able to sustain sales levels in what is one of the busiest markets in Europe.

## CBCA Investigate the Life Cycle Costs Facts

Having recently completed a comparison study on the performance of HVAC systems the CBCA (Chilled Beam and Ceilings Association) has embarked on the next major project.

"Revealing the potential 22% of energy savings that chilled beam technology can deliver against other technologies has been an eye opener in the market" said Andrew Jackson the Chairman of the CBCA.

Many of the large manufacturers of alternative cooling technologies have been outspoken about the EDSL independent study. The aim for the CBCA was to highlight the facts about chilled beams and prove to the mechanical and electrical market (particularly specifiers) that chilled beams are an existing technology and can meet the stringent demands of energy savings today.

The CBCA wanted to promote the facts about chilled beams so they can be more seriously considered as an alternative to fan coil units. The EDSL Tas Energy Study simulated the dynamic thermal performance of four differently-sized office buildings, and compared the energy consumption, CO2 emissions and the running costs of different HVAC systems within these office buildings. More detailed information on the EDSL test is featured on pages 14 and 15 of this issue of the Insider.



Due to the positive feedback from mechanical and electrical engineers/consultants the CBCA is now building up an accurate life cycle cost comparison between chilled beams and other cooling technology available in the market. It has been a widely held view that the initial capital cost of chilled beams are more expensive than alternatives. Little detailed information is ever discussed regarding the performance specification of the product, how long the product lasts and whether or not it needs regular servicing.

Andrew Jackson comments "I think we are going to demonstrate to the market that chilled beams last longer, require little or no maintenance and over an extensive life cycle offer significant value for money without compromising on performance".

The CBCA will update and report on the findings of this research during 2014 (see pages 14-15).



## SAS sponsors key industry awards

We are proud to be a gold sponsor of the 'Fit out of Workplace' award at the 2014 British Council for Offices (BCO) National and Regional Awards. There are five regional events for the shortlisted participants throughout April and May. Winners of these awards then attend a national awards dinner in October.

One of the BCO's primary objectives is to define excellence in office space. At SAS we share this aim of best practice as we are driven by delivering quality, innovation and being able to provide value to projects worldwide.

These are important awards for the industry as they provide project teams the opportunity to showcase their work. We look forward to seeing the shortlisted entries.



## Property Council of Australia membership

SAS is now a member of the Property Council of Australia, which is the leading advocate for Australia's \$600 billion property industry.

Andrew Jackson, Marketing Director, has told Insider that in 2014, SAS will be sponsoring the Award for Best Office Development in the Innovation & Excellence Awards which is the Property Council of Australia's annual awards.

Lend Lease's \$500 million Darling Quarter and Commonwealth Bank Place development in Sydney received four awards at the 2013 Property Council of Australia / Rider Levett Bucknall Innovation and Excellence Awards. Our perforated metal ceilings were installed throughout the buildings.

This membership builds further on our partnerships we already have with key organisations here in the UK including our membership of the Association of Interior Specialists (AIS) and British Council for Offices (BCO). As members of the AIS we support the annual awards and regularly feature in their publications – *Interiors Insight* and *Interiors Focus*. We also sponsor the BCO 'Fit out of Workplace' award at the National and Regional Awards.

Members of the Property Council of Australia include major investors, property owners and developers, as well as the industry's professional service and trade providers.

## Designed to achieve LEED Silver rating, King Abdulaziz International Airport, Jeddah

SAS International is supplying over 100,000 m<sup>2</sup> of metal ceiling solutions for the \$7.2bn project to massively expand King Abdulaziz International Airport (KAIA) in Jeddah, Saudi Arabia, which is now rapidly progressing.

The airport, which has been designed to achieve a LEED Silver rating, will contain the world's biggest air traffic control tower once complete, standing at a height of 135m.

It will increase the airport's capacity to handle over 30 million passengers a year through the building of a new 690,000m<sup>2</sup> terminal, which will measure 1km x 1.3km.

The new terminal has been designed by consultants Atkins and Arup, with Areen Design responsible for the interiors.

Saudi BinLadin is responsible for delivering the two main Phase One contracts covering the new Passenger Terminal complex, the airport terminal and apron, and the construction management contract.

We will be supplying SAS International's System 150 ceiling solution and System 600 rafts for the Passenger Terminal complex, which are currently being manufactured in our Bridgend and Apollo Park factories.

The System 150 ceiling system for this project comprises of a waveform ceiling which will have concealed LED lighting strips in the bull nose of the panels. This will help to create shadows of light and dark areas to mimic the form of sand dunes. The LEDs are manufactured by Havells Sylvaania.

Around **40,000m<sup>2</sup>** of our System 600 rafts will also be supplied for the project. These have been designed so that they overlap, similar to a series of venetian blinds, to enable air to flow without seeing into the ceiling void.

The terminal building will have a floor area of **766,000m<sup>2</sup>**, including a huge **200,000m<sup>2</sup>** indoor garden. It will be made up of **3,100 tonnes** of steelwork, contain **40km** of linear lighting, **46** fixed air bridges linking to plans, **94** passenger boarding bridges and a **60km** baggage handling network.

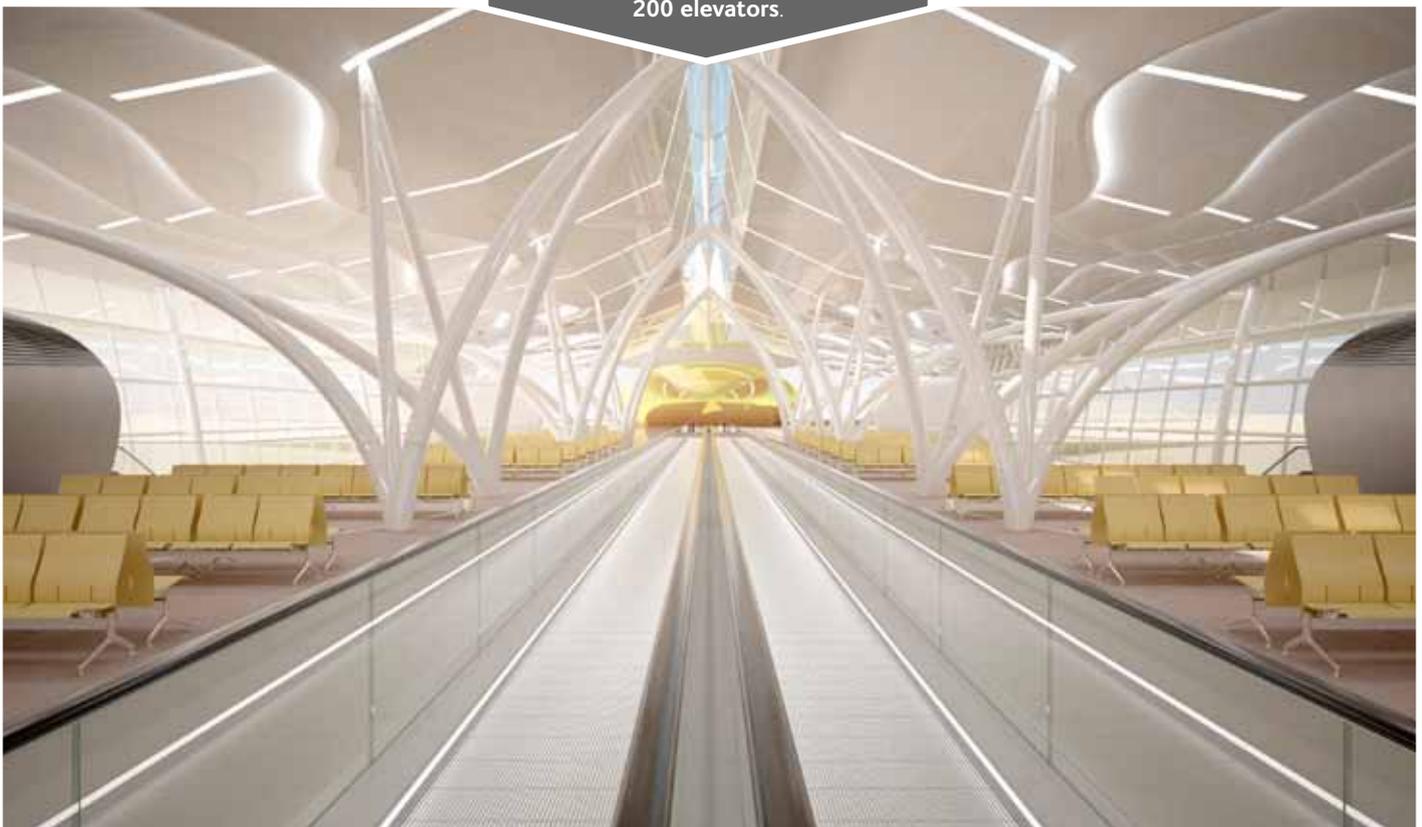
The facility will also have **150 escalators**, **60 travelators**, totalling **3.6km in length**, and more than **200 elevators**.

The new terminal will also include an airside hotel and a transport hub connecting to the new Haramain high-speed railway linking Mecca and Medina. As reported in the last issue of the Insider, SAS International has designed and is supplying soffit linings for the station at Medina.

The Passenger Terminal in Jeddah is due to begin operations in 2015, with all three phases of the KAIA Development project scheduled for completion by 2035.

The GCC's aviation sector has undergone rapid transformation over the last decade. However, unlike the rest of the GCC, Saudi Arabia's primary target is to meet demand from religious tourists embarking upon the Hajj and Umrah pilgrimages. Jeddah acts as the gateway to the holy cities of Mecca and Medina. Approximately 2.5 million people visit Mecca during the Hajj period alone, and this is projected to rise to four million in the next few years. Up to seven million perform the Umrah over the course of a year.

Other members of the GCC such as Dubai, with airline Emirates; Abu Dhabi with Etihad; and Qatar with Qatar Airways, have worked to establish an aviation hub - backed by an international brand - as a strong tool for development.



## Metal ceilings, partitioning and trench heating at Two Snowhill, Birmingham



SAS International is supplying a specific range of product solutions for the new office premises at Wragge & Co LLP in Two Snowhill, Birmingham. This project demonstrates how customers are understanding that we are an interior solutions manufacturer offering a full range of products with an integrated approach. The subcontractor for the project was Stortford Interiors and the main contractor Wates.

Over 1,000 linear metres of System 8000 partitioning has been supplied and over 23,000m<sup>2</sup> metal ceilings have been specified. While Bridgend has already supplied 300 linear metres of HCP trench heating.

The redevelopment of Birmingham Snow Hill Queensway has in excess of 1 million sq ft of high quality office accommodation; in two distinctive buildings.

Two Snowhill is a BREEAM Excellent Grade A Office space in a landscaped setting. Adjacent to One Snow Hill, the buildings are linked by a new winter garden.

Law firm Wragge & Co LLP will take up to 250,000 sq ft of space over 11 floors at Two Snowhill, that's 60% of the building, on a 20-year lease with flexibility to accommodate up to 1800 people.

System 8000 has been installed for offices, meeting rooms and conference suites on multiple floors.

Narrow double glazed and single glazed partitioning has been specified with recessed head track to allow a neat finish and ease of integration.

Allowing for suitable building slab deflection is a key criteria for partitioning product selection. A live load will almost certainly cause some degree

of movement which impacts on the space between the floor and ceiling slab below. For this project up to ±15mm deflection heads were designed to suit specification requirements.

Acoustic performance is also a key consideration in today's commercial office working environment. Glass doors and flush glazed doors with acoustic drop seals were installed by our glazing team.

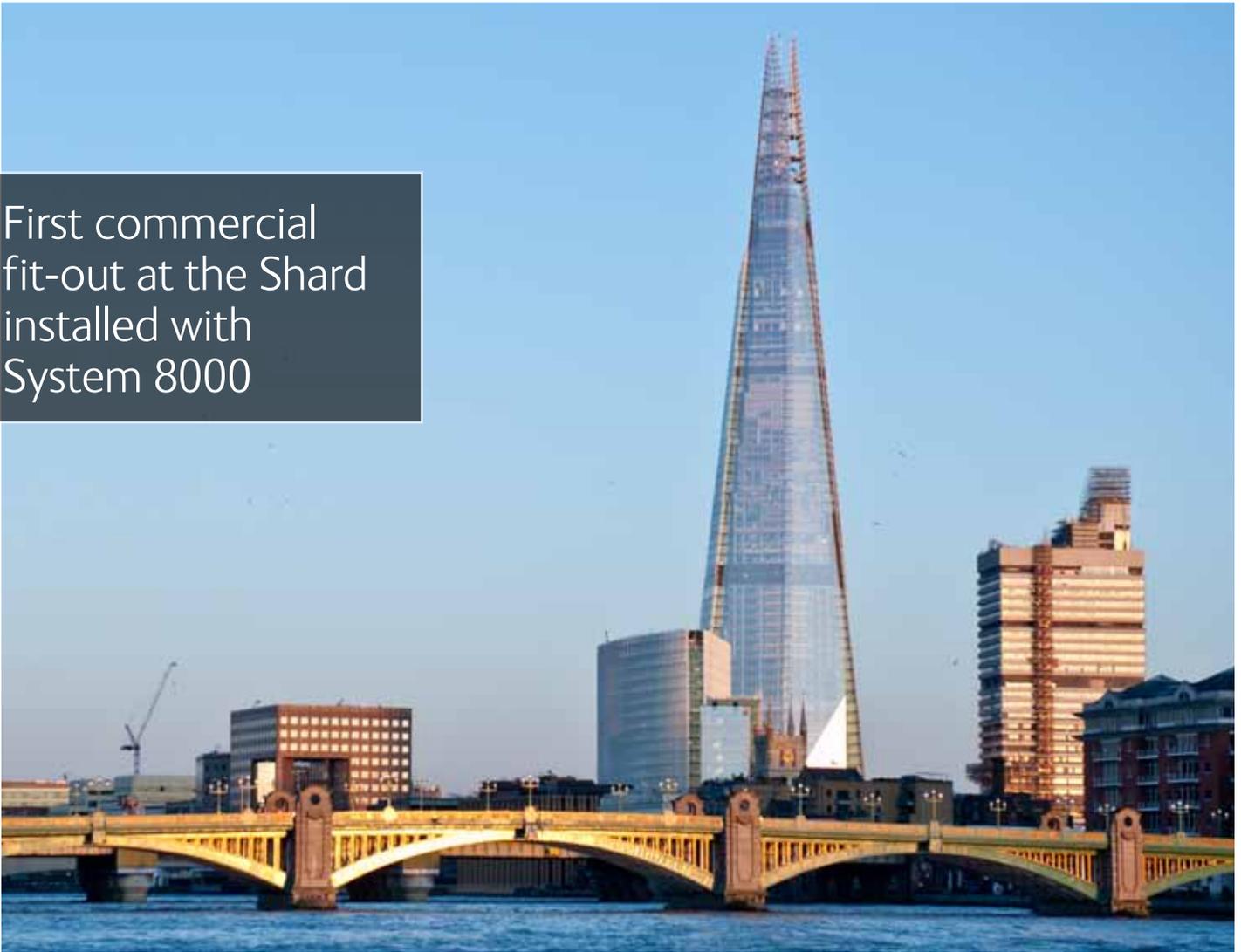
Our System 150 and System 330 metal ceilings have also been installed throughout this project.

Two Snowhill is part of the city's £500 million gateway site being developed by Ballymore Properties. As part of the BREEAM 'Excellent' scheme, Hines and Ballymore Properties, on behalf of Hines European Development Fund II, have committed to improving the wider public realm and environment around the building with a 'green wall' between the scheme and Snowhill Station, where Project Management have installed our bespoke System 330 metal ceilings.

The development includes retail and leisure units at the heart of Birmingham's central business district.

This project is a great example of how our products integrate to supply one project with a solution led approach which delivers quality systems, product innovation and value for the client.

## First commercial fit-out at the Shard installed with System 8000



Our System 8000 and System 1000 partitioning has been installed in the first commercial fit-out in the Shard, the iconic shaped building in the heart of London.

System 8000 integrates seamlessly with System 1000 Drywall+. This combination of glass into drywall provides a solution that meets acoustic

and aesthetic demands.

For this project 25mm deflection heads were specified. The same head detail is utilised across glass and drywall elevations, enabling a consistent design deflection detail across the whole system. The sliding doors maximise the useable office space within each room.

In total we supplied 155 linear metres of single glazed, double glazed and drywall partitioning with 12 sliding doors and seven flush glazed doors.

The architect was Gensler and main contractor, Paragon Management. Ideal Installations Ltd was the sub-contractor who installed our partitioning systems for the client Duff & Phelps.

## System 200 shades of grey

We supplied 375m<sup>2</sup> of System 200 in a grey tone (RAL 9006) for the new Audi Cheltenham car showroom. The project has recently been handed over to the client to finalise the interior and car display. This follows on from the recent completion of the Audi showroom in York. SDA Architects and BDB Design Build, the main contractor, worked on both projects. Tapper Interiors was the sub-contractor for Cheltenham and ICS for the York showroom. There are further showrooms planned for this year and we'll keep you posted of progress.



## Masirah Hospital Sultan of Oman (MCC)



Following on from Insider 23, a further order for 5000 m<sup>2</sup> of SAS 120 system has been placed by our long term partners Al Kahf of Oman for a new 100 bed hospital in Masirah.

Our relationship with the Ministry of Health (MOH) continues to grow in line with their impressive roll out programme for hospitals and health care centres across the Sultanate of Oman.

Our International Sales Manager Mike Collins, who is based in Dubai, updated the Insider on the recent activity commenting; "Although our products are in regular use by the MOH, for each new project we are still subject to rigorous product assessment and approval by the Ministry's technical team in order to ensure the highest product quality and installation."

Al Kahf will support the project with an experienced team of 14 operatives who will be based on site until completion and managed by their operations manager Sebastian Joseph.

Masirah Island is located 20 kilometres off the main land of Oman, where temperatures can reach up to 45 degrees celsius. With a resident population of 12,000, the main industries are fishing and traditional textile manufacturing. Masirah also provides a base for important military air installations and a home for 30,000 logger head turtles nesting in the sandy beaches.

## USG ceiling tiles installed with Tee Grid

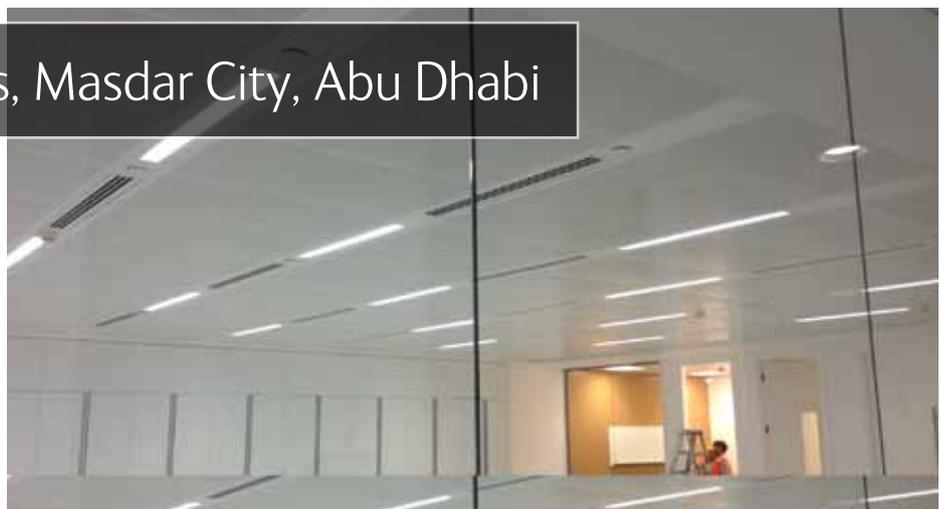
Over 1,300m<sup>2</sup> of USG tiles have been installed at Rivergate House in Newbury for the client Cognito. This is one of the first projects to use USG tiles since SAS International acquired the sole rights to distribute USG mineral fibre ceiling tiles. Wynn Ceilings, the sub-contractor, installed the USG tiles with SAS International Tee Grid, which is one of the highest galvanised steel content grid products on the market.



## Siemens Headquarters, Masdar City, Abu Dhabi

SAS System 330 has recently been supplied to the Siemens headquarters in Abu Dhabi. We designed and delivered 5,500m<sup>2</sup> of System 330 with 1820 perforation pattern and acoustic pads in line with a very tight project programme.

The ceiling system incorporated technical lighting and a zone for mechanical and electrical services. Al Tayer Stocks were the fit-out contractor for this project. A special mention must also go to Nagajan and his team at Prosperity Painting Works (PPW) for their incredible turnaround time on the ceiling installation.



# Planning for the long term and delivering export success

For the past few months SAS International has been a hive of activity as we slowly see the UK economy grow from the doom and gloom that has been top of the menu since 2008. Although times have been tough SAS International has performed relatively well. Trading has been tough, customers put under huge pressure and opportunities scarce but in true SAS style we have trebled efforts in looking for the opportunities, tracked them, stayed on top of them and ultimately delivered some significant value to project teams and the clients spending money.

There were raised eyebrows in 2008 when we opened our SAS Dubai office whilst the recession gripped and projects across the Middle East went on hold. Having worked in the export market for over 25 years and being project led, we were aware of the risks. However, the market changes dictated a long term strategy to ensure SAS International were competitive, respected and prominently local to where the demand for our services and products was located.

British construction product manufacturers have “managed” export markets by typically “parachuting in” key staff when the project team on a fairly large project are due to decide on specification or when the manufacturer gets a call for assistance. The world recession has certainly disrupted this activity. Developing markets with significant infrastructure and construction

projects in progress want to be working with qualified local teams. SAS Dubai now manages all SAS specification led projects and a commodity product warehouse in the Middle East, including UAE, Qatar, Oman, India, Kuwait, Saudi Arabia and Bahrain. Sales continue to increase in this region.

With the World Expo landing in Dubai in 2020 the SAS Dubai team are well established, experienced and a proven SAS hub ready to service the anticipated demands in the next six years. Long term strategies can work...

During the latter part of 2013 the focus has been on developing the SAS business in Australia. Unlike the Middle East and the UK, Australia’s economy has been relatively untouched by the world recession. They were doing so well “down under” during the recession they decided to let England beat them at the cricket and the rugby just to keep our spirits up...! However, regardless of the economic situation a long term strategy is still essential.



SAS have been supplying the Australian market for over 20 years. Latterly working with our customer Mikor, SAS have supplied most of the major commercial office projects in Australia. In August of 2013 SAS/Mikor won the landmark commercial office development in Sydney: Barangaroo. SAS would not have been successful winning Barangaroo without qualified, experienced people on the ground in Sydney. With the Australian market developing, the use of metal ceilings is increasing. Before the end of 2013 the decision was made to purchase the assets of Mikor and establish SAS International (Australia), see more on Page 3.

As the leading metal ceiling supplier in Australia we are well placed to comprehensively meet the

demands of the market. With the management of the Barangaroo project and a re-structuring of the Australian business, the long term strategy for Australia is set.

2014 will be a busy and exciting year. With a new warehouse facility and an office in the Sydney CBD, the new SAS International Australia team will be pro-actively servicing the Australian market. We warmly welcome Mauro, Steve and Helle to SAS (read more about them in Meet the Team on pages 30-31), supported by Alex McNess and Josh Hillman from our Dubai office, who joined the team in March.

With significant marketing and sales initiatives planned we are looking forward to developing business in Australia as SAS International.

## List of significant projects SAS has supplied in Australia (last 3 years)

- Commonwealth Bank, Sydney
- Bligh Street, Sydney
- City Central Tower, Adelaide
- 161 Castlereagh Street, Sydney
- 48 Martin Place, Sydney
- National Circuit, Canberra
- Workzone, Perth
- Qantas HQ, Sydney
- UTS Thomas Street Building Research Labs, Sydney
- 123 Albert Street ‘Rio Tinto Tower’, Brisbane



## Meet the expanding pro-active SAS Direct Commodity team

The team responsible for selling SAS Commodity products has recently been expanded. Ever since SAS Direct was established in 2010 the route to market for commodity products has been in significant demand.

The market place was unaware that SAS International commodity products such as Tee Grid, MF and Stud & Track were available to purchase. As the product portfolio has increased over the past few years SAS Direct has become an important channel to market for contractors looking for the best quality product for the best price.

With the recent introduction of the Fast Track interiors brochure the nationwide commodity sales team headed up by Clinton Edwards is pro-actively covering the UK meeting with sub-contractors and introducing the SAS International fast track commodity product portfolio.

Working shoulder to shoulder with SAS Direct Depot Managers and Sales executives this team focus on SAS cold rolled products and third party ceiling tile sales: USG and AMF.

Clinton says "Now we have a full team on board I am eager to ensure that we are engaging with as many sub-contractors as possible. We have a great portfolio of products at hugely competitive prices. The customer feedback is very positive. With this team in place customers around the UK will have a local contact who they will see regularly."

We look forward to tracking the progress of the team throughout 2014.



### SAS Direct Commodities Team



**Clinton Edwards:**  
Sales Manager UK

**Michael Evans:**  
Sales Executive -  
Southern areas / London

**Russell Smith:**  
Sales Executive -  
Midlands Area

**Michael Bassett:**  
Sales Executive -  
Northern areas /  
Manchester / Yorkshire

**Keith Gilmour:**  
Sales Executive -  
Scotland

## Chill Out Zone

In issue 23 of The Insider we reported how the new study from the Chilled Beams and Ceiling Association (CBCA) showed that chilled beams reduced energy costs by 22%. Here we take a more in depth look at the study and how the CBCA is on a mission to highlight the significant benefits of chilled beams and ceilings.

Early in 2013 the CBCA outlined its strategy and activity for the year highlighting that a key issue for the Association was why building owners and specifiers of cooling were resorting to 'what they know'. The recession was putting focus on lowest capital cost and this was a big challenge for chilled beam and ceilings manufacturers to prove this choice was not necessarily the cheapest over time (see page 7 for news on the latest CBCA study covering this).

The CBCA throughout last year continued to educate the market with a series of technical guides including 'An Introduction to Chilled Beams and Ceilings' and Technical Fact Sheet 001 on 'Thermal Comfort'. These fact sheets were developed to drive best practice standards and highlight the significant benefits of these types of cooling systems.

The main aim of the CBCA is to help educate project stakeholders so that they can make more informed considerations.

This new EDSL Tas Energy Study, conducted in collaboration CBCA, has simulated the dynamic thermal performance of four differently-sized office buildings, and compared the energy consumption, CO2 emissions and the running costs of different HVAC systems within these office buildings. The three systems analysed were:-

- VAV Fan Coil units with EC motors
- Passive Chilled Beams (95% Convective / 5% Radiant)
- Active Chilled Beams

The results are important for the industry as a whole as the Annual Plant Energy Cost Comparison revealed in the study shows that there are potential energy and cost savings that can be made using products that are already available on the market. Critically, these savings were shown to amount annually to approximately 17% for a passive chilled beam system and approximately 22% for the active chilled beam system, over the VAV fancoil system modelled.

The EDSL Tas Energy Study simulated the dynamic thermal performance of four differently-sized office buildings, and compared

the energy consumption, CO2 emissions and the running costs of different HVAC systems within these office buildings.

The study has shown that for both the Passive and Active beams energy consumption is lower than that of the VAV Fan Coil system, for all the buildings modelled.

The annual plant energy running costs savings achieved using chilled beams can be seen in the Annual plant energy cost comparison chart which is split for each particular building and shows the available annual running cost saving expressed as a percentage against the VAV Fan coil system benchmark (100%).



Building No.	Location	VAV Fan Coil		Passive Chilled Beams		Active Chilled Beams	
		Consumption (kWh)	CO <sub>2</sub> Emission (kg)	Consumption (kWh)	CO <sub>2</sub> Emission (kg)	Consumption (kWh)	CO <sub>2</sub> Emission (kg)
1	London	198897	92203	173037	78644	163756	73828
	Birmingham	185447	84217	159717	70747	150598	66002
2	London	404008	189191	346557	159182	327919	149525
	Birmingham	375536	172884	317825	142774	299479	133244
3	London	392231	183131	338129	154846	319457	145177
	Birmingham	365010	167389	311031	139187	292599	129630
4	London	800175	377178	679824	314497	642348	295106
	Birmingham	742509	345003	621389	281945	584320	262748

The findings of this research come at a time when energy demand and supply is top of the news agenda, and as the impact of the UK's energy capacity gap is being examined both by policymakers and commercial and public property owners. As an industry it's important we share knowledge to help get buildings to perform more efficiently, and chilled beam technology offers a solution for offices and other property.

What this study has shown is that chilled beam technology available today, such as SAS International's chilled beams and ISMs, enable energy savings.

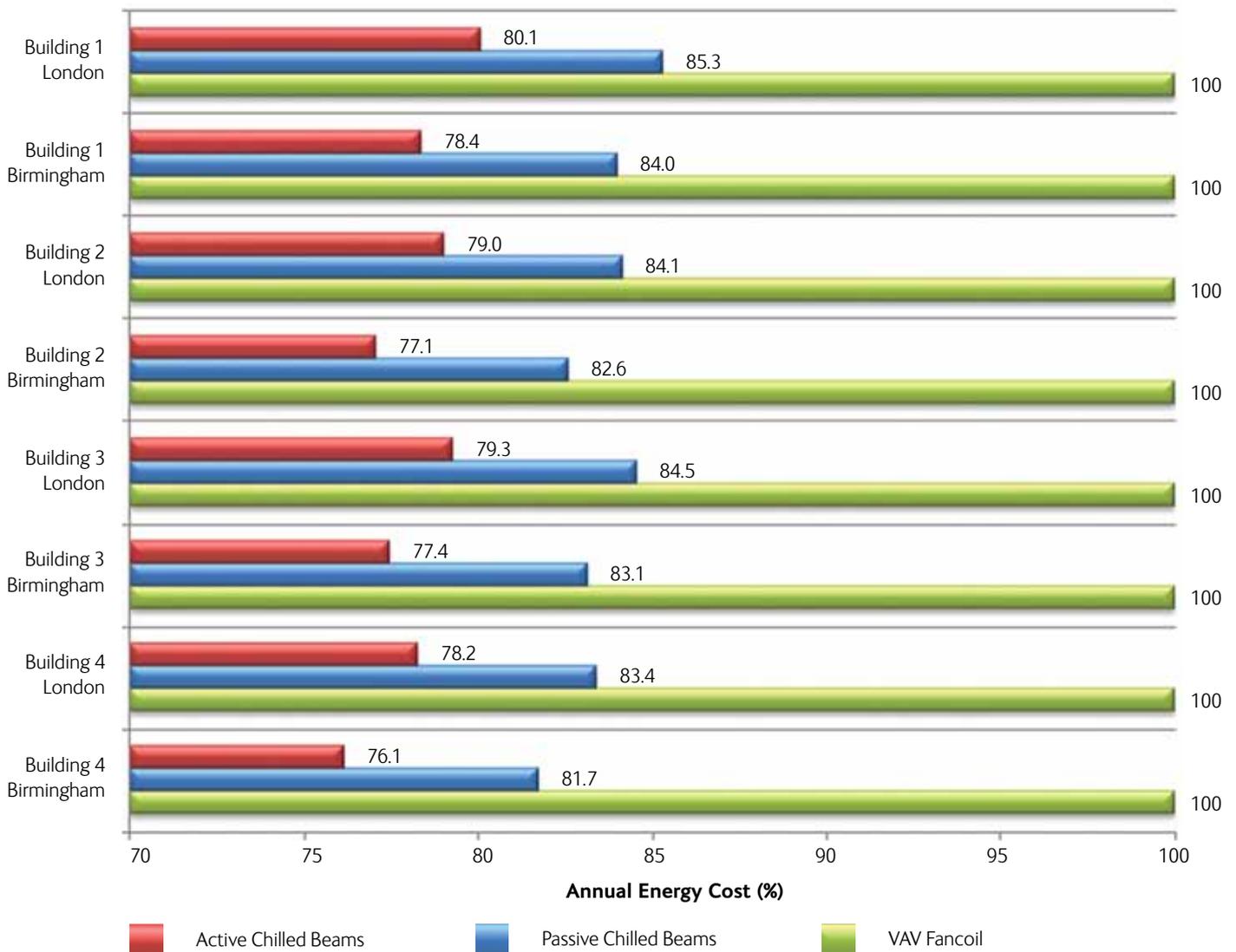
At SAS International our chilled beams and ceilings have been specified for many projects. Most recently SAS International's ISM's, incorporating DALI Control System, were installed at Wakefield Civic Offices to provide a future proof cooling solution. Balancing occupant comfort and the demands for an energy efficient solution were core considerations at design stage. The entire project takes a holistic view of sustainable design so that structural, environmental and architectural elements all contribute in providing a low energy BREEAM 'Excellent' solution, which Cartwright Pickard Architects say produces 30% less carbon



than a conventional comfort cooled office. The case study can be downloaded from the website and was also featured in the publication for the building services industry, Building Services and Environmental Engineer (as shown here).

The CBCA Technical fact sheets including the EDSL study can be found on the Feta website [www.feta.co.uk/hevac/specialist-groups/chilled-beams--ceiling-association](http://www.feta.co.uk/hevac/specialist-groups/chilled-beams--ceiling-association) or by contacting the marketing department.

### Annual Plant Energy Cost Comparison



## System 7000 installed at first BREEAM Outstanding local authority building



SAS International's partitioning systems are supplied for many projects around the UK. Simple and functional division of space in an office environment can be achieved through the use of partitioning systems which offer privacy and acoustic benefits, whilst also ensuring the most efficient use of space. Being easy to relocate allows partitioning to cater for future office change.

One recent project is the new Brent Civic Centre - the most sustainable local authority building to be completed in the UK - where we manufactured and supplied over 400 linear metres of System 7000.

Situated between Wembley Stadium and Wembley Arena, the 40,000m<sup>2</sup> project has been awarded a BREEAM Outstanding rating, the first in its category to achieve this accolade.

BREEAM is the sustainable building certification scheme providing a benchmark for performance used by clients, investors, developers and design teams. Over 250,000 buildings have been certified since it started in 1990, and the scheme is now used in more than 50 countries.

Designed by Hopkins Architects, Brent Civic Centre's spaces are arranged around a soaring, naturally-lit foyer and atrium which houses

a large public amphitheatre and staircase that will host arts and cultural experiences. It houses Brent's civic, public and administrative functions, providing office space for 2,000 staff. The facility also includes a town hall, conference centre, wedding venue, public library and cafe.

The project features a 33% reduction in carbon emissions due to a combination of solar shading, natural ventilation, high-performance façade, and combined cooling, heating and power which utilises waste fish oil.

The library and council office spaces required acoustic performance, natural ventilation and



natural light for maximised occupant comfort. The open plan and glazed offices offer flexibility to provide a future-proofed solution for the diverse community's administrative needs.

WRR, passive fire protection and interior specialists, installed System 7000, which was manufactured at Apollo Park.

For this project the partitioning incorporates acoustic door over panels with attenuators containing acoustic pads. These glass panels are back painted which allows for natural ventilation between corridors and offices without compromising the acoustic performance of



the partitioning system. Incorporating the attenuators into the design ensured that the partitioning system contributed towards the natural ventilation strategy and BREEAM standards.

For the offices, 130 glass doors were installed, complete with drop seals for enhanced acoustic control. This relocatable partitioning system used for the offices, especially those situated on corridors, provides high levels of sound attenuation for privacy as well as strength and durability.

For the atrium, over 60 linear metres of fire resistant glazing was installed with up to 30 minutes integrity and insulation.

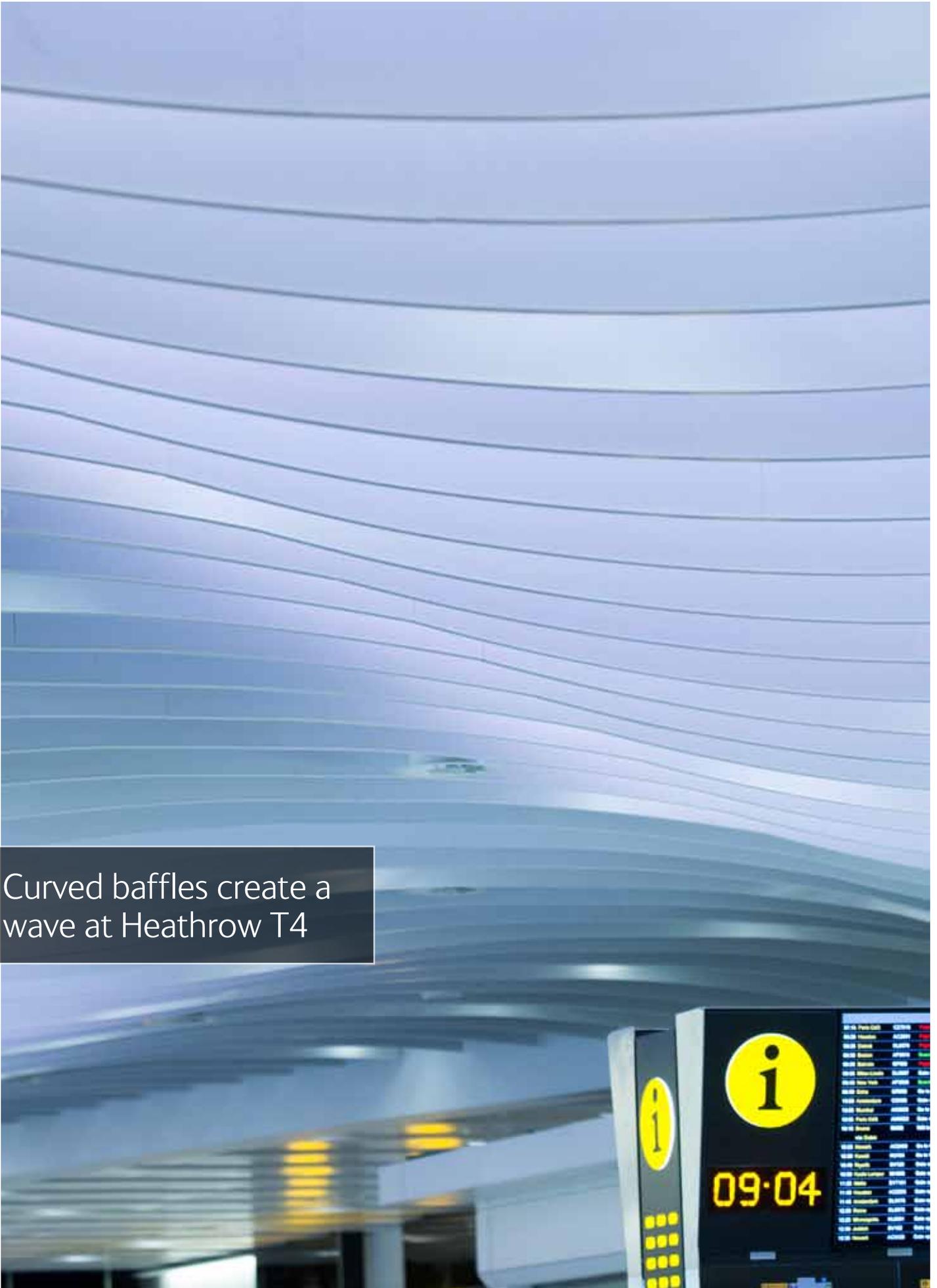
It is essential when designing and installing partitioning systems to allow for suitable building slab deflection as a live load will almost certainly cause some degree of movement which impacts on the space between the floor and ceiling slab. For this project up to  $\pm 15\text{mm}$  deflection heads were designed to suit specification requirements. Deflection heads allow for the partitioning to be moved without causing damage to the partitioning or the installation points within the offices.

Completed in June 2013, the Council's vision for a facility providing services under one roof has been achieved. The design enables easier processes and communication for the multiple functions, making it an exemplar for sustainability and the modern workplace.

**Martyn Smith, Special Works Manager at WRR provided some background to the project requirements; "The challenge for this project was to ensure the partitioning met with specific requirements of public buildings. The robustness of the SAS International partitions already met the requirements of Office Partitions. We worked closely with the client, consultants and SAS International structural engineers to produce an in-depth report and calculations to ensure the partitioning met the specific public building criteria."**

At SAS International we're committed to supporting environmental best practice throughout the life of our products and providing the detailed information specifiers need to make informed environmental decisions. Our environmental statements help project teams meet the increasing demand for environmental compliance including the BREEAM rating which this project achieved.

A full case study of this project is available on the website.



Curved baffles create a wave at Heathrow T4



In recent issues of Insider we've featured many transport projects around the world that we've supplied architectural metalwork to. Over the years we've manufactured solutions for many different projects at Heathrow airport including aluminium profiled discs for Terminal 4 and System 600 acoustic rafts for Terminal 2B. For these busy places an important consideration is acoustic control and recently we supplied over 2,000 m<sup>2</sup> of acoustic baffles for the refurbishment of the first floor departure lounge at Terminal 4.

Heathrow Airport Terminal 4 first opened in 1986 and currently welcomes 9.8 million passengers a year. The terminal spans across 105,000 m<sup>2</sup>.

Architectural metalwork solutions are popular in airport terminals as they can balance visual appeal with enhanced performance qualities to provide a highly functional solution.

The baffles specified for the departure lounge ceiling provide a continuous wave effect. Manufactured at Maybole the baffles were designed with a secret fix formed capping at the bottom edge of the panels for aesthetic purposes to create a neat finish.

Acoustic absorption requirements were met by perforating the surface of the baffles.

Acoustic ceiling systems can make a significant contribution to a comfortable environment for travellers and staff at an airport terminal. Good acoustics are essential to ensure sound quality is maintained throughout a building.

To enhance the wave effect of the baffles, LED lighting strips were installed on brackets supported by the baffles. The LEDs are all independently controlled to provide colour and movement and can be varied throughout the day to control the ambience in the terminal.

As well as the integrated lighting there are many other aspects to consider in an airport terminal as the ceiling needs to accommodate speakers for public address systems, and signage and CCTV camera poles may need to protrude downwards.

Open cell ceiling systems allow air to pass through the ceiling plane which means fire detection and control systems can be installed and operated, and meet specification for large public open spaces. Access to these services is therefore a core consideration, especially with high floor to ceiling ratios.

Chapman Taylor Partners LLP were the architects on the project working with main contractor Mace Limited and sub-contractor Integra Contracts.



## 2014: The year of growth

In this issue of the Insider we take a look at where the commercial office market is heading in 2014. At SAS International, our business this year is about reaching out to service a range of geographic territories and markets, so here we take a look at what the industry is saying about the sectors SAS International operates in.

In the UK the well respected *Markit/CIPS\* UK Construction Purchasing Managers Index*® released in December 2013 looking at November data pointed to “another strong upturn in the UK construction sector.” (CIPS is the Chartered Institute of Purchasing & Supply and Markit is a leading global financial information services company – Ed.)

If we start from the architects’ perspective, the architects’ industry magazine *BD* says in its introduction to its World Architecture Top 100 (January 2014) that the UAE and in particular Dubai’s re-emergence into the global spotlight has been given an added boost with the announcement that Dubai will hold the 2020 World Expo, which includes plans for “a massive airport expansion”.

Meanwhile “Construction Futures” (January 2014) – a report of research results from the Architects Workload Survey carried out by Mirza & Nacey Research Ltd, points to the fact that “workloads continue to show strong performance” in its opening summary to its forecast for Q1 2014 in the UK.

New commissions stage work, the report says, is higher by 15 per cent on the previous quarter, while production drawings have increased by even more, at 21 per cent.

However if we drill down to a look at different areas of the market the research

shows that the picture is more complex. Private housing remains dominant; and while industrial, health and leisure markets are seeing upward growth in this first quarter, office and retail are both seeing a downward trend.

**Indeed the Construction Products Association’s Economics Director Noble Francis reports a similar view maintaining that while the CPA anticipates growth of around 19% for the construction industry by 2017. The CPA cites “work in the largest sector of commercial (offices and retail) remains one-third lower than its high in 2007”.**

Interestingly, in the UK these reports both point to important role that civil engineering and infrastructure developments in the UK have played in creating new work. Data provider Glenigan in its Construction Prospects for 2014 report says “underlying project starts in the UK are expected to have risen by 2.5% this year due to increases in the value of civil engineering projects [and an uplift in private housing].”

And what of newer territories for SAS International in 2014? With the opening of our office base in Sydney and a warehouse for commodity products, we foresee this becoming an increasingly important territory for growth.

While we have had a presence in Australia previously through our arrangements with Mikor, SAS International (Australia) will be

established – see news pages of this issue of the Insider. Winning the Lend Lease Barangaroo development has given us a strong foothold for further work with the commercial office market in Australia, particularly in terms of demonstrating the benefits of metal ceiling solutions.

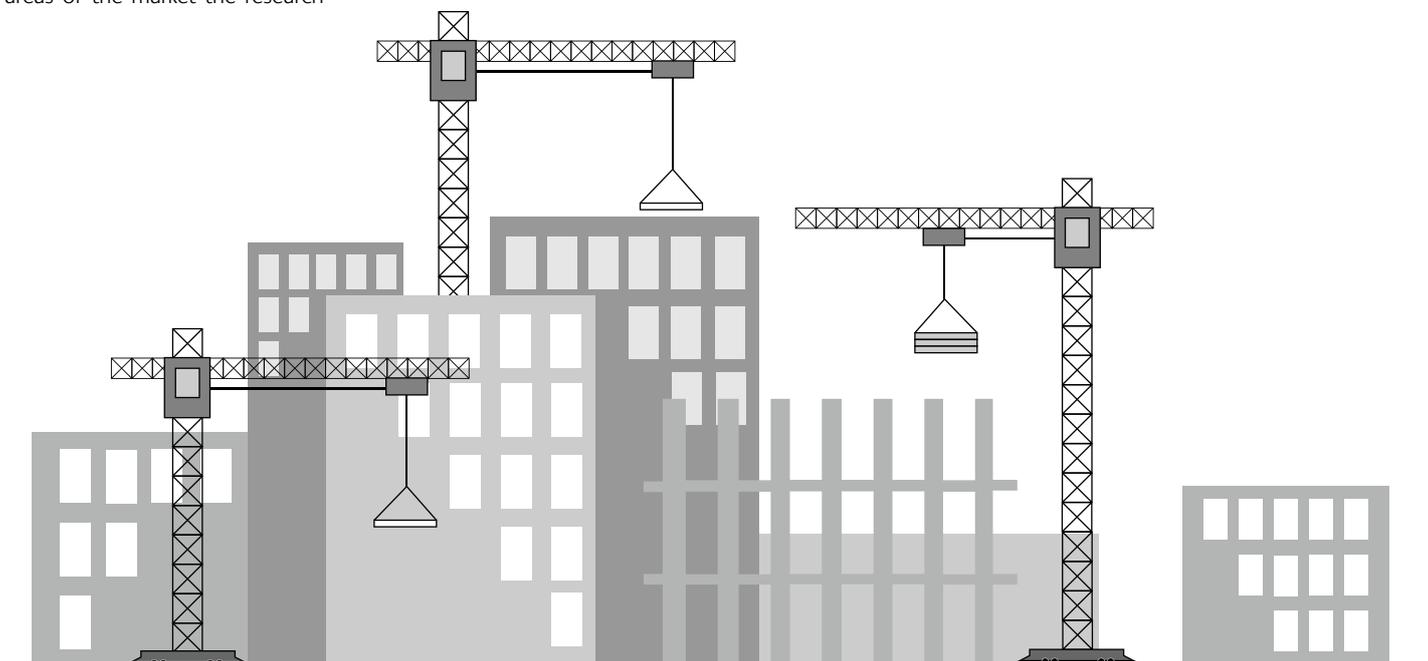
The “flight to quality” by building occupiers is likely to continue as an important theme around the world. Executive chairman of commercial real estate services firm, Cushman & Wakefield, Carlo Barel di Sant’Albano has said in a recent press notice that reduced occupancy footprints and an upgrade to better quality space are two global trends that are here to stay.

“The global office market is poised for slow steady growth in 2014, while 2015 should be more robust as recovery takes hold and business gains renewed confidence,” according to Cushman & Wakefield’s analysis.

The commercial global real estate market is in a good position going into 2014 with business confidence improving and strong corporate balance sheets encouraging increasing capital expenditure, according to Jones Lang LaSalle’s Global Market Perspective Report for the fourth quarter of 2013.

Its report says that office rental growth is expected to gain momentum, increasing from 1% year on year currently to 3.5% in 2014. Top performers are likely to include Dubai, and strong demand from the luxury retail sector will boost values in key international retail hubs.

So it looks set for a very interesting year ahead for SAS International.



# From the Fast Track Interior Products range



System 120 ceiling



Door linings



Glass and glazing



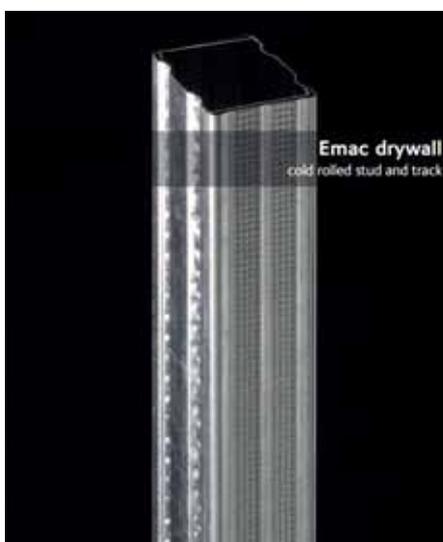
System 8000i partitioning



Door leaves



Ceilings trims and accessories



Stud and Track



Mineral Fibre ceilings

## Adverse weather



The adverse weather in February has meant that the signs at Reading have been damaged. We are currently investing in new one, as well as a new banner for the Bridgend warehouse.

## New technical development programme at Bridgend



We are in the process of rolling out a Technical Development Programme (TDP) in partnership with Stratum Worldwide, a leading learning and development provider, to increase the skills and knowledge of the staff at Bridgend. This training will not only be about their work area but also about having a clearer understanding of the internal and external factors that affect the quality of our products.

TDP is an accredited course with Agored Cymru providing staff with three learning credits, equivalent to an A Level standard, which we can build upon with future learning and development. Modules covered include Geometry, Drawing and Tolerance, Materials, Perforating, Metal forming and Quality. This training will refresh on basic skills, develop further knowledge and better equip the team to meet project demands and adapt to change.

This will help empower our staff at Bridgend to be pro-active in our continuous improvement culture, our efficiency, and improve customer satisfaction.

We have been very fortunate to secure the training and have the support from Stratum to go through this improvement programme. In addition to TDP, Lean processes are continuing to add value and we are seeing positive results at Bridgend

We look forward to hearing more from those who take part in the TDP.

## Linking in

In issue 23 we reported on how SAS International is using social media channels to support business development. This issue we'll focus on LinkedIn and how we are using this as part of our marketing activity to engage with customers.

The LinkedIn page provides a way for connections to get in contact with us and for new contacts to find out about us. Our connections have grown to over 1,000 since we joined LinkedIn.

This social media channel gives people the opportunity to find out more about what's happening in the industry. By joining groups and following discussions, connections are able to engage with each other on topical issues. SAS has joined a few groups which include: Acoustical Metal Ceilings; Shopfitting and

Interior fit-out; and Ska rating – Sustainable fit-out and refurbishment.

Our LinkedIn profile lists our various memberships which include the Association of Interior Specialists (AIS), Federation of Plastering and Drywall Contractors (FPDC), Chartered Institution of Building Services Engineers (CIBSE) and Royal Institute of British Architects (RIBA).

We regularly share news on LinkedIn about projects, editorial coverage and company news and we also upload SAS brochures to our page.

LinkedIn offers another way that we can connect with architects, designers and contractors by using social media.

Take a look at our company page

[www.linkedin.com/company/sas-international](http://www.linkedin.com/company/sas-international)

# LinkedIn™

## at a glance

- Staff on LinkedIn – 119
- Company page followers - 717
- Connections at end of 2013 – 1032
- Posts per month - 40



# Focus on the latest coverage

Here's a roundup of some of the latest editorial coverage in magazines. Recently, the marketing department produced the Fast Track Interiors Product brochure (see issue 23) so it was important to talk about it in the press as this provides another way to reach new potential customers. We've also included some examples of coverage of great projects where our partitioning systems are installed, while Andrew Jackson, our Marketing Director, provided comment on the key trends for 2014 for the Middle East construction sector.

Building is one of the UK's leading weekly magazines for the construction sector with a circulation of 15,474.

BuildingProducts magazine contains information on products and services available in the UK building industry together with technical advice and has a circulation of 23,000.

Construction Week delivers insights on every aspect of the construction sector for the Middle East with a circulation of 10,869 per week.

Glass Times covers all aspects of the of the UK's glass industry with a circulation of 10,477.

Interiors Focus aims to promote the Association of Interior Specialists (AIS) and its members to the specifying community with a circulation of 26,000.

Local Authority Building & Maintenance is a magazine which targets those in the public building sector responsible for maintaining buildings and specifying building materials and has a circulation of 17,781.

Refurb & Renovation News magazine covers the major UK refurbishment projects and details the latest product and designer innovations. It has a circulation of 15,000.

**SAS International**  
 SAS International is pleased to announce the launch of its new 'Fast Track Interiors' product brochure. SAS International has developed a commodity product portfolio which is available direct from its SAS depots across the UK. Products such as ceiling tiles and grids, drywall and dry lining components, aluminium partitioning systems and integrated door and door sets are all manufactured in the UK and stocked for collection or delivery. Drawing on its expertise in manufacturing high quality products, SAS International's product portfolio can save time and improve accuracy on installation, while offering contractors best value for money.  
 → [www.sasintgroup.com/fasttrack](http://www.sasintgroup.com/fasttrack)  
 → 0118 929 0900 → Engage 12505

**New fast track products from SAS International**  
 SAS International is pleased to announce the launch of its new 'Fast Track Interiors' product brochure. SAS International has developed a commodity product portfolio which is available direct from its SAS depots across the UK. Products such as ceiling tiles and grids, drywall and dry lining components, aluminium partitioning systems and integrated door and door sets are all manufactured in the UK and stocked for collection or delivery. Drawing on its expertise in manufacturing high quality products, SAS International's product portfolio can save time and improve accuracy on installation, while offering contractors best value for money.  
 → [www.sasintgroup.com/fasttrack](http://www.sasintgroup.com/fasttrack)  
 → 0118 929 0900 → Engage 12505

## Building Products

**SAS brings light touch to London workspaces**  
 Firm completes projects in central and north-west London

SAS International, was required to provide metal ceiling and partitioning to the new London projects for the year. In London, SAS partitioning has been used to create a sleek look at the new offices of the company's client, the London & Essex Group, and at the new offices of the company's client, the London & Essex Group, and at the new offices of the company's client, the London & Essex Group.

The new office areas have been equipped with SAS System 800 acoustic metal ceilings, which meet the new acoustic requirements of the meeting rooms. The new office areas have been equipped with SAS System 800 acoustic metal ceilings, which meet the new acoustic requirements of the meeting rooms. The new office areas have been equipped with SAS System 800 acoustic metal ceilings, which meet the new acoustic requirements of the meeting rooms.

Substituted using full height glass screens, providing levels of privacy between departments while still allowing natural light to flow through. The new office areas have been equipped with SAS System 800 acoustic metal ceilings, which meet the new acoustic requirements of the meeting rooms.

The 20,000 sq ft project has gained a BREEM Building rating, making it the first sustainable office building in the UK. The new office areas have been equipped with SAS System 800 acoustic metal ceilings, which meet the new acoustic requirements of the meeting rooms.

Completed: July 2013  
 Building and partitioning specialist: SAS International  
[www.sasintgroup.com](http://www.sasintgroup.com)

## Refurb & Renovation News

**ANALYSIS: THE TECHNOLOGIES SHAPING UP TALL BUILDINGS**  
**CONSTRUCTION WEEK**  
**Outlook 2014**  
 Seven states and seven specialists offer 14 things to watch for, which for and work toward in the year ahead.

## INTERIORS focus

### Building

**Acoustic fit out**  
 SAS International supplied its suspended metal ceiling and SAS System 8000 partitioning to the new Saudi Aramco offices, situated in London's 'Silicon Street' Quarter.  
 The new offices occupy the fourth and fifth floor of British Land's new 10 Portman Square building, designed by architects Jerrico + Whiles.  
 The main office areas feature white SAS System 330 acoustic metal ceilings with black ceiling tiles installed in the meeting rooms.  
 Over 200 linear metres of SAS System 8000 single glazed partitioning, with +/-25mm two part deflection heads, and 60 hinged glass doors create client facing meeting rooms, employee offices, acoustic screens and hallway doors. The employee's offices also feature curved glass installing the office partitioning to flow around the building without any 90° corners.

**glass times**  
[www.glasstimes.co.uk](http://www.glasstimes.co.uk)  
 THE INDUSTRY'S LEADING MAGAZINE

**WHAT TO SPECIFY REGULATIONS**  
 Whether it's glass partitioning, pressure-resistant safety glass, or just plain old cladding, we look at some of the latest recommended options to help your project meet regulations.

**GLASS PARTITIONING**  
 Glass partitioning is a popular choice for office interiors, offering a modern, open-plan look while providing acoustic privacy. It is also a sustainable choice, as glass is a recyclable material. When specifying glass partitioning, it is important to consider the acoustic performance of the system, as well as the safety and security of the glass used. SAS International offers a range of glass partitioning systems, including acoustic screens and hallway doors, which are designed to meet the latest regulations and provide a high-quality finish.

## LOCAL AUTHORITY building & maintenance

**Outstanding performance**  
 In the UK, five local authority buildings are to be awarded a BREEM Outstanding rating for the month, building company, the Royal City Group, has announced the award of the Outstanding rating to five local authority buildings in the UK, permitting an efficient and sustainable environment, LEED system.

**Available for installation**  
 The SAS System 8000 acoustic metal ceiling is available for installation in a wide range of office environments, providing a high-quality finish and acoustic performance. The SAS System 8000 acoustic metal ceiling is available for installation in a wide range of office environments, providing a high-quality finish and acoustic performance.

# LEAN update

As you know, from the Insider issue 18, LEAN manufacturing is a programme that is about flexible, motivated team members continuously solving the challenges of how to maximise customer value with fewer resources.

We started on the road to getting Lean in 2011, with Bridgend employees being involved in training programmes which covered areas such as:

- Lean principles and approach
- Specific Lean tools
- Lean Continuous Improvement and the Lean Daily Management System
- Identification of Wastes in the team's own work area

This was the start of the process to be a Lean thinking organisation which strives to:

- Continually improve Value Streams
- Deliver customers' needs competitively, safely, precisely and innovatively
- Eliminate waste from all process
- Learn and grow by engaging its people
- Be resilient and adapt to changes

At this time Geraint Lewis was appointed full time Lean Facilitator and he continues to update The Insider on the progress of our Lean manufacturing initiatives allowing us to share the success stories around how teams have been improving work processes.

Over the years teams have been set up to look at stream lining work which includes areas such as roll forming, perforators, logistics and production planning.

In this issue we take a closer look at the latest Sales Order Processing activity. Geraint has highlighted that the work processes around Order Processing have been examined, and the improvements that have been made in this important area of our operations.

The overall purpose for improvement was an ambitious aim to reduce customer order lead-times; from receipt of order to final fulfilment.

With objectives aligned to customer satisfaction for both internal and external customers, the improvement exercise was met with real enthusiasm by all team members.

From the initial findings of the mapping exercise it was evident that the workflow of orders required attention and this was where the improvement groups concentrated their attention most.

The continued efforts of the order processing improvement group, which was made up of teams from Sales Order Processing, Design



and Planning, will continue to work together to improve processes.

Ongoing activities include a Syteline SOP processing time report which has been written to allow each department to monitor weekly/monthly the average lead-time in each department. While development of a Pro forma template (an invoice provided by a supplier in advance of providing goods) is also underway to assist customers in completing all necessary order information and in doing so help prevent the need for further order queries to be made.

Well done to all the team and their new initiatives.



## BEFORE

## AFTER



## Wear It Blue

Last year, Charysse Gibbs, a Senior Project Co-ordinator in our Reading office organised the 'WEAR IT BLUE' day for Prostate Cancer on Friday 1st November 2013.

The staff in Reading, Apollo Park and Burgess Hill took part by wearing any blue clothing and accessories that they had and donating £2 to Prostate Cancer. As well as wearing blue, they held cake sales, quizzes and other fundraising events across the group which all raised a fabulous total of **£1,090**



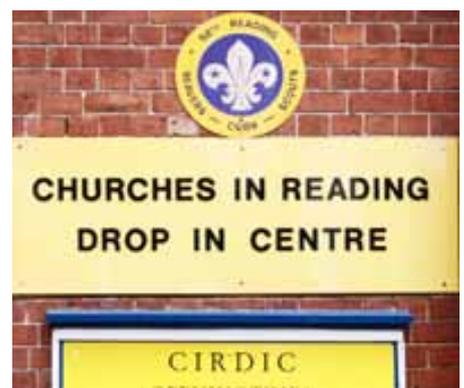
## No Cards for Christmas

Last year, instead of sending Christmas cards to their colleagues, staff at the Reading office each donated £1 or more to the 'Churches in Reading Drop in Centre'.

This charity provides a wider range of support to homeless and vulnerable people, which include hot meals, access to washing facilities and clean clothing through to listening time, which espe-

cially during a cold harsh winter, is a vital service. A fantastic amount of £100 was raised which SAS doubled to make a total of £200.

**CIRDIC**  
Churches in Reading Drop in Centre



## Tough Mudders at Maybole

A big congratulations goes out to staff at the Maybole factory for taking part in the almighty Tough Mudders event last year on Saturday 24th August.

A 12 mile-long obstacle course designed by the Special Forces, Tough Mudders is an event which pushes a person to the limit in terms of strength, stamina, mental grit and team work. The team started and ended together, taking approximately four hours to complete the course. The team donated their entry fee, about £100 each, to "Help For Heroes" which Tough Mudders supports. A good time was had by all despite all the aching body parts.

Team members are. Kenny Russell, Gary Steele, David Sinclair, Gary Jackson, Michael Thomson, Stephen MacNeill, David Brown, Michael Parker, Stuart Smith, Gary McNeill, Jim McClung, Mark Hamilton, Alex Bell



## Leaving SAS: John Gemmell

I joined SAS (CAPS as it was known then) in 1989 to do a 6 month sandwich placement whilst completing my degree. After the completion of the placement course I was sponsored in my final year by SAS so I officially joined the company in June 1990 as an engineer working on product costing and estimating specialist metalworking projects. After two years I left SAS for all of 18 months and was lured back in 1994 as Senior Estimator working closely with Reading on all major projects. Over time I became Commercial Director for SAS Maybole, then Manufacturing Manager and latterly Operations Director from December 1999 until present.

Over the years SAS has grown significantly both in terms of size/revenue but more so in complexity of the business mainly relating to

we continue to strive to be the market leaders in innovation whether through R&D of new products or investment in the latest technology. When I first joined, SAS was Eddie McElhinney, today it is a complex business striving to meet the daily challenges supported by a team of committed employees endeavouring to do their best whether it is answering the phones, working the machines or out there selling the product. Yes Eddie is still actively involved but even he is the first to admit (I think!) that it is no longer one individual. I have not seen a business like SAS over the past 20 years where so many individuals put hours of their personal time into making the business successful – as they say SAS stands for ‘Saturday and Sunday’.

After nearly 20 years there are things I will



our very diverse customer and product base. In the old days we were a UK based company predominantly servicing the UK financial market in London with the odd job abroad. Today we are worldwide, with a recognised brand and a very diverse customer and product base. No project is regarded as being too small or too large and

miss, primarily the camaraderie between my colleagues (friends) and myself. There is never a dull day in SAS with the variety of people we meet or speak to, likewise there is always someone there to listen or assist. I have spent more time at work in the past 20 years than at home and it is like one large dysfunctional

family scattered across the world and although a lot of the time you never see one another the telephone calls or e-mails do help in those difficult days. I will also miss our customers many whom I have known for too many years but who without them there would be no SAS.

It was a difficult decision to leave SAS after nearly 20 years but I do so without any regrets. At 46 years young I wanted to try something new and be closer to home and spend time with my wife Susan (a god send and I do not know how she has put up with me for 23 years) and my 10 year old son Blair (best son in the world I keep telling him). They have both supported me over the years whilst pursuing my career with SAS and in particular the last 2 years whilst travelling to the other sites within the UK. I am not giving up my career and have secured a new role as Operations Director with a local sub-contracting company so very similar processes but a completely new product range and home every night. I am sure my experiences gained with SAS over the past 20 years will help me in the months ahead with this new role. It is also my intention to spend more time away from work hopefully on some of the many beautiful golf courses that Ayrshire has to offer. To me life is about making decisions and I did not want to get to 55 or 60 years old and regret not making a decision to try something new.

My time with SAS has been like a roller coaster with lots of highs, some lows and plenty of twists but no regrets. I leave feeling honoured to have been given the opportunities over the past 20 years and knowing that I have given my all to the company and the employees. Apart from becoming a dad, I would say one of the proudest moments in the past 10 years was in 2013 when we officially started manufacturing in the new manufacturing facility in Maybole. What a facility we now have and I look forward to monitoring (from afar) the growth of the Maybole business in the years ahead. The work force at Maybole over the years has been exceptional and I must thank them (all levels) for their support and commitment which has certainly made my job a lot easier. A thank you is also deserved to everyone at all the other SAS sites for supporting the Maybole Team and I over the years. Yes I can be a ‘crabbit old git’ but I learned from the best!

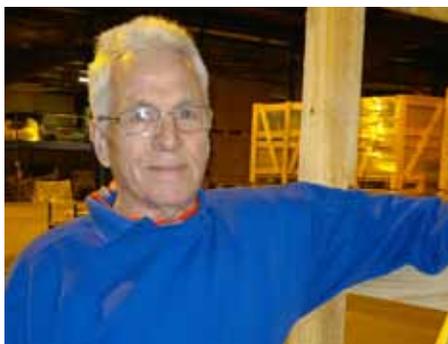
I wish everyone at SAS every success in the future, both individually and as a business and thank everyone for their loyalty, support and words of advice over the years. There are plenty of memories to stay with me forever and I hope to be able to keep in touch and reminisce in the years to come.

A big thank you to our Long Service Awards Winners. And a big welcome to our New starters.

## 25 years service



**John Bullock** Bridgend  
Starting Role: Divisional Manager  
Current Role: Senior Estimating Manager



**John Skilling** Maybole  
Starting Role: Guillotine Operative  
Current Role: Joiner



**Paul Smith** Bridgend  
Starting Role: Senior Production Engineer  
Current Role: Group Engineering Director

**Pauline McBirnie** Maybole  
Starting Role: Data Input Clerk  
Current Role: Logistics Administrator

**Steven Bridges** Bridgend  
Starting Role: Paint Line Operator  
Current Role: Production Operator

## 20 years service

**David Heath** Maybole  
Starting Role: Welding Operative  
Current Role: Shift Team Leader

**James Sargent** Maybole  
Starting Role: Dressing Operative  
Current Role: Janitor

**Sean Lowe** Bridgend  
Starting Role: Press Operator  
Current Role: Padshop Supervisor

**Lee Southall** AP  
Starting Role: Machine Operator  
Current Role: H & S Officer/Lean Facilitator

**Stephen Harvey** Bridgend  
Starting Role: Stores Person  
Current Role: Materials Controller

**Gordon Jones** Bridgend  
Starting Role: Press Operator  
Current Role: Press Operator

**Clive Davies** Bridgend  
Starting Role: Amada Operator  
Current Role: Amada Operator

**Hugh Bell** Maybole  
Starting Role: Maintenance Engineer  
Current Role: Maintenance Engineer

## 15 years service

**Michael Galloway** Maybole  
Starting Role: Press-brake Operative  
Current Role: Press-brake Operative

**Gary Steele** Maybole  
Starting Role: Apprentice  
Current Role: Press-brake Operative

**Martin Barnett** AP  
Starting Role: Paint Sprayer  
Current Role: Lead Hand - Despatch

**William Wallace** Maybole  
Starting Role: Press-brake Operative  
Current Role: Press-brake Operative

**Sean Byng** AP  
Starting Role: Material Packer  
Current Role: Material Packer

## 10 years service

**Sarah De Bank** Reading  
Starting Role: Sales Support Administrator  
Current Role: Syteline Administrator

**Robert Bowden** Bridgend  
Starting Role: Line Operator  
Current Role: Passhop Supervisor

**Lean Duggan** Bridgend  
Starting Role: Production Operator  
Current Role: Team Leader Paint Plant

**Carl Williams** Bridgend  
Starting Role: Paintline Operator  
Current Role: Assembly Operator

**Neil Maiden** Bridgend  
Starting Role: Padshop Operator  
Current Role: Padshop Operator

**Alexander Kelly** Maybole  
Starting Role: Part-time Paint-line Operative  
Current Role: Paint-line Operative

**David Bland** Reading  
Starting Role: Operations Director  
Current Role: Operations Director

**Andrew Jackson** Reading  
Starting Role: Marketing Manager  
Current Role: Marketing Director

**David John** Bridgend  
Starting Role: Production Operator  
Current Role: Assembly Operator

## New Faces

**APOLLO PARK**  
**Glenn Cook** Quality Assurance Manager  
**James Watton** Planning Engineer  
**Paul Ebanks** Sales Coordinator  
**Stephen Matthews** Planning Engineer

**BRIDGEND**  
**Anthony Reynolds** Design Technician  
**Hema Vijayashankar** Purchase Ledger Asst  
**Kay Evans** Credit Controller  
**Spencer Chiurmo** Design Engineer

**DIRECT BURGESS HILL**  
**Jodie Derham** SOP

**DIRECT BIRMINGHAM**  
**Matthew Budworth** Driver  
**Michael Basset** Commodity Sales Exec

**Timothy Shaw** Warehouse Asst  
**Russell Smith** Sales Executive  
**Shaun Millward** Glass Fitter  
**William Day** Trainee Glass Fitter

**DIRECT LEEDS**

**Mike Purrell** Sales Executive

**DIRECT READING**

**Niall Connolly-Evans** Warehouse Asst  
**Paul Cooper** Warehouse Asst  
**Peter Troughton** Warehouse Asst

**MAYBOLE**

**Jason Macready** General Manager  
**James Hay** Shift Manager  
**Niall Mackie** Maintenance Manager

**READING**

**Matt Mills** Marketing Manager  
**Louise Bond** Office Administrator  
**Luana Buratta** Office Administrator  
**Ryan Millward** Sales Project Coordinator  
**Sophie Tulley** Project Developer  
**Chris Grimmond** Project Developer



## New Commercial Director

SAS is regularly delivering large and commercially complex projects in the UK and our global markets. Bruce will support the business as we continue to win and deliver these projects. His role will involve working closely with Sales Director, Phil Smith, to develop opportunities in our global markets. He will also be managing the UK and Export estimating and sales order processing teams.

Bruce joined SAS on the 1st March, spending his first month based in our Dubai office. He will be in Reading from the 7th April.

We wish him all the best in his new role at SAS International.

SAS International is delighted to announce the appointment of **Bruce Vallance** as Commercial Director.

A former director at Al Abbar Group and Permasteelisa, Bruce has worked in the construction industry for 30 years, specialising in delivering complex infrastructure projects with demanding commercial terms, technical specifications and construction programmes.

## Promotions

**Design** - We are delighted to announce that **Richard White** has taken up the new position as Design Director for the whole group. This is a key role in refocusing our exceptional design talent to deliver real competitive advantage. Projects design will be headed up by **Darren Knight** in his position as Senior Design Manager. He will be responsible for design resource allocated to Project Management and all International Project Teams and other complex supply only projects. He in the interim, will also be managing the Reading SOP Design function.

**Manufacturing** - **Paul Smith** has taken on the role of Engineering Director for the Group.

**Partitioning and Doors** - With ongoing restructure of our partitioning and door business we are pleased to announce that a dedicated specification doors team has been established in Apollo Park, led by **Stephen Hughes** who has taken on the role of Commercial Manager for Doors. **Stevie Sims** has taken on the role of National Glazing Manager and he will be working closely with the glazing teams of SAS Project Partitioning & SAS Direct providing support and training. **Jim Parlour** has taken on the role of Partitioning Technical Department Supervisor. He will continue to provide support to our in-house team and customers alike.

**Marketing department** – **Dan Blackburn** is being promoted from Senior Project Co-Ordinator to Project Development Manager. **Jaya Anthony**, based in our Dubai office, will take over the Project Developer position for the Middle East.



## Hugh Bell: My work

My current role as Maintenance Engineer at Maybole means I am responsible for the repair of any plant breakdowns and for keeping the site running to the best that I can.

I've been in this job since I started at SAS. The role has changed over the years because the site now has two buildings, so there is a lot more to do than in the past.

Prior to joining SAS I worked for a local builder in Ayr clearing and repairing drains.

I joined SAS 20 years ago. Over the years the changes in technology have been good because

you can find more ways to effect repairs and get spares more easily. The culture hasn't really changed, everybody wants everything done yesterday! One of the biggest challenges in my job is keeping everything running and the manager happy.

Going home to put my feet up after a hard day is what I most enjoy.

Due to the high demand for metal ceilings, a new SAS Australian team has been put in place. Their tasks include developing new business, managing project orders, organising deliveries, managing financial processes and contractual obligations and much more.

We caught up with five of them to get an insight into their daily work tasks and challenges.

They told us about their lives, hobbies and interests, as well as their favourite food and holiday destination.



**Alex McNess**  
**Operations Director – MENA, India and Australia**

- Q** What do you do on a typical working day. What are you responsible for?
- A** All sorts from, signing invoices, reviewing project orders, dealing with customer politics and trying to understand the best way to approach securing an order. Most importantly motivating my teams!
- Q** What do you like most about working at SAS?
- A** Not doing the same thing in the same Country every day.
- Q** What do you find most challenging about your role/job?
- A** It changes all the time but mostly managing unrealistic deadlines for large project enquiries.
- Q** What is your favourite food and drink?
- A** Food – Christmas Lunch with all the trimmings. Drink – Something red to go with the lunch.
- Q** Where is your favourite place for a holiday?
- A** I am still searching..... will let you know.
- Q** What are your favourite sports or sports team?
- A** F1 – McLaren and watching England take back the Ashes in 2015!
- Q** What are your hobbies/what do you like to do in your spare time?
- A** Spending time with the family and playing golf.



**Helle Lauridsen**  
**Logistics / Office Manager**

- Q** What do you do on a typical working day? What are you responsible for?
- A** Tracking shipments, organising deliveries, advising customers/suppliers and creating orders, as well as office management. I am also getting involved in the financial aspects of the business, keeping track of all invoice-related tasks as well as learning all the ins and outs of Syteline in order to train future staff, among other things.
- Q** What do you like most about working at SAS?
- A** I am a fairly new member of the SAS team, but have had the pleasure of working with SAS and its staff over the last 2 years under Mikor. What I like most is the reliability of the information the UK staff supplies.
- Q** What do you find most challenging about your role/job?
- A** Making customers understand that I have no power over road traffic and the open sea when freight delays occur.
- Q** What is your favourite food and drink?
- A** Chinese dumplings, Chai latte or better yet Hendricks Gin with tonic and cucumber (only on weekends... of course).
- Q** Where is your favourite place for a holiday?
- A** A little island called Fanø, just off Denmark's southern west coast.
- Q** What are your favourite sports or sports team?
- A** Horse riding and ultimate frisbee, no favourite team.
- Q** What are your hobbies/what do you like to do in your spare time?
- A** I love horse riding and enjoy helping out WIRES in rescuing native wildlife. I also love going to the cinema, eating out and Skyping with family and friends in Denmark.



**Josh Hillman**  
Technical Sales Manager

- Q** What do you do on a typical working day? What are you responsible for?
- A** Meet with architects & consultants to discuss specifications and designs. I'm often on site with main & sub-contractors bashing out unseen technical issues and MEP co-ordination details. On occasion, I draw pretty pictures of ceilings for Mike Collins in the Dubai office...
- Q** What do you like most about working at SAS?
- A** I've moved from the UK to the Middle East and from the Middle East to Australia over the past 10 years. This has helped me develop in my role in so many ways. It's been a mad yet enjoyable experience.
- Q** What do you find most challenging about your role/job?
- A** Trying to teach people in the Middle East that there's more to ceilings than just '60 by 60'.
- Q** What is your favourite food and drink?
- A** Food = Sunday Roast. Drink = Frappuccino, an extra shot of espresso and no whipped cream on top... Na, Beer.
- Q** Where is your favourite place for a holiday?
- A** Sri Lanka. Amazing scenery, incredible people.
- Q** What are your favourite sports or sports team?
- A** Cycling – Team Sky! Football – Tottenham (slightly less so due to our current form).
- Q** What are your hobbies/what do you like to do in your spare time?
- A** Pottering around on my bike, dodging the 50 degree sun to prevent sun burn, 'charring' meat to within an inch of its life on the BBQ and eating & drinking with friends. The rest of the time I spend looking up... At ceilings... Oh dear.



**Mauro Corazzi**  
National Sales Manager

- Q** What do you do on a typical working day? What are you responsible for?
- A** Architectural Specification/Sales, liaising with architects/consultants, contractors and installers to secure projects and educate clients about our product range & services.
- Q** What do you like most about working at SAS?
- A** Representing SAS which is relatively new in the Australian market even though 95% of all major metal ceiling projects in recent years have been supplied by SAS. I get a great deal of satisfaction when a major deal is closed after weeks and months of effort.
- Q** What do you find most challenging about your role/job?
- A** Educating the market about the range of products and the benefits of SAS metal ceilings over the other products. Covering all of Australia where the capital cities are some distance apart – it is five and a half hours flight time from Sydney to Perth.
- Q** What is your favourite food and drink?
- A** Fresh local seafood with a good crisp Hunter Valley chardonnay in the summer or a big Barossa Valley Shiraz in winter
- Q** Where is your favourite place for a holiday?
- A** Anywhere there is warm water surf and cold beer at the end of the day – Sumatra/ Australia
- Q** What are your favourite sports or sports team?
- A** Surfing and Moto GP
- Q** What are your hobbies/what do you like to do in your spare time?
- A** Enjoy a swim every morning to start the day, surf on the weekends mixed with the odd punt around a racetrack on my motorbike. A good BBQ at home with the family and friends and I'm a happy man!!



**Steve Milner**  
Operations Manager

- Q** What do you do on a typical working day? What are you responsible for?
- A** Design resolution with stakeholders, technical support / advice to architects, main contractors and installers.
- Q** What do you like most about working at SAS?
- A** Every project we work on has different requirements or a different design. You just never know what will arise tomorrow.
- Q** What do you find most challenging about your role/job?
- A** Meeting customer requirements with material delivery. Long lead times from UK to Australia and customers delaying the ordering of materials until the last minute certainly increase pressure on getting orders finalised.
- Q** What is your favourite food and drink?
- A** A dozen oysters followed by a good Wagyu steak cooked rare with mustard on the side. A nice Asahi beer to kick off followed by a Shiraz to wash down the steak.
- Q** Where is your favourite place for holiday?
- A** Bali for a boys surf trip and Japan for a family holiday.
- Q** What are your favourite sports or sports team?
- A** I would have to say cricket. If Australia were on a losing streak I would probably pick something else. Think we should be good for a few more years yet.
- Q** What are your hobbies/what do you like to do in your spare time?
- A** I've always enjoyed a game of golf. My son has just started to play so now I tell the wife that I need to play because he wants a game! When I have the time it's always nice to get in the water for a surf.



metal ceilings | partitioning | doors | room comfort | architectural metalwork

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