

Issue 25

# insider

September 2014

Delivering  
export success

manufacturing world-class interiors

For this issue of the Insider we focus on our booming export markets



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**SAS International's globally specified metal ceilings and architectural metalwork is put in the spotlight**

In this issue we take a look at SAS International's recent export success across the globe, in the Middle East, Europe, Eastern Asia and Australia. The positive outlook will continue into 2015 with 50% of SAS International's revenue predicted to come from export projects, for example Kowloon in Hong Kong and Barangaroo in Australia. You can read updates on projects where SAS are currently working 'on site' in Muscat, Abu Dhabi, Sydney, Madinah, Adelaide and Perth.

With the ever expanding and striking architecture in the United Arab Emirates, the main feature within this issue is a visual timeline of Dubai and Abu Dhabi starting from the 1970s through to the present. Following significant growth in the Middle East market over the past 30 years, we are able to showcase SAS International's expertise and association with renowned architecture.

SAS Project Management has recently won two design, supply and install projects in Spain; Torre Pelli in Seville and BBVA in Madrid, with Tom Hodgkins and Chris Sharpe based on-site. Their success is also obvious in the UK, where the Oxford Brookes University John Henry Brookes and Abercrombie buildings are now complete, and won RIBA regional awards. A case study features on pages 16-17.

SAS are prominently involved in the sponsorship of industry awards and events worldwide. This can be seen in our news pages with our AIS awards success and furthermore in our feature on supporting and celebrating excellence on pages 14-15.

This issue introduces our new Research and Development department, headed up by Matt Butchard, encouraging all staff to engage with him by sending your concepts/ideas for consideration.

We have had an influx of 'Team SAS' articles from staff at all SAS sites, which I hope you all enjoy. Make sure you look at our Maybole factory extension on page 24, as many of you may not have the chance to venture there.

Finally, we spoke to the Door Shop team based at Apollo Park on pages 30-31. Thanks to David, Ted, Maciek, Paul and Gavin for giving us an insight into your roles and interests.

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



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

Madeleine Moon local MP visits SAS Bridgend



On Friday 11th July, local MP Madeleine Moon visited SAS's Bridgend factory, almost three years on from her last visit in October 2011. She met with Mark McElhinney and Andrew Jackson.

Madeleine was proud as she walked through the factory to see products made in Wales being exported to Australia, Middle East, Hong Kong and France. She was interested in hearing about

the new apprenticeship programme that SAS are implementing across the group and encouraged the use of local technical colleges and schools to support our future needs for skilled workers.



UKTI CEO visits SAS Reading during export boom

SAS International welcomed new UK Trade & Investment (UKTI) Chief Executive, Dominic Jermy to the Head Office in Reading on June 17th.

The visit came on the back of the company's recent success, across Europe, Middle East and Australia. Dominic heard how the company's latest export project successes will mean record turnover for 2014.

He was able to get a real sense of this by visiting the SAS mock up area which displays several export projects including:

- Al Ain Football Stadium VVIP Area (Abu Dhabi, UAE)
- King Abdul Aziz International Airport (Jeddah, Saudi Arabia)

- Barangaroo South (Sydney, Australia)
- Muscat Airport (Muscat, Oman)

Dominic said:

"SAS are a truly British manufacturer developing their export business and delivering innovative design-led interiors in various export markets. They are expanding operations and employing more resources in the UK and abroad to service this demand. They represent the importance of small to medium sized companies developing their business in key export markets."

Dominic met SAS International's CEO Siobhan McElhinney and Andrew Jackson, Marketing Director.

## SAS gains recognition for SSE Hydro Arena at AIS Awards



It was another important day for SAS International at the recent AIS Contractors Awards held in June at the Dorchester Hotel in London.

Each year these awards recognise and reward high levels of craftsmanship and design. While SAS International sponsored a selection of the different categories at this year's awards, SAS were also delighted to be recognised as a

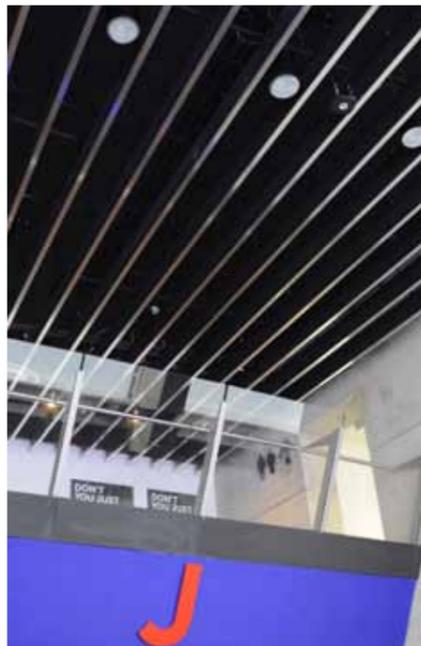
manufacturer having supplied solutions for some of the winning projects.

The overall 'Project of the Year' was won by Roskel Contracts for its work on the eye-catching SSE Hydro Arena in Glasgow for architects Foster + Partners. The SSE Hydro Arena project features bespoke SAS radiating acoustic linear baffles with extruded aluminium nosings over the main

entrance and foyer areas. This project also won Gold in the Judges Award category.

Mathew Teare, Sales Executive secured this job and we thank him for all his hard work.

**In this issue of the Insider we look further into why we sponsor industry awards, see pages 14 & 15.**



## SAS achieve green accreditation first in Australia



SAS International is proud to announce that it has been Green Tag certified for its grid systems and plain and perforated tiles for SAS System 120, 130, 150, 200, 205 and 330 for both steel and aluminium.

This means that SAS are officially the first manufacturer to hold Global Green Tag accreditation for metal ceilings.

To gain this certification, the products were fully evaluated. SAS had to allow for the examination of documentation and provide access to all areas and records.

This is a significant accreditation as many more projects demand green accreditation for products to ensure long-term value for projects.

Green Tag accreditation supports SAS's ceiling systems' contribution to credits which enable higher Green Star ratings. Green Star is Australia's mark of quality for the design and construction of sustainable buildings, fitouts and communities. Sydney's Barangaroo South's Tower 2 has just been awarded a 6 Star Green Star rating by the Green Building Council of Australia, the highest achievable under this rating system. As you have read previously in the Insider, SAS International has been specified to supply over 200,000m<sup>2</sup> for this landmark development.

The performance, certification and rating of buildings are subjects of much discussion globally. We're all talking about how environmental standards and global construction is being driven by client aspirations and government legislation to produce buildings that have a minimum impact on the environment. But, what is the best way to make sure environmental products meet criteria and deliver long-term value?

To meet 'green building' demands for projects to achieve environmental accreditations, it is crucial to be partnering with a product manufacturer who has Environmental Product Declarations (EPDs). These EPDs are independently verified by approved assessors or accredited certification bodies.

SAS is proud to announce that it has now received independent verification for the metal ceiling systems which includes 15 individual ISO 14025 EPDs, covering over 145 different grid and acoustic backing options.

These EPDs are based on the latest LCA (life cycle assessment) method which was extremely important to enable SAS to continue to deliver projects to the highest standards for its clients and specifiers worldwide.

The EPDs for SAS International were produced according to the latest ISO 14025 Product Category Rule (PCR) for construction products – BS EN 15804. The entire life cycle from cradle to end of life has been assessed which includes raw materials, transport to factory, manufacturing and delivery to multiple global sites (UK, Europe, Middle East, Australia).

## SAS International EPDs are now independently verified



By gaining the third party verification for the EPDs, this ensures SAS continues to provide value engineered solutions across the built environment, helping specifiers meet environmental goals and projects achieve long-term value.

The EPDs add to SAS's comprehensive catalogue of environmental statements to help project teams, around the world, meet the increasing demand for environmental compliance to BREEAM, LEED, Green Star - Offices v3 compliance, SKA, QSAS and Estidama (Pearl Building Rating System).

## SAS Project Management wins Silver at AIS Awards



SAS Project Management's work on the stunning refurbishment of the Imperial War Museum in London has won Silver in the Judges Award category at the AIS Contractors Awards in June. With Foster + Partners as architects, this challenging project demanded a bespoke solution, met by SAS Architectural Metalwork.

Bespoke aluminium perforated acoustic triangular panels are suspended from the museum's ceiling in the atrium to create a 3 Dimensional acoustically absorptive soffit feature using a naturally reflective material. Mill finish aluminium was selected as it provided the required level of reflectivity to achieve the aesthetic.

## Door service levels improve



Over the past few months SAS have been proactively working to improve their stocked door offering and service levels. Sales for doors have increased and SAS reviewed and developed its stock door profile.

SAS changed operations in accordance with market demand and all stocked doors are now available for next day delivery.

Geraint Lewis is the new factory manager at Apollo Park overseeing the improvement to the

stocked door offering and service levels to customers.

Congratulations to the team for developing the enhanced service.

## A good deal of debate for SAS at AJ Specification Live event



Phil Taylor, Ed Fagan - Sales Executives

expose? for the discussion on exposed services and flexible working space.

Paul touched on the move by specifiers away from open plan offices towards more pod-based working environments, with a greater need for flexible office spaces being demonstrated in the market.

John McRae of Orms spoke on how his firm decided against exposed services for some clients... Lawyers, for example, need privacy for clients he commented: "what is right for creative industries is different to other industries."

He asked the attendees: "Would you expose the workings of a Ford Focus?" to which Paul responded: "You wouldn't expose the services of a Ford Focus, but you would with a Ferrari!"

Meanwhile in his presentation David Roberts, senior architect at Cartwright Pickard, described the wall and ceiling treatments in his practice's Wakefield One project. All soffits in the office are exposed. In the presentation he included an image of an SAS ISM mock-up at Reading, ahead of the SAS ISMs being installed to work with the exposed concrete soffit in the building for cooling.

(Note from the editor: lighting and acoustic treatments were incorporated into the SAS chilled beams for the Wakefield Civic offices. The ISMs were specified over other types of

cooling to increase the energy efficiency of the building but also because SAS International provided a design-led approach which focussed on balancing function with aesthetics.)

SAS International was also the sponsor of this event, and alongside it received considerable press coverage in AJ Specification's June 'Walls, ceilings & partitions' special edition, with comment and case study material featured.



Paul Aubrey - National Sales Manager

## SAS Project Management leadership moves

As preparations are made to move into a demanding production and installation programme phase in 2015 at the Kowloon station project, the largest installation project ever undertaken by SAS International, David Bland will move full-time to run this project.

His previous role will be taken by Rik Lenney, from September 1st, to whom SAS extends a warm welcome (back), Rik was Managing Director at Astec Projects Ltd.

Rik joins SAS Project Management, based at our head office in Reading, at an exciting time when specialist projects such as Tottenham Court Road Underground station (see page 11) are in the pipeline.

## New industry association AISFPDC creates stronger voice for manufacturers and sub-contractors



As of the 10th June, the AIS (Association of Interior Specialists) and FPDC (Federation of Plastering and Drywall Contractors) have merged to form the new AIS FPDC.

This new association represents fit-out and finishes specialists. Angela Mansell, President of

AIS FPDC, advised that the body will be about setting and maintaining industry standards to ensure members operate on a level playing field and that their customers get what they expect.

She outlined other areas that they will be focussed on, including how the AIS FPDC wants training to be integral to a career. They will commit to qualifying its workforce and developing fulfilling careers for new entrants and those already working.

The new trade association will also continue to campaign for fair payment and support the new payment charter that will see the removal of retentions.

There is a wealth of expertise with these two industry bodies joining forces to make a more influential association which is strongly represented in the construction market.

SAS has been a member of each association over the years and welcomes this new combined association offering a stronger voice for sub-contractors and manufacturers of interior fit-out solutions.



## Chilled Ceilings in France

Jean Jacques Lè is SAS's new 'Ingénieur Commercial' or technical sales executive for France. The *Insider* asked for some brief insights into the developing chilled ceiling market there, where property investors are looking to move away from traditional AC units.

Jean Jacques says that demand is high for chilled ceilings but much depends on the investors preferences; and while there is a higher demand in refurbishment projects in terms of numbers of project, new build usually provides for bigger orders.

Most demand for chilled ceilings is in the office sector, but hospitals in France will also choose a chilled ceiling solution for hygiene and cost efficiency reasons.

Specifications are mostly for System 330 in office spaces and System 205 for corridors. Architects follow their aesthetic tastes; so we sometimes supply rafts and curved walls too, and as chilled ceilings provide a compact solution, any gain in height/volume is seen as very valuable.

Occupant comfort is also a key consideration in France. As chilled ceiling solutions combine heating, cooling and acoustic performance, they are seen as "almost the perfect fit for everyone". Control is also easy for the building occupant, and the even temperatures and quiet operation are also seen as beneficial. SAS will have more on these insights from Jean Jacques in a future issue of *The Insider*.

## Seville's new office tower showcases System 330



Pelli Clarke Pelli Architects' design for a 37-storey, multi-tenant office tower, combined with a 4-storey podium containing office and retail space, will be the first 'skyscraper' in the Spanish city of Seville.

SAS International won the design, supply and install contract for this significant development with SAS Project Management working closely alongside the whole design team to help realise



the architectural vision through the interior fit-out.

A total of 24,000m<sup>2</sup> of ceiling tiles, with plasterboard margins, have been specified for the main office areas and manufactured in Bridgend and Maybole. The System 330 ceiling features trapezoidal tiles with a C-profile grid to help resolve the issues of the building's elliptical shape and will feature in 24 levels of the building.

The tower itself has a simple and pure geometry, according to the architects, and becomes thinner in diameter as it rises. The unusually-shaped building has been designed with its narrow sides facing the city and is located on the site of the 1992 World Fair in Seville. It is set to become a landmark of modern Seville and Andalusia.

SAS Project Management is currently on site to install the ceiling solutions for PM client La Caixa, main contractor Dragados SA and developer Inmobiliaria SA.

**Pictured is Tom Hodgkins, Contracts Manager and Chris Sharpe, Designer, both based in Madrid currently working on BBVA and Torre Pelli.**



## System 130 supplied to HQ of leading Spanish bank, BBVA

Over 37,000 m<sup>2</sup> of System 130 is being designed, supplied and installed by SAS Project Management for the HQ of BBVA (Banco Bilbao Vizcaya Argentaria), Spain's second largest bank. The project also includes SAS blind boxes and bulkheads at the perimeters which in some instances slope and curve to follow the changing level of the floors.

The purpose of the blind box is to accommodate the constant changes of levels within the building with the slopes and curves of the ceiling. It will also accommodate blinds and it has a perforated zone for return air. Approximately 5000 linear metres are being supplied for this project from Bridgend and Maybole.



The new headquarters for BBVA are located on the northern periphery of Madrid. The building will house 6,500 employees. It is surrounded by newly built offices, commercial buildings, and residential developments.

The building design, by Herzog & de Meuron architects and the fit out design by SOM (Skidmore, Owings & Merrill) which is being

overseen by Arquetipo Arquitectos Asociados, has been influenced by solar conditions. Concrete columns and cantilevering floor slabs provide shade to prevent excessive sun, which reduces demand for air conditioning. The full height recessed glazing provides good daylight conditions in the offices in order to minimise artificial lighting.

## Long-standing client ADNOC specifies ceiling systems for its headquarters



LOW RES

SAS International continues to dominate the sky line of the United Arab Emirates by securing an order to supply a bespoke metal ceiling system for the new headquarters building for ADNOC (The Abu Dhabi National Oil Company).

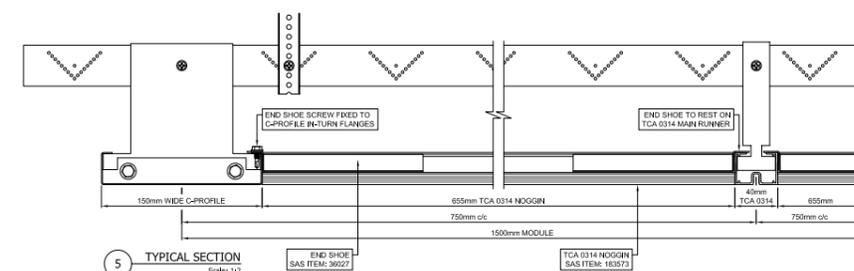
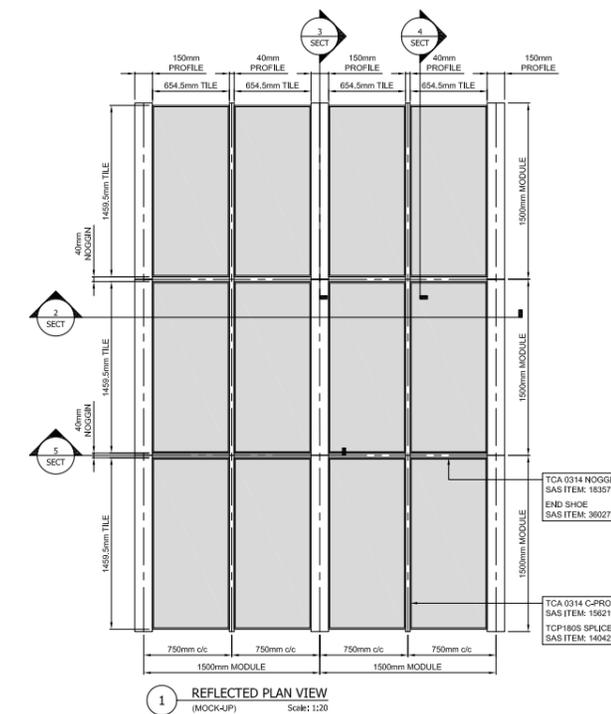
Located on the beautiful Abu Dhabi corniche and overlooking the Arabian Gulf this 75 storey building soars skyward and makes another impressive addition to SAS International's foot print of major land mark buildings already supplied in the capital city. The tower was designed by HOK architects and is seeking LEED Gold certification.

Mike Collins, International Sales Manager based at the Dubai office, provides an update on the project and how some 60,000 m<sup>2</sup> of SAS System 330 has been specified and designed to bespoke project requirements.

The Dubai team provided competent and technically compliant solutions while remaining commercially competitive in what has become one of the most competitive markets in the world. This was emphasised at a very early stage by the client's invitation to a total of seven international manufacturers to build their ceiling mock-ups for evaluation as part of the preliminary bid process.

After long and detailed discussions with ADNOC's architectural team, System 330 was refined to incorporate technical zones to house lighting, sprinklers, smoke detectors, air supply facilities and a host of other mechanical and electrical equipment.

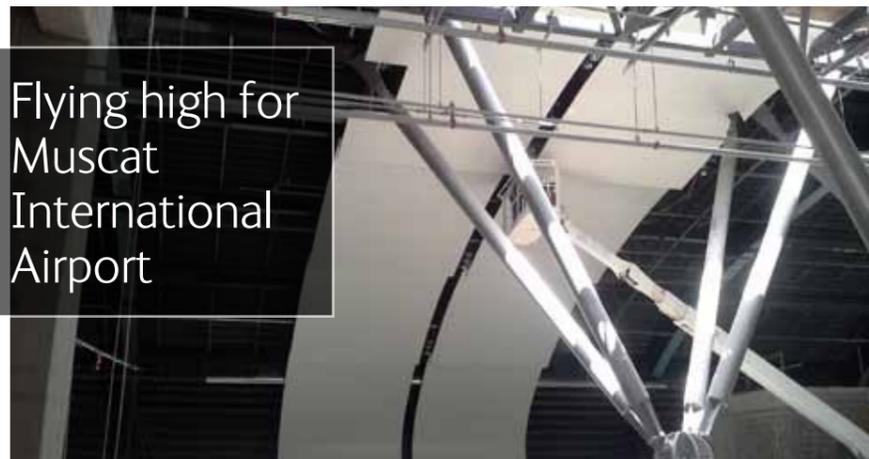
A special partition head facility is incorporated by utilising the aluminium extrusion TCA 0314 along with acoustic inserts to provide high levels of acoustic absorption. This can be modified to achieve enhanced acoustic privacy between executive offices.



Just like the sizzling heat of Abu Dhabi, the installation programme for the ceiling also sets a blistering pace. Primary suspension system for 10 floors was delivered to site from SAS International's Dubai stock holding within hours of finalising the contract. Bridgend, Maybole and Apollo Park factories are all involved in the manufacturing processes for this project.

ADNOC is a long-term client in the GCC, and this project sees SAS selected again as its preferred supplier for an impressive new home.

## Flying high for Muscat International Airport



Bespoke metal ceiling solutions from SAS International are being supplied to the new Muscat International Airport being constructed in Oman. The design team in Reading has worked on a range of mock-ups for various areas within the airport including the arrivals corridor, a feature bell framework at departures level, gate houses, air bridges and all ancillary areas.

Project Manager Pete Berry, reports that on-site control samples are now being supplied, and this project has seen an extremely close working partnership between the Reading design team, Bridgend and Maybole factories.

With the SAS mock-ups having gained client approval, SAS is moving into the phase of grid work and tile supply over the coming months.

## SAS scores at UAE's new stadium

Over 500 m<sup>2</sup> of SAS System 600 waveform ceilings have been supplied for the VIP areas within Al Ain FC's Football Stadium - the state-of-the-art Hazza bin Zayed Stadium. Manufactured in Maybole, the waveform ceilings were installed by sub-contractors Depa Adu Dhabi, working with main contractors BAM Higgs & Hill LLC on the project.

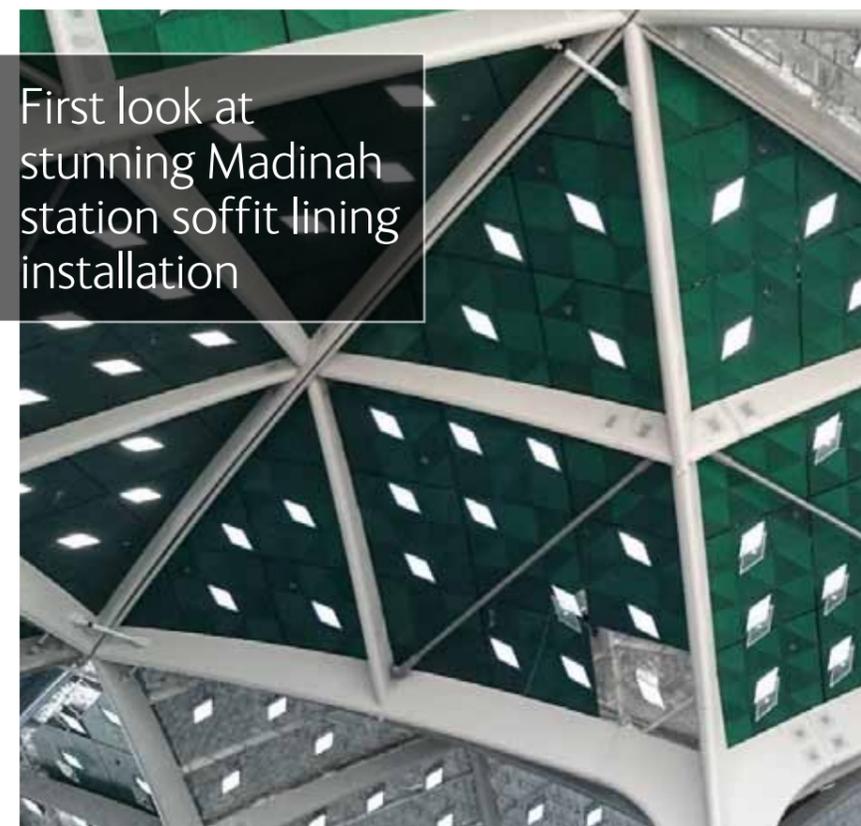
Pattern were the main architects on the project working to a masterplan by Broadway Malayan. Located in the Abu Dhabi desert, a design which matches elegance with practicality and sustainability is the outcome for this new sporting centre of excellence in the UAE.



## SAS System 310 for landmark Adelaide office development



## First look at stunning Madinah station soffit lining installation



In the Insider issue 23, SAS updated you on the latest project win in the Middle East for the Haramain High Speed Rail also known as the "Western Railway" or "Mecca-Medina high speed railway", which is under construction in Kingdom of Saudi Arabia (KSA). Cathal McGuinness provides SAS with an update on the soffit linings that have been designed and are now being installed at Madinah station.

The soffit linings comprise of perforated triangular panels arranged to form the double curvature of the roof. Manufactured in Maybole at the end of last year, all materials have now been delivered.

The ceiling system was designed on the 3D model for the roof produced by the architects. This enabled the critical setting out points of the suspension system to be located on the curved surface of the roof at the moulding stage by Premier Composite Technologies (PCT). In turn

this means the installation process is simplified and therefore much faster.

SAS International provided two installation engineers from the UK for four weeks on site training with PCT, which enabled their site operatives to be fully competent in installing the system which is comprised of 12,500m<sup>2</sup> internal panels, 12,500m<sup>2</sup> external panel and 40,000 triangular panels.

As you can see from the photo, the ceiling helps create an impressive space for those arriving at the second most holy city in KSA. Each panel is perforated with a fluted bugle type perforation which gives the panel depth. The green anodised finish gives the panel a distinct appearance as the finish allows the base material to reflect through the colour allowing the panel to appear differently as the light changes.

Now over 60% complete, we can't wait to see the finished project.

## Bespoke perforations for office development in Sydney's financial district



LOW RES

5 Martin Place, Sydney, is a high profile redevelopment of the city's landmark 'money box' building. Designed by Johnson Pilton Walker architects, SAS International supplied 15,000m<sup>2</sup> of System 330 featuring bespoke elongated perforation patterns for the project, which is being built by development, construction and funds management business Grocon.

SAS's design team in Sydney was able to resolve the ceiling perimeter and service integration issues in the extensive modernisation of the heritage component of this redevelopment. Cubic Interiors will install the SAS suspended ceiling solution.

The city of Adelaide in Southern Australia has a new premium landmark office building designed by architects JPE Design. On a prominent central business district (CBD) site, over half of 50 Flinders Street is already pre-let. Commercial building company Hansen Yuncken is constructing the 12-storey building.

Plans are to utilise passive chilled beam air conditioning technology within all occupied office areas, and SAS has supplied 18,000 m<sup>2</sup> of System 310 to be installed by GMR Interiors for the interior fit out on 14 floors, manufactured in our Bridgend factory.

## SAS PM going underground in London

Tottenham Court Road underground station in London's West End has been undergoing a restructure and refurbishment in preparation for connection to the adjacent new Crossrail Station.

SAS Project Management has been working with the main contractors – a joint venture of Taylor Woodrow (Vinci) and Bam Nuttall - on this project. A range of architectural metalwork and

ceiling solutions are being designed and supplied including SAS acoustic baffles for the new ticket hall, vitreous enamel ceiling tiles for above the staircases, walkways, adits (entrances) and tunnels, and overcladding for passenger walkways.

SAS Project Management is currently installing the SAS solutions on site, with works being carried out both by day and night shift teams.

## Perth office complex to feature SAS ceiling systems

Brookfield Place Tower 2 is a bold new commercial development in the heart of the Perth CBD in Australia.

Reflecting the latest thinking in corporate workplace design and facilities, this premium grade, 16-level office tower, with approximately 34,000m<sup>2</sup> of net lettable area is scheduled for completion at the end of 2015.

Positioned to attract blue chip tenants, the tower offers large floor plates and views over the Swan River. Manufactured in Bridgend SAS System 310 ceiling tiles have been supplied for the development with acoustic pads and plasterboard backing for a high acoustic treatment.. Architects Woods Bagot worked for contracting and development company Brookfield Multiplex on the project. The ceilings installer is Cubic Interiors.

## Wormsley Estate Lake Island Pavilion



SAS Project Management has designed, supplied and installed stainless steel roof and wall cladding to integrate with the internal drywall construction for a new private dining and conference centre in Buckinghamshire.

The Pavilion is built on an island within the lake at the Wormsley Estate which is owned by Mark Getty, son of Sir Paul Getty Jr. The building, designed by architects Snell Associates, is also to house a multi-million pound sculpture by Jeff Koons.

The main contractor on the project is Mace Ltd (Construction Managers).

## Dubai and Abu Dhabi: a 25-year snapshot

Dubai, its neighbour Abu Dhabi, and the surrounding areas provide some stunning examples of different architectural styles in the UAE where you can get a glimpse into the rapid evolution of these cityscapes. SAS's International Sales Manager, Mike Collins, has provided the Insider with a fascinating insight into the changing skyline.

Mike joined SAS in 1989 when there were few export sales for SAS. He worked in Manchester with frequent visits to Hong Kong, eventually moving to the Middle East in 2010 following success on major projects including ADNOC, which saw the opening of SAS's office in Abu Dhabi managed by Mike and Josh Hillman. With further success came a move to a larger office in Dubai, with a warehouse, showroom and training school.

Formed in 1971, the United Arab Emirates was one of the least developed areas in the world, with a local economy based on agriculture and pearl fishing – that is until the huge rise in oil and gas prices enabled the Emirates to make a great leap forward, presenting an exciting and challenging opportunity to SAS International.

Construction was initially slow and traditional architectural style. During the 70s and 80s the Dubai skyline was dominated by the Dubai World Trade Centre which adopted a style featuring an external concrete frieze with small window openings to reduce solar gain within the building.



A short distance away, the Dubai Creek had always been an important point of international trade and shipping. It was here that SAS made its first impression on the local skyline in 1994 supplying 20,000m<sup>2</sup> of System 130 Alugrid to the iconic tower which houses the Dubai Chamber of Commerce.



This beautiful aquamarine wall clad building with its angular pitched roof stands as a beacon on the Creekside – still lined today with traditional wooden dhows (sailing vessels) plying their trade between Iran, Oman and Pakistan. Providing a contrast between ancient and modern, and a poignant reminder as to where it really all started for both Dubai and SAS!



Meanwhile a short journey down the Sheik Zayed Highway, we cannot ignore the growth of Abu Dhabi, the home of major oil companies and financial sector. This city had a thirst for first class offices and a requirement for high end ceiling solutions which SAS were happy to satisfy.



A further demonstration of the architectural movement towards international styling is the world-renowned Aldar Headquarters at Raha Beach – a gateway development to Abu Dhabi.

Over 35,000m<sup>2</sup> of Systems 150 ceilings with a unique perforation pattern combined with high end acoustic performance. The beautiful circular shape of the building is said to reflect the shape of an oyster pearl clam shell – pearl fishing being the original trade of the region.



Located in the Central Market project are three skyscraper towers. One is a commercial office known as Trust Tower. SAS have designed and supplied architecturally striking bespoke System 330 metal ceilings.



The SAS footprint continued to spread with the Abu Dhabi Financial Centre and World Trade Centre tower built as part of the redevelopment of the old central Souk area of Abu Dhabi (see Insider 16).



Further success followed for SAS in the provision of design-led metal ceiling solutions combining sleek aesthetics, acoustics and the integration of MEP facilities. This was a requirement for the demanding local climate and a trend for architecture with an international flavour.

As the UAE economy boomed, SAS's business grew steadily with project success at the first new Terminal for Dubai International Airport.



Being custodians of one of the world's largest oil and gas reserves brings with it a global responsibility and sustainability challenges, embodied in MASDAR City – a development designed to provide the highest quality of life with the lowest environmental footprint.

Balconies allow for wind cooling through traditionally inspired patterns and solar shading is a key feature.



Within this development sits the Masdar Institute for Science and Technology dedicated to research within a clean energy industry. Here SAS System 600 rafts were specified (Note – a case study on this project can be found at [www.sasint.ae/masdar](http://www.sasint.ae/masdar)).



Further demonstration of a responsibility and concern to conserve global resources can be seen in the style of the Al Bahar Towers (the Abu Dhabi Investment Council HQ – see Insider 20 – case study). This is another ceiling installation success for SAS International's System 330 with 11 different tile shapes supplied for the project. There is an unusual solar responsive external cladding system for this demanding environment.



### Other fascinating construction facts

- Dubai is the fastest growing city in the world – it had one tall building in 1991
- Today Dubai has over 400 high rise buildings
- It is home to the tallest building in the world – the Burj Khalifa – which has 164 floors



- The Burj Al Arab - was the world's first 7 star hotel. Its iconic design is influenced by the beautiful sail shape of a traditional Arab dhow (architect WKK Architects 1994)



**As to the future** – the region remains confident and buoyant having recently been awarded the EXPO 2020 Exhibition with its requirements for exhibition halls, convention centres, hotels, transport systems and also the recent announcement of another, even bigger shopping mall – with a covered walk area larger than London's Oxford Street and more theatres than Broadway in the US.

More challenges for SAS and more challenges in architectural excellence and flamboyant thinking – will continue to be tempered by a level of reference to the region's history, background and cultures.

## SAS sponsorship of industry awards helps celebrate and support excellence worldwide

In various issues of the Insider you will regularly have read about SAS International's sponsorship of industry awards.

SAS choose to sponsor these sorts of initiatives as it is a targeted way for the brand to be associated with celebrating and supporting excellence. Why is this important? SAS wants to ensure that its profile, in the many markets that it now supplies, is that of a leading manufacturing brand; and leaders help celebrate excellence in others.

Sponsoring industry awards means that SAS International receives benefits too:

- SAS are associating with, and celebrating, best of class projects;
- SAS are reaching leading and innovative architects and contractors within our industry;
- They allow SAS International to support projects and professionals in a number of important markets and geographical areas;
- Awards events offer a great opportunity to network with key customers.

As an international company, it is important to support excellence worldwide. The Marketing Team always takes time to carefully select industry awards which have the most relevance in SAS's core regions.

Some of these are newer events for SAS, such as the Australian Property Awards which it first sponsored this year. The support for the Australian Property Awards is particularly important as SAS are developing its profile in the Australian market. The activity also helps SAS to stand out in the market as the Awards are recognised as Australia's leading property awards programme.

The 2014 Innovation and Excellence Awards, as they are known, was SAS's first awards sponsorship in Australia, and an important awareness raising activity as SAS established its base in Sydney. SAS International are the first manufacturer to sponsor these Awards helping SAS gain attention from the outset.

SAS sponsored the category 'Best Office Development', won by Brookfield Place Perth; this project also features SAS ceiling grid so it was a win-win all round!

In addition, the activity also helps to build SAS's profile 'down under' on an ongoing basis. The



company benefits from the opportunity to link into other events that the organisers of the Awards, the Property Council of Australia, offer at both national and local level. SAS are able to tap into their membership base.

SAS International have committed to sponsor the Australian Property Awards again for 2015. The process for the awards and the promotion SAS get as part of the sponsorship starts now... you can see more at [www.propertyoz.com.au/awards](http://www.propertyoz.com.au/awards)

For a number of years, SAS International has been sponsoring the British Council of Offices (BCO) annual awards scheme. The activity in the office/commercial sector in the UK has been part of SAS International's core business for a long time, but it is a competitive marketplace. The BCO Awards are a well recognised annual event for the UK property industry and have

been important for SAS International to be associated with to help maintain a strong market awareness of our their brand.

SAS International is a Gold Sponsor of the BCOs, and has supported the 'Fit Out of Workplace' category from 2012-14. All winners from this year's Regional Awards will compete in their categories at a national level and also bid to win the property sector's respected BCO 'Best of the Best' award. **The National Awards Dinner** will be held on **Tuesday, 7 October** at the Grosvenor House, and will see the UK's leading developers, investors, architects and suppliers gather together for the event.

It is apparent when seeing the BCO list of finalists that SAS have a strong involvement UK wide on creating the most innovative and respected commercial office in the industry.

**SETTING THE BENCHMARK FOR THE MIDDLE EAST ARCHITECTURE SECTOR**  
WEDNESDAY 19TH NOVEMBER 2014

**ARCHITECT AWARDS 2014**

**THE 7TH ANNUAL MIDDLE EAST ARCHITECT AWARDS**  
CELEBRATING INDUSTRY EXCELLENCE THROUGHOUT THE MIDDLE EAST

**PLATINUM SPONSOR**  
Alubond U.S.A. Fire Rated Metal Composites

**SILVER SPONSORS**  
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**NOMINATION DEADLINE - WEDNESDAY 24TH SEPTEMBER**  
[WWW.CONSTRUCTIONWEEKONLINE.COM/MEAA](http://WWW.CONSTRUCTIONWEEKONLINE.COM/MEAA)

**FOR NOMINATION ENQUIRIES PLEASE CONTACT:**  
Nick Ames  
T: +971 444 32 55  
E: [nick.ames@itp.com](mailto:nick.ames@itp.com)

**FOR SPONSORSHIP ENQUIRIES PLEASE CONTACT:**  
Simon Collingwood  
T: +971 444 33 93  
E: [simon.collingwood@itp.com](mailto:simon.collingwood@itp.com)

**FOR TABLE BOOKINGS & OTHER ENQUIRIES PLEASE CONTACT:**  
Michelle Meyrick  
T: +971 778 86 63676 88  
E: [michelle.meyrick@itp.com](mailto:michelle.meyrick@itp.com)

Similarly SAS International have been an active sponsor of the 'Interior Fit Out' categories at the AIS (now the AISFPDC) Contractor Awards. The categories SAS sponsored this year focused on excellence in interior fit out. These reward high levels of craftsmanship and design for contractors whose projects were in retail and leisure; healthcare and education; office; and 'other' – this category was won for the renovation by Saracen Interiors of Royalty House, Watford.

SAS International can show its support through sponsorship. SAS are a silver sponsor of the Middle East Architect Awards, being held on 19th November 2014.

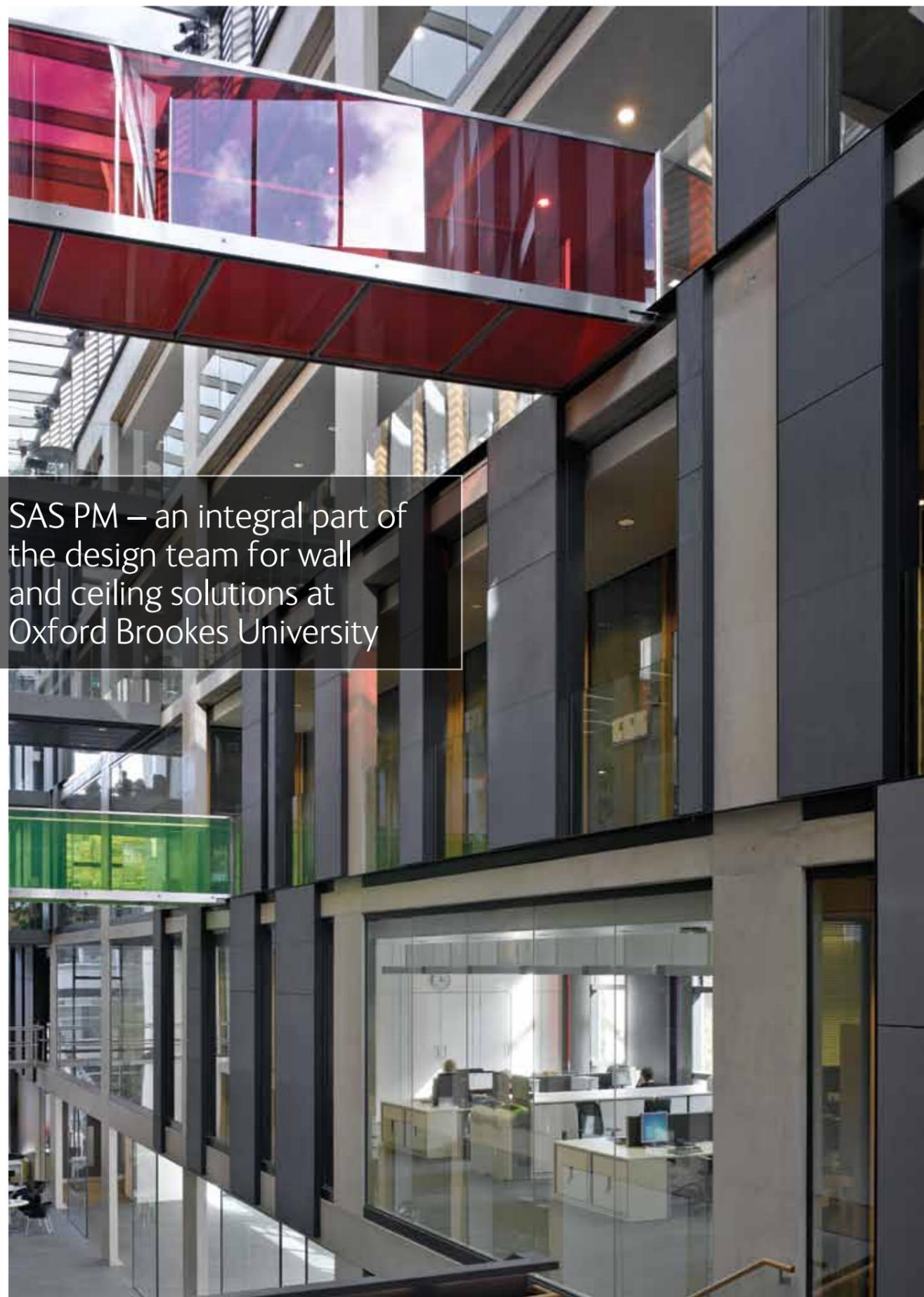
The seventh annual Middle East Architect Awards will recognise the best projects and people from throughout the GCC in 2014, ranging from the world's tallest towers to one-off villas, and veteran designers to those bright young architects just starting out in the region. SAS International is sponsoring 'Commercial Project of the Year' category.

Undertaking to sponsor awards therefore opens up a broad range of benefits for SAS International, helping to raise the company profile in new markets, differentiate the company from its competitors, and support new sales and marketing opportunities. It also helps SAS to firmly demonstrate that it is not only a leader but supports excellence in the development of buildings worldwide.



### BCO Regional Winners 2014

Region	Project Name	Product	m <sup>2</sup> supplied
Scotland	Inovo, Glasgow	System 330	2,700
	Three Glasgow, 123 St Vincent Street, Glasgow	System 130	170
	UK Green Investment Bank HQ Office	System 130 Alugrid	20,000
Midlands	Two Snowhill, Birmingham	System 330 and 150	25,700
	The Council House, Derby	System 130, 330 and specials	1,500
London & South East	One Eagle Place, London	System 130 Alugrid	7,900
	BBC Broadcasting House and Brent Civic Centre – JOINT WINNERS	System 150	300
	One Embankment Place, London	System 330	21,900
	Arthur J Gallagher, The Walbrook Building, 25 Walbrook, London	System 130 Alugrid	17,100
	Argent- 4 Stable Street, London	Specials	1,900
South West, Thames Valley and South Wales	BBC Broadcasting House, Portland Place, London	System 150	300
	Barclays Bristol, Bridgewater House, Bristol	System 150	1,100
North, North Wales and NI	Exchange Station, Tithebarn Street, Liverpool	System 130	970



SAS PM – an integral part of the design team for wall and ceiling solutions at Oxford Brookes University

Past issues of the Insider have shared updates on the Oxford Brookes University project which was in two Phases (Insider 21, 22, 23). A design, supply, install project for SAS Project Management, there is now the opportunity to show the final outcome of all this work!

An important development project for the University, the works have taken place at the John Henry Brookes and Abercrombie buildings. SAS Project Management won the contract, working with main contractor Laing O'Rourke.

Designed by Design Engine Architects, the new John Henry Brookes building - a student facilities centre links to the existing Abercrombie building, which was refurbished in the project, via an extension.

Forming part of the University's progressive 'Space to Think' initiative, accommodation includes a new library, main social learning space, lecture theatres, student services centre, teaching accommodation and commercial/retail space.

A range of bespoke metal solutions were supplied including internal cladding finished in silver grey and a darker grey, and an acoustic metal ceiling solution. But this is only part of the picture of SAS's involvement in the project.

Bob Parmiter, designer with SAS Project Management, provides some further details on the product solutions manufactured, designed and installed in this project:

- Metal Cladding Panels – produced by SAS to a very shallow installation depth.
- Aluminium Extrusion – produced by SAS, we designed these in three extrusions to create the flexibility needed to provide framing



to cladding features, glazed openings and plain openings and horizontal feature ledges.

- Aluminium Cladding – produced by SAS in both perforated and plain designs with a feature lighting recess running adjacent to stair handrails.
- Support system for glazing – designed and produced by SAS to create a precisely levelled and fixed support system for the full height glazing in the atrium.

"Oxford Brookes was as much a success too for the multi-trade co-ordination task carried out as for any individual feature that was made" comments SAS Project Management.

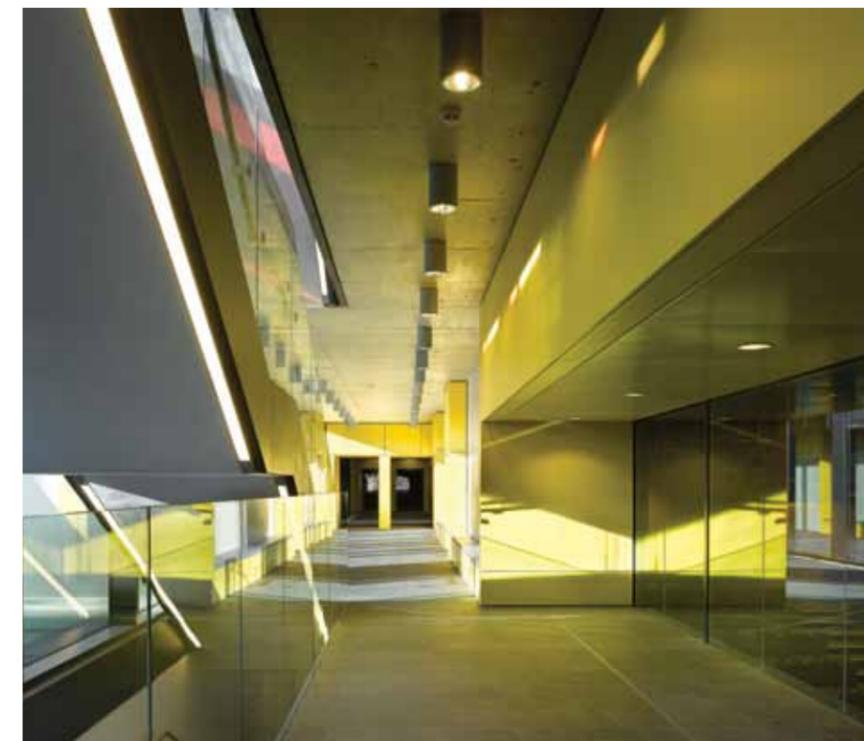
The tasks included considerable survey work, then work with many different trades to create feasible working designs that achieved sufficient client approval for SAS and other suppliers to get manufacture under way.

On the project most of the trade contractors had design responsibility and SAS had the additional co-ordination role.

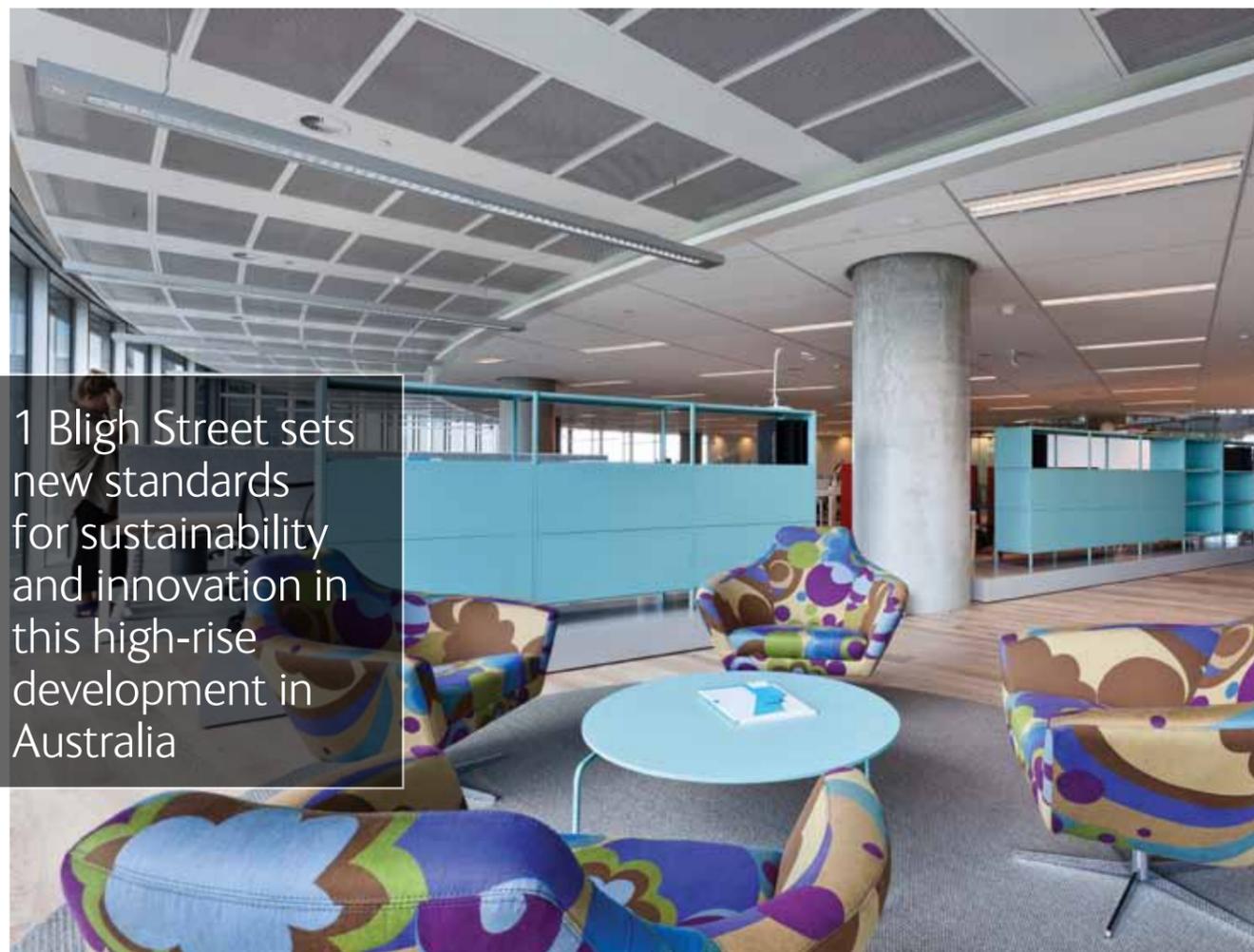
The result has been an outstanding achievement. The John Henry Brookes building has recently received a RIBA (Royal Institute of British Architects) National Award, a RIBA Regional Award for 'Building of the Year', and a RIBA Regional Sustainability Award.

The RIBA judges have described the Oxford Brookes' flagship building as "simply brilliant". The judges also commented that the John Henry Brookes Building, which was submitted alongside the Abercrombie Building, "made us wish we could go back to university again."

Professor Janet Beer, Vice-Chancellor, Oxford Brookes University, commented: "The John Henry Brookes Building provides our students with inspirational spaces to match our excellent teaching, support and research."



On this project SAS Project Management worked with:  
 Design Engine Architects;  
 Laing O'Rourke, main contractor;  
 Glazzards, balustrades; Planet West, glazing and partitions; London Engineering, structural steel and bridges; BDL, dry lining; MJM, oak veneered cladding and built-in furniture; and SJ Eastern Joinery, bespoke joinery at window frames.



1 Bligh Street sets new standards for sustainability and innovation in this high-rise development in Australia



"If you could, you'd use metal pan ceilings everywhere, they have much greater longevity and they are higher quality. Metal pan ceilings were an obvious choice because we needed to get the air circulation through the perforations and around the chilled beam system and back down into the space"

**Architectus Director, Ray Brown**

1 Bligh Street, Sydney is the next generation in high performing sustainable office space combining leading edge design, technology and sustainability in a premier location in the Sydney financial hub.

The elliptical-shape floor plates and the column free atrium offer large amounts of natural light and spectacular views to Sydney's Harbour Bridge. 1 Bligh Street is also the first office tower in the Sydney CBD (central business district) to achieve a 6 Star Green Star Office Design rating by the Green Building Council of Australia (see page 5 for more information about Greenstar accreditation).

A custom made metal ceiling solution was manufactured at Maybole for the perimeter zones. The curved nature of the building created a design challenge and technical expertise was crucial to make the ceiling system work. SAS International designed and manufactured a ceiling solution that combined perforated rectangular panels interspersed with 3.6 metre long non-perforated trapezoidal panels for accommodating services such as sprinklers. This combination enabled the ceiling solution to curve with the building.

In addition, the visually striking linear ceiling system, Tubeline, was installed in the boardroom. Tubeline leaves the ceiling plane uncluttered whereby services such as sprinklers and fire alarms can be fitted above.

The selection of metal ceiling solutions is a critical part of the building's environmental

credentials as 90% of all steel used in the project comprised more than 50% recycled content.

Once installed SAS's metal ceiling products offer a durable and hardwearing surface and are inherently recyclable. SAS International offer a minimum 25-year product life guarantee.

Every aspect of the 28-storey office tower, from the double-skin façade to the full-height glass atrium is designed to optimise sustainability performance and the workplace environment.

1 Bligh is Sydney's first CBD office tower to incorporate black water recycling and was designed to achieve a 5-star NABERS (National Australian Built Environment Ratings System) Energy rating.

The building's design was a collaboration between a Sydney and German - based architectural firm who responded to a design brief by DEXUS.

The office tower designed by Christoph Ingenhoven (ingenhoven architects) and Ray Brown (Architectus) won the International Highrise Award in 2012 and the 2011 Asia Pacific Property Award.

There is an updated case study available on SAS's website with new imagery of the interior fit-out which showcases the elliptical-shaped ceiling plane and the central location of the building with stunning views of Sydney harbour bridge.

1 Bligh is jointly owned by DEXUS Property Group, DEXUS Wholesale Property Fund (DWPF) and Cbus Property.

More information can be found on their website: <http://www.1bligh.com.au/>



# From Concept to Reality: Research & Development

Matt Butchard joined SAS in February this year as a contract designer.

At the end of March he became the Research + Development Lead Designer, heading up the new R+D department. One objective of this department is to align SAS's manufacturing with design, which makes Matt's role extremely important.



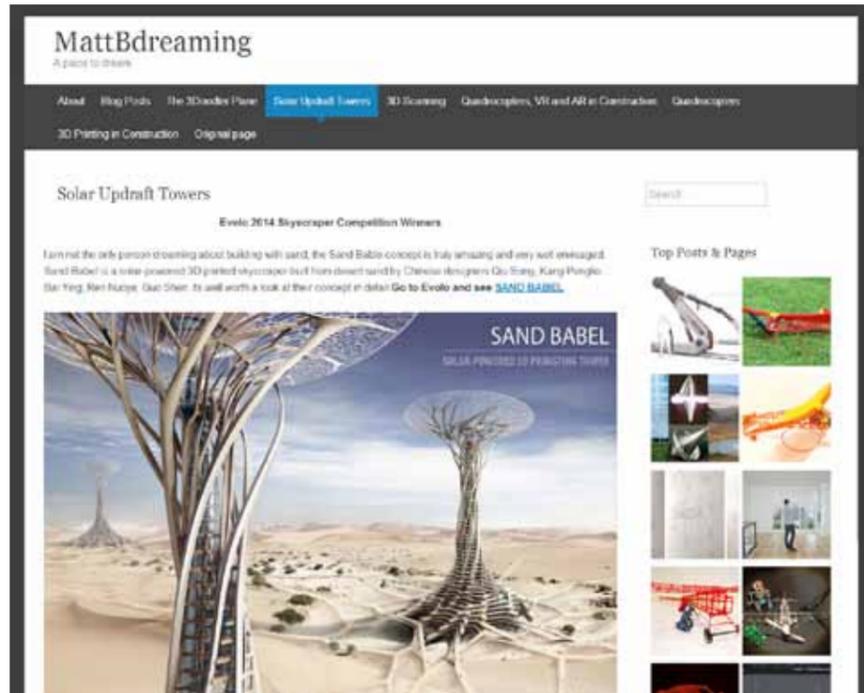
## About Matt

Matt studied Mechanical Engineering at Newcastle University. His career background focussed on a combination of commercial architectural aluminium and high level security products. He has experience in all aspects of the project life cycle from bid to sign off, as a designer/project manager.

Matt is a creative designer with an interest in the development of future technologies. He is particularly excited about developments in 3D printing on a larger scale.

The reduction in size and cost of personal 3D scanning devices, peripherals and displays have the potential to fundamentally affect the way the construction industry operates, assuming we all manage to be BIM ready in the next 5-10 years. He explores concepts and ideas via his blog: [www.mattbdreaming.co.uk](http://www.mattbdreaming.co.uk)

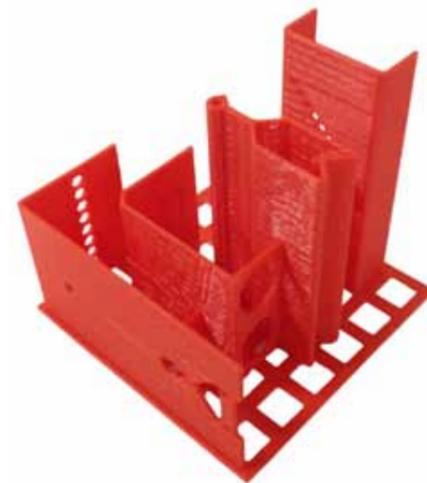
Matt is continuously developing the R&D department, including the processes and procedures, planning of projects and coordinating Technical Product Review meetings.



Pictured is Matt's Website.



Matt trialed a 3D printer in the Reading office earlier this year.



## R&D Concepts

Research & Development concepts are a staging ground to allow any idea to be recorded. Those ideas can then be reviewed and suitable concepts can be taken forward to the R&D project list.

If you have a concept for a new product or an improvement to an existing product, no matter

how outlandish then please communicate this to the R&D Department.

The aim is to enable anyone at SAS to contribute original and innovative ideas which could ultimately result in new product development.

Please email your concepts to: [mbutchard@sasint.co.uk](mailto:mbutchard@sasint.co.uk)

Matt / The Insider will endeavour to keep you updated on any R&D progress throughout the year.

## New Project Photos



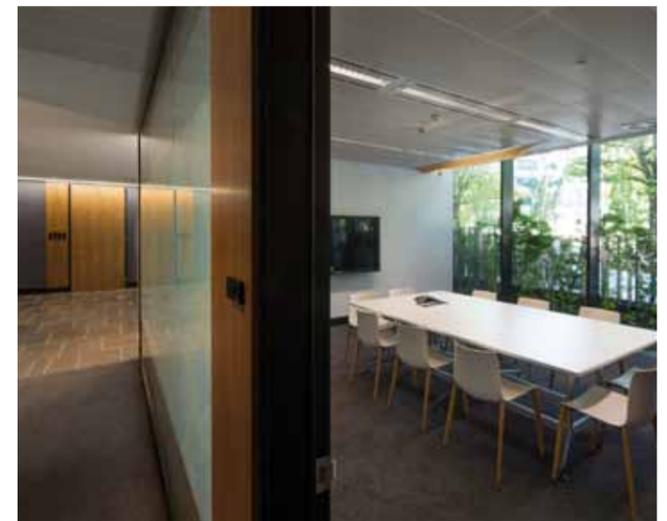
ANZ Tower, 161 Castlereagh Street, Sydney System 150 and 320



Virgin Money, One Eagle Place, London. System 8000 SG



Heathrow T2B, London. System 130 and 600



National Circuit, Canberra. System 320



Louis Vuitton, One Pancras Square, London. Chilled beams and Systems 200 / 330 / 205



London School of Economics, New Student Centre, London. Vitreous Enamel Wall Linings to lift core

## Upgrading to a Digital World

Matt Mills, the Marketing Manager has been speaking to the Insider about a project he is currently involved in – a brand new website for SAS International! We asked him a few questions, to get an insight for all staff.



Why are we looking to spend money on a new website when we already have one?

Our current website is over six years old. That's an eternity in the world of digital marketing. In that six years, we have seen superfast broadband, mass smartphone adoption, tablets, Google dominance, and a small thing called social media. Each of these factors has spawned their own marketing disciplines (and challenges!).

Customer demands and expectations have changed dramatically with improving technology. People want immediate access to

information wherever they are and on whatever platform they're looking at. It's not just the vast leaps in technology that we need to be aware of. We also need to address significant differences in how people interact with screen devices. Cut and paste copy from a brochure to a webpage really doesn't cut it anymore.

The best websites help increase sales revenue and market share. They are also an ideal platform for international exposure.

How do you know what we need to do?

To begin with, we asked a lot of questions, both internally and externally, as well as conducting a thorough analysis of our existing websites' performance. We have gathered a huge amount of data which we used as the basis for a design brief.

Internal feedback was predominantly about look and feel, as well as treading the fine line between giving away too much information and generating an enquiry – nothing too surprising here.

Customer feedback was more functional, asking for quick and easy access to quality technical information and detail drawings, as well as installation advice.

So what is the new website going to look like?

This is the question I get asked the most as it's the issue most staff members have an interest in. Perhaps surprisingly, it is the least important aspect of the website and the area we'll be looking at last. A beautiful sports car would not perform without a finely tuned engine and superb handling. We've selected an agency with an excellent creative pedigree, so whatever it ends up looking like, it'll look great. But, we need to build the chassis first.

How much have we done?

It's still very early days. This web project has been a catalyst to address a number of issues across the business where it comes to information demands. The good news is once this major task has been completed, we'll see benefits across the business in terms of information access and communication.

We're currently at the stage where we're mapping out the website and building the skeleton that we can flesh out. Marketing, R+D, and the technical teams are working together to make sure it all happens properly.

What are you most excited about?

Having a best in class website. Websites are far more than just a digital brochure; they've become the information destination for anyone wanting to know about a company 24/7. We have a real opportunity to present ourselves in a manner reflecting a company of our size and quality. Going forward, all of our activity will

somehow involve our website, whether that's dealing with an initial Google search or supporting a sales exec in an architect's practice. It's a platform that can integrate within our business acting as a data tool to gain market insight and helping us remain relevant.

When will we be ready?

The deadline we're currently working to is February 2015, but there's an awful lot of work to do between now and then. We will keep updating you later in the year via our new 'SAS Connect' internal email updates.

## Internal Communications

As SAS International continues to grow, with product development teams, projects on site, depots, factories and new offices worldwide, communication can be challenging. The marketing team at Reading has been working on an internal communications strategy to help support communication across the company. By the end of 2015 SAS will have key aims and objectives for Internal Communications.

While the Insider will continue to play an important role, the opportunity to communicate regularly using email and other channels means we can help keep all employees updated frequently.

SAS Connect is a new monthly email update to all staff which includes a roundup of the major happenings within SAS. For those without access to a computer, the updates are displayed on

noticeboards at Reading, Apollo Park, Bridgend and Maybole.

Internal communications helps reinforce company values, improves collaborations and teamwork, celebrates successes and achievements, and develops opportunities for changes or improvements.

An infographic has been created to explain aims, objectives and benefits of Internal Communications.

**1.**  
To inform and educate employees

Assists with employee learning and development -

**70%** of learning is done in the workplace

**70%** of a customer's brand perception is determined by experiences with the company's employees

**2.**  
To increase productivity by engaging, inspiring and motivating employees

**59%** of engaged employees are highly innovative at work

Highly engaged employees = **37%** less absenteeism, **18%** higher productivity, **78%** would recommend their company

**3.**  
To maintain a shared vision and a sense of ownership in the company

**81%** employees said recognition made them more satisfied with their work

Helps stimulate feedback from employees

**4.**  
To increase sharing of information between departments

Improves employee engagement and collaboration

**40-80%** of customer satisfaction is affected by employee attitudes

## Export growth drives Maybole extension



Growth forecasted for export markets were a driver for an extension at SAS's Maybole factory in Scotland.

As a result SAS have also increased its workforce by 24% in recent months. This means they can meet manufacturing demands, and growth and investment can continue to deliver the best product at the best price.

The two-storey extension was completed in December 2012, increasing the size of the factory from 3550m<sup>2</sup> to 5500m<sup>2</sup>.

A recent visit to Maybole has allowed the Insider to share photos with you.



## My Work – Sean Lowe

### What is your current job and what do you do on a typical working day?

I currently work in the padshop in Bridgend as a supervisor. My responsibilities includes sorting jobs on schedule lists and giving instructions to work colleagues about what jobs we have to make and in what order. Regular meetings with the padshop manager are the norm; however, not every day is the same. There's always something different thrown into the mix, but I'm used to that now and it makes the role more interesting.

### Did you do this job when you started SAS and how has your role changed?

When I started in SAS in 1993, I was employed as a press operator. Then, after two years in the press shop, I went into the padshop as a pad line operator, then moved to machine setter and team leader. I really enjoy my current role as supervisor – as it's varied and challenging.

### What did you do before joining SAS?

Before I joined SAS, my work history was quite varied: I've worked on the roads of Wales as a labourer tarmacking, and as a scaffolder working on a building site where I discovered I wanted to work indoors! That's when I went for my first factory job making pool and snooker tables, which I enjoyed but was made redundant as the factory closed. Then I was lucky enough to get a job as a courier for a while. After that, I started at SAS and have been here for nearly 22 years.



### What changes in technology and culture have affected your day to day work life?

The introduction of the new guillo machine, i.e. cut to length, which cuts different types of tissues that go into tiles; it's so much faster and more accurate than the previous machine. It's made a big impact and really makes a difference to the padshop. The padshop is also upgrading one of its padsaws and having a new polybag machine, which will both really help with the output. Also, the padshop's padline has recently had an upgrade and we're getting another in during shutdown to be more efficient.

As for SAS culture, the biggest culture change recently has been the introduction of lean activities. It's means we are working more efficiently and everyone is seeing tangible benefits. It's brought everyone together and the team have gelled, working better overall in a coherent manner.

### What's the biggest challenge in your job?

The biggest challenge is producing quality work/products to assembly and exporting on time ready for shipment under tight scheduling. Hitting deadlines is hugely important as other departments are relying on us finishing on time to take over from us.

### What do you enjoy most about your job?

I feel valued when my thoughts and feedback are taken into consideration when overcoming problems, particularly when I interact directly with managers about new projects. I'm always happy to help wherever possible.

I enjoy working with my team, who support each other no matter what and enjoy working in SAS; it's great to see how the company has grown and evolved while I have been here.

## Chris Bradford completes Marie Curie run



Congratulations to Chris Bradford, who completed his sponsored run for Marie Curie on Sunday 29th June. Chris is the Branch Manager of SAS Direct at Burgess Hill and completed his run in 52 minutes and 45 seconds – beating his personal best by six minutes!

He has raised over £1500 for a fantastic cause, so thanks to all those who donated.

Well done, Chris.

## Prudential Ride London 100

Congratulations to our Manufacturing Director who has successfully completed a bike ride for the British Lung Foundation.



Mark McElhinney completed the 2014 Prudential Ride London 100 race on Sunday 10th August. Due to the tail end of hurricane Bertha making the conditions 'interesting', the organisers reduced the ride to 86 miles. Mark rode an extra 14 miles to and from the start to make up for it. He raised a phenomenal £3700 and would like to thank ToughGlaze, Etag Fixings, Richard Austin Alloys, React 2 Recruitment, Union Veneers, CT Glass, Owen Transport, Distributor, Ceildoor Products and of course all staff from SAS who donated.

Mark is hoping to enter two Business Peloton teams from SAS to partake in 2015! Cyclists - please express your interest.



## Dubai team update



Alex McNess, Operations Director – MENA, India and Australia, has updated the Insider on the latest staff members who have joined the Dubai team.

Hannah Mae Olayvar is the new receptionist and research assistant. Hannah will most likely be the new voice you will hear when calling the Dubai office number.

In issue 24 we reported on the increased sales at the Dubai warehouse for our stock products.

There is now a new sales executive, Monish Mohan, who has joined the SAS team. Primarily, Monish will be assisting Salish Thaivalappi, SOP Coordinator with stock and commodity products sales. He will be preparing estimates as per specifications, attending meetings with consultants and architects, and following up with contractors.

Giuseppe Caron has also joined us in the role of Sales Executive. In the recent months he has made his way around the UK offices and factories. His role encompasses sales, building relationships with clients, contractors and architects, attending meetings and conducting presentations.

David Booth is the new technical sales manager. Many of you will already know David, who has relocated from Reading to Dubai. SAS wishes him well with his new expanded role. You can read more about David's experience on Page 27.

The Insider would like to welcome all the new staff to the SAS Dubai team.

Qatar 2022 construction on schedule – Arsenal and Chelsea play warm-up match at newly built stadium. Thanks Josh for this photo taken outside the Dubai office!

## Qatar 2022 update



## Bhavik Patel achieves 2:1 degree



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Congratulations to Bhavik Patel, based at the Reading office who has graduated with a 2.1 BSC Quantity Surveying Commercial Management, at the University of Greenwich. He has spoken to the Insider and told us about his course and time at SAS.

During my time at work and university I have managed to fit both workloads into my week, not to mention the long weekends and nights I had to put in to meet my university course deadlines. But after two challenging years of putting my studies and work first I have been successful in completing my degree and progressing within the company to now work as a Trainee Quantity Surveyor.

## Weddings galore

Wedding fever has reached SAS, with four of our employees tying the knot! Congratulations to David and Sophie Booth (who have recently moved to Dubai), Paul Dolan (Bridgend Planning Supervisor) and his new wife Helena, and Craig Robinson (Production Engineer at Maybole) and his wife Holli. Finally, Reading's Charysse Boldrini (née Gibbs) married her husband Marco in Rome. Best wishes to the happy couples and we hope they are enjoying married life.



## British Red Cross fundraiser

Kathy Lewington has raised a spectacular £460 for British Red Cross, nearly treble her £160 target!

Kathy, a Sales Office Manager in the Reading office, abseiled down the Blade Building on the 1st of June as a personal challenge for a fantastic cause.

Kathy has also recently celebrated thirty years at SAS, as covered in Issue 23.



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## A boxing match for a brilliant cause

On 2nd August, Bridgend's Sean O'Connor took part in a charity boxing match, in front of 500 people.



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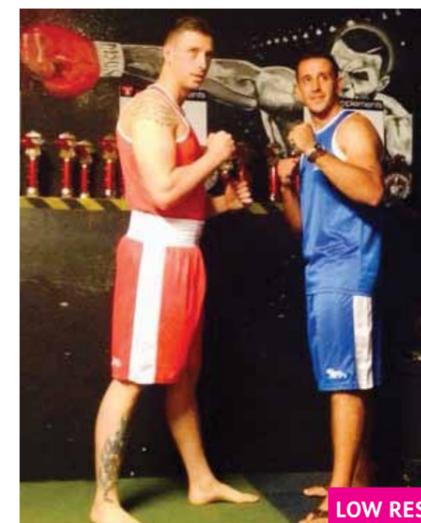
After ten weeks of training, Sean's match went all the way to the last bell, and he put up a valiant fight, losing on points.

£2500 was raised on the night for the charity Enable, and the funds will be going towards a minibus for a school in Caerphilly.

Well done to Sean and his opponent – they provided a thrilling match for a worthy cause.



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## Relocating abroad – David Booth

Thinking about it now all I can do is laugh – what a tough, stressful but exciting experience. People say the three most challenging things you will ever do in your lifetime are: buy a house, get married and move abroad.

So naturally, I decided to do all three of these things in the space of two months. I bought a house, which I only had time to live in for about a month. In that time I also planned an amazing wedding and got married, in the space of three weeks. Finally to top it all off, I moved myself and my now wife half way around the world to Dubai.

At the time I had just been with SAS for five years (how time flies) and had been offered a new position as Technical Sales Manager for the Middle East, which is a big challenge for me as I had yet to gain any first-hand experience in sales.

Nevertheless I took the plunge and moved to the hot, humid yet mind-blowingly surreal Dubai (also known as the sandpit). The first two weeks were very hot, averaging just over forty degrees in the day and disgustingly humid in the evenings. Never thought I'd say it but I was missing the UK's fresh mornings! The working week in Dubai is different from the UK: our week starts on Sunday and ends on a Thursday, and I have Friday and Saturday as my weekend. It will definitely take a long time to get used to waking up early on a Sunday morning and going into the office!

At the moment, the Dubai team has ten staff, two starting a few days before me and the last recruit joined on the 1st of June. We all make a very dynamic team and work extremely well together.



It's a very different working environment compared to Reading where there are enough staff to fill each position needed; in Dubai we all have to take on aspects of everyone's job and there is a real sense of teamwork, as everyone has to pitch in to ensure that all jobs are done and completed to SAS high standards. We've become a very close team in Dubai but I definitely miss everyone back in Reading and the daily communication with the Engineers at Bridgend and Maybole.

As with any big move, there is always lots of paperwork to get through. Shipping documentation, visas, work permits, health checks, translating documents, legalising documents – you name it, we have typed it up, signed it and sent it off!

With great thanks to the Dubai team, their help has made my relocation a lot easier!

## Redingensians Rams U10s win the rugby cup



SAS sponsored the Redingensians Rams Rugby Club at the Burnham-on-Sea rugby festival in May. The Under 10s (pictured) won their tournament cup, with no tries scored against them. Congratulations to all who took part.

## New Group Planning Logistics Manager at Bridgend



SAS is pleased to announce that Rhys Jones has taken on the new role of Group Planning Logistics Manager.

Rhys will undertake full responsibility for the manufacturing planning of major projects, such as Muscat and Kowloon.

To assist him, Rhys will be appointing Project Managers to coordinate specific projects across all three manufacturing sites.

SAS wishes Rhys every success in his new position.

## 25 years, service



**Dianne Callard** Bridgend  
Starting Role: Production Operator  
Current Role: Paintline Operator

## Geraint Lewis, new General Manager at Apollo Park

“My duties as General Manager are to lead a dedicated team in the manufacture of multiple product streams. Working to agreed budgets and targets to improve sales & operations planning, to achieve demanding production requirements and business KPI’s. In addition to maintaining the existing health & safety standards, great efforts are underway to increase productivity, improve quality and improve delivery times. Every endeavour is made to drive a sustainable Lean Manufacturing culture change through the application of continuous improvement and Lean Manufacturing philosophy.

The move to Apollo Park has been an invigorating one personally. Once the opportunity to run Apollo Park was made available I grabbed it with both hands. I haven’t looked back yet. My roots are firmly in Wales; however my work ambition and passion are unquestionably in the Black Country. The challenges ahead are to grow the business model and develop a world class manufacturing plant which is capable of adapting to the fast moving interior products sector. Bob un cam, cer mla’n!! (every step is a step forward)”



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



**Ian Fynlas** Bridgend  
Starting Role: Shift Manager  
Current Role: Factory Manager



**Jill Whelan** Bridgend  
Starting Role: Janitor  
Current Role: Janitor



**Neil Davies** Bridgend  
Starting Role: Paintline Operator  
Current Role: Paintline Team Leader



**David Price** Bridgend  
Starting Role: Mechanical/Electrical Apprentice  
Current Role: Toolroom Supervisor

**John Callard** Bridgend  
Starting Role: Paintline Operator  
Current Role: Press Operator

**Ian MacKenzie** Bridgend  
Starting Role: Production Planning Engineer  
Current Role: Export Estimator



**Christine Moring** Reading  
Starting Role: Office Junior  
Current Role: Senior Estimator

**Steven Lowe** Apollo Park  
Starting Role: Sales Co-ordinator  
Current Role: Sales Co-ordinator

**Adrian Williams** Bridgend  
Starting Role: Health & Safety Manager  
Current Role: Group Health & Safety Manager

**Scott Beckett** Apollo Park  
Starting Role: Quality Manager  
Current Role: Quality/Health & Safety Manager

**David Brown** Maybole  
Starting Role: Press Brake Operator  
Current Role: Press Brake Operator

**Chris Gwynn** Bridgend  
Starting Role: Engineering Production Manager  
Current Role: Quality Manager

## 10 years, service

**Rob Legg** Bridgend  
Starting Role: Trainee Accountant  
Current Role: Group Contracts Accountant

**Brian McMath** Maybole  
Starting Role: Finished Goods Controller  
Current Role: Finished Goods Controller

**Ryan Jess** Maybole  
Starting Role: Paintline Operative  
Current Role: CNC Operator

**Mark Ward** Bridgend  
Starting Role: HGV Driver/Material Handler  
Current Role: HGV Driver/Material Handler

**Graham Pestrige** Apollo Park  
Starting Role: Line Loader  
Current Role: Line Loader

## New Faces

**APOLLO PARK**  
**Darron Smith** Production Manager  
**Katie Phillipotts** Planning Assistant  
**Paul Barnes** Planning Engineer

**BRIDGEND**  
**Jarad Ducroq** IT Assistant  
**Erin Jones** Payroll/HR Assistant  
**Jason Cheung** Management Accountant  
**Ian Farman** Maintenance Technician  
**Richard Kucia** Maintenance Technician

**BURGESS HILL**  
**Toni Clements** Sales Order Processor  
**Vagner Santos** Glass Fitter

**DIRECT BIRMINGHAM**  
**Ainsley Nash** Driver  
**Kyle Holbrook** Warehouse Supervisor  
**Stephen Keatley** Glass Surveyor  
**Steven Hawkins** Driver  
**Gemma Cosnett** Apprentice SOP

**DIRECT CENTRAL**  
**Keith Gilmour** Commodity Sales Exec  
**William Connell** Warehouse Asst  
**Angelika Stanecka** Export SOP

**FRANCE**  
**Jean Jacques** Sales Engineer

**HONG KONG**  
**Dan Rushton** Construction Manager

**IRELAND**  
**Andrew Gaffney** Warehouse Operative

**MAYBOLE**  
**Calum Bulloch** Shift Manager  
**Alan McIlwrath** Production Engineer

**MIDDLE EAST**  
**Abdul Rauf** Warehouse Asst  
**Monish Mohan** Stock Sales Executive  
**Giuseppe Caron** Sales Manager

**READING**  
**Todd Altman** Chief Executive Officer  
**Rik Lenney** Construction Director  
**Andy Law** Project Manager

**Mahesh Patel** Construction Estimator  
**Luke Carter** Asst Site Manager  
**Lynsey Davidson** Document Controller  
**Steven Gyles** Project Director  
**Matthew Gillas** Project Manager  
**Zachary Ripley** Design Technician

**Matthew Rustage** Trainee Design Technician  
**Maureen Hussain** Trainee Designer  
**James Griffith** Trainee Designer  
**Bruce Vallance** Commercial Director  
**Richard Shekell** Commercial Manager

**William McCartney** Project Developer  
**Sean Hermanson** Project Developer

**Steven Nightingale** Design Manager  
**Hugo Macedo** Trainee Designer

**Matthew Butchard** R&D Lead Designer  
**Sara Kailla** Sales Support

**Rebecca Patrick** Document Controller  
**Kevin Brown** Designer

**Paul Greenaway** Trainee Designer  
**Inci Hatipoglu** Designer

**Stewart Edwards** Warehouse Operative  
**Katie Marcham** Junior Marketing Executive  
**Michael Reynolds** Junior Estimator

**Michelle Richards** Trainee SOP  
**John Hunt** Designer

**Stewart Stalker** Trainee Designer  
**Paul O'Neill** Designer

With recent improvements in our doors service, the Insider has spoken to our Door Shop team at our Apollo Park factory.

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.



LOW RES

#### Ted Whitehouse

- Q** What is your role within the team?  
**A** My role in the team is using Syteline system, overseeing door & frame manufacture, also monitoring stock and rejects, LABTRAK problems, checking purchase orders.
- Q** What do you do on a typical working day? (What are you responsible for?)  
**A** Overseeing door frame manufacture/ dispatch of door frames, also working with Syteline /stock control and logging any reject scrap materials, any LABTRAK problem solving, checking purchase orders are correct and the deliveries are on time.
- Q** What do you like most about working at SAS?  
**A** Every day is different, I enjoy the variety of my role.
- Q** What do you find most challenging about your role/job?  
**A** Checking drawings & BOM's to make sure they tally up with new orders/jobs that have never been spec'd before.
- Q** What is your favourite food and drink?  
**A** My favourite food is a curry and my favourite drink is lager.
- Q** Where is your favourite place for a holiday?  
**A** Egypt.
- Q** What are your favourite sports or sports team?  
**A** I enjoy watching football and I follow Wolverhampton Wanderers FC.
- Q** What are your hobbies/what do you like to do in your spare time?  
**A** I enjoy swimming at the weekend, and I often go to the theatre and I also enjoy DIY.



LOW RES

#### Maciek Piekaczyk

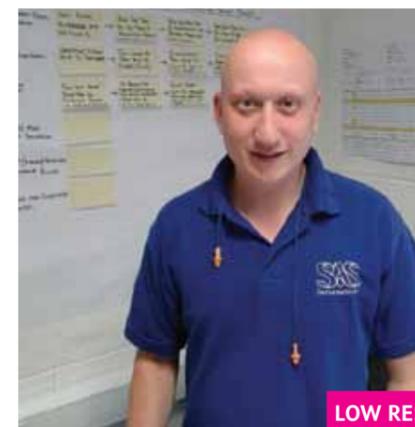
- Q** What is your role within the team?  
**A** I used to be a quality inspector on the paint line but I now work in the Door Shop completing various roles.
- Q** What do you do on a typical working day? (What are you responsible for?)  
**A** I check the quality of the doors being manufactured making sure they are all in line with our high quality standards.
- Q** What do you like most about working at SAS?  
**A** The challenge and being the best at what we do.
- Q** What do you find most challenging about your role/job?  
**A** Every day I take on more challenging jobs to improve myself and hopefully one day have the chance to take on a higher position within the door shop.
- Q** What is your favourite food and drink?  
**A** I will eat pretty much anything and I do enjoy a small vodka if I am socialising.
- Q** Where is your favourite place for a holiday?  
**A** I have always loved Greece.
- Q** What are your favourite sports or sports team?  
**A** My favourite sport is boxing.
- Q** What are your hobbies/what do you like to do in your spare time?  
**A** I love to spend my time with my wife and lovely daughter.



LOW RES

#### Paul Cox

- Q** What is your role within the team?  
**A** My role within my team is making sure correct lay on veneers get pressed on corresponding cores which make up the finished door.
- Q** What do you do on a typical working day? (What are you responsible for?)  
**A** My typical working day consists of setting up the JOOS press, analysing paperwork and organising the doors which need to be pressed to meet the delivery schedule.
- Q** What do you like most about working at SAS?  
**A** What I like most about working at SAS is that there is never any day the same, it is always moving forward. We as a team are always looking for ways to improve which keeps everyone on their toes.
- Q** What do you find most challenging about your role/job?  
**A** My role can be challenging at times when we work to tight schedules but we work as efficiently as we can to keep in front of demand, to keep everyone making doors, keep the customer happy and to carry on being profitable which is our common goal.
- Q** What is your favourite food and drink?  
**A** My favourite food is anything Mexican and spicy and my favourite drink with a bit of alcohol in that makes watching West Bromwich Albion more enjoyable.
- Q** Where is your favourite place for a holiday?  
**A** I love holidaying in Alcludia because of the crystal waters and medieval markets, it is also where I proposed to my fiancée.
- Q** What are your favourite sports or sports team?  
**A** My favourite sport has to be football, I love watching the big leagues from around Europe and my team of choice is West Bromwich Albion.
- Q** What are your hobbies/what do you like to do in your spare time?  
**A** I have recently taken up running distance events, last year I ran the Birmingham Half Marathon and managed to raise £220 through SAS for NSPCC.



LOW RES

#### Gavin Perry

- Q** What is your role within the team?  
**A** My role within the Door Shop is to supervise the manufacturing process, ensuring all daily targets are achieved in full, the doors are to the highest quality standards and we have manufactured them in the most efficient way within the department, maximising profitability.
- Q** What do you do on a typical working day? (What are you responsible for?)  
**A** I liaise with the production manager to run through and set daily targets for all areas of the Door Shop that have to be achieved that day. During the course of the day I update the plans ensuring all of the day's volume is completed. Myself and the manager are now putting real focus on OEE so we can improve efficiency on all our work stations and increase output.
- Q** What do you like most about working at SAS?  
**A** I enjoy seeing the Door Shop go from strength to strength and am proud of the quality of products we produce. The investment in machinery is second to none.
- Q** What do you find most challenging about your role/job?  
**A** The department is already very lean so now the challenge is to implement continuous improvements each week to really make the department world class.
- Q** What is your favourite food and drink?  
**A** A Sunday roast washed down with a nice ice cold pint of lager does it for me.
- Q** Where is your favourite place for a holiday?  
**A** My best holiday was on the party island of Ibiza.
- Q** What are your favourite sports or sports team?  
**A** I am a keen follower of Wolverhampton Wanderers and always try to go to as many games I can during the season.
- Q** What are your hobbies/what do you like to do in your spare time?  
**A** I enjoy the occasional game of golf which I play very badly, the remainder of my time is taken up with days out with my partner and our two children.



LOW RES

#### David Stacey

- Q** What is your role within the team?  
**A** My role as production manager is to manage all aspects of the door shop and also manage my team structure under me ensuring we collectively achieve all KPI'S covering **quality, delivery, efficiency, safety and team work**.
- Q** What do you do on a typical working day? (What are you responsible for?)  
**A** During a typical day I gather all the volume and revenue figures in preparation for the toolbox meeting which the general manager holds each morning. I am also required to attend various other meetings to discuss new projects that are due to come in to the business, I also chair H&S, quality and manufacturing meetings with my team to run through the visual management boards which all aid the smooth running of the department.
- Q** What do you like most about working at SAS?  
**A** I am very passionate about creating a high performance culture and consistently achieving and exceeding the company's goals and expectations while producing world class products.
- Q** What do you find most challenging about your role/job?  
**A** I have recently spent time with some of our most important suppliers to ensure the materials we receive are to the highest quality standards that our customers and SAS demand.
- Q** What is your favourite food and drink?  
**A** Italian and an ice cold Peroni.
- Q** Where is your favourite place for a holiday?  
**A** My favourite would have to be St Lucia as that's where I got married.
- Q** What are your favourite sports or sports team?  
**A** I have a great passion for boxing and I am also a Manchester United supporter but after last season I might change my mind.
- Q** What are your hobbies/what do you like to do in your spare time?  
**A** I find nothing more rewarding than spending quality time with my wife and daughter.



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