

Rapport

NEWS FROM KNAUF DRYWALL JANUARY 2009

Mr Joe Bloggs

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Please fax back to 01270 824028 if you need to update your details

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IN THIS ISSUE:

Knauf Drywall tees off at high spec leisure complex

How to maximise plasterboard sales

Internal Sales Team always ready to help

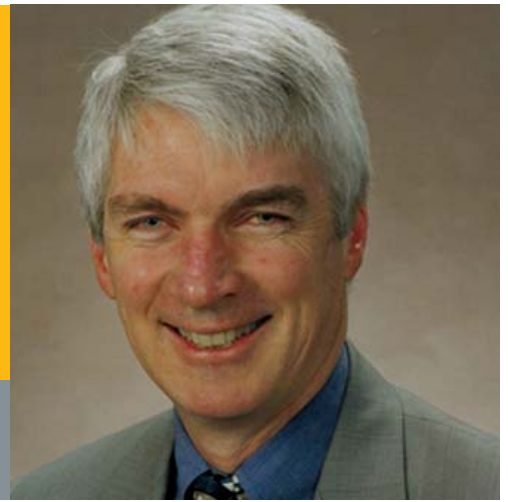
Waste ruling offers new service opportunity

Cover picture: Wirral's Floral Pavilion blossoms afresh with Knauf Drywall systems in the stunning new theatre and conference centre. After its £12 million redevelopment, the Floral Pavilion will continue a 95 year tradition of entertainment on the New Brighton seafront. Our systems provide lining, partitioning and ceiling systems with fire resistance and acoustic performances to suit a major multi-purpose venue.

Dear Joe

In this first 2009 issue of your personal newsletter from Knauf Drywall we highlight some of the projects, products and services destined to make a difference for us all this year. You will also find our regular update on service over the past quarter. If you need further information on any items in Rapport or other Knauf Drywall systems, please ring me.

Call me on **07931 441591** if there's anything you need
Your Knauf Drywall Area Sales Manager, **John Smith**



Latest REACH regs explained

You can be sure that our gypsum-based products are all fully 'legal'; as a major user of gypsum (calcium sulphate) we are taking steps to ensure that Knauf Drywall products comply with the latest European regulations on chemical substances.

We have pre-registered with the European Chemicals Agency, a preliminary stage in the formal registration under the REACH Regulations EC 1907/2006 (registration, evaluation, authorisation and restriction of chemicals). Registration is a phased process – which in our case the ECA expects to complete by December 2010.

The aim of REACH is to improve the protection of human health and the environment through better and earlier identification of the intrinsic properties of chemical substances. At the same time, innovative capability and competitiveness of the EU chemicals industry should be enhanced.

The benefits of the REACH system will come gradually, as more and more substances are phased into REACH. The REACH Regulations give greater responsibility to industry to manage the risks from chemicals and to provide safety information on the substances.



www.knaufdrywall.co.uk



Brio wins accolade for innovation

"One of the most innovative building products of 2008" – that's new Knauf Brio Dry Floor Screed, in the words of the influential Construction Products Association.

Knauf Brio is one of our latest sales opportunities for you. It is **the** gypsum fibreboard for new or refurbished floors in residential and commercial buildings, and the perfect partner for underfloor heating systems. It is one of just 24 products chosen by the association for this year's issue of Construction Products Innovation and Achievement, the showcase of innovative products destined to make significant impact in construction.

Brio is quick and easy to lay, providing a superb floor combined with thermal transparency to optimise heat transfer from underfloor systems.

**Call
0800 521050
to place your order**



Knauf Drywall to Sheffield Insulations, Bristol: for the period July – September 2008

No. of orders: x

No. of order lines: x

Delivered in full: x%

Delivered on time: x%

Order accuracy: x%

Call 0800 521050 for customer service

How to maximise plasterboard sales

There's plenty you can do to make the most of plasterboard sales opportunities in a difficult market, says Bob Stark, Marketing Manager. To get the most from your sales of Knauf Drywall systems, use your trade counter cleverly. Here are some ideas:

Talk to customers: Ask them about current and future projects, whether they have any special drywall requirements – such as superior acoustic performance, or heavy tiling – and be ready to suggest the best alternative.

Use PoS materials effectively: Ensure your Knauf Drywall Point of Sale materials are regularly topped up. Our guides provide a wealth of information you can use to help you sell professionally.

Know the regulations: A basic knowledge of the Building Regulations – especially Part B (Fire), Part E (Acoustics) and Part L (Energy Efficiency) – will help you to understand how our plasterboard can be used to meet requirements. Our online Partition Specifier can help you to sell the right solutions.

Know your products: Our extensive range of plasterboard, steel sections and fixings, finishing products and plasters is easy to understand. The specially formulated high performance boards are premium products, which are good for your margins.

Look for add-on sales: Remember to sell systems rather than products. Plasterboard always means add-on sales which are great for you. And system performance guarantees depend on installation of our products according to our specification.



Bob Stark,
Marketing Manager,
Knauf Drywall

www.knaufdrywall.co.uk



Hayley Cale, Internal Sales, Knauf Drywall

Internal Sales Team always ready to help

There's always someone you can talk to at Knauf Drywall and our Internal Sales team is the unique resource that provides a helpful and friendly point of contact whenever you need it. Selected for their product knowledge and expertise in sales, team members are well equipped to support you.

Currently staffed by Hayley Cale and Gemma Wallace (who is covering for Rachel Plumb), the team works with your Knauf Drywall Area Sales Manager to give you seamless communication and ensure you get all the help you need to optimise sales opportunities with our systems.

"Our main role is to deliver service and keep our customers happy," says Hayley. "We are here to help, whether it's to replenish point-of-sale material, order product literature, discuss the customer's sales figures, advise on the

benefits of our various drylining and plastering systems or channel enquiries to our Technical team. We also gather comments on the company's overall service levels – and this helps to shape further improvements in Knauf Drywall service."

A typical day for the Internal Sales team includes working through a programme of outbound calls, processing incoming requests by phone, e-mail or fax, and providing support for branch promotions. By monitoring upcoming building projects, the team is also able to alert you to opportunities in your area.

"We proactively stay in touch with customers between visits by Area Sales Managers," says Hayley. "We are also at the ready to react to customers' calls. Our biggest achievement is delivering real quality service, and from the comments we receive, it is widely appreciated. In the end, this gives us tremendous job satisfaction."

Call Internal Sales on 01795 424499

Waste ruling offers new service opportunity

Merchants will be able to offer an additional customer service by providing collection points for the Knauf Recycle plasterboard waste recycling programme.

Knauf Recycle is stepping up its service following the Environment Agency's new ruling on gypsum waste in landfill. The ruling confirms Rapport's prediction that gypsum and other high sulphate wastes will no longer be accepted for landfill with biodegradable material after 1 April 2009.

Extending the Knauf recycle service through merchants reinforces relationships with customers and helps builders generating small quantities of waste to get rid of their offcuts easily and legally. The service already provides bags, bins or skips to suit the needs of customers working on larger sites.



For more information on Knauf Recycle
call 0800 030 4135 or visit www.knaufrecycle.co.uk

More info: fax this form to **01270 824028** to amend your details or to request further information

Please send me further information on:

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Position/Title _____
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Post Code _____
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Tick here if you would like someone to contact you:

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