

inside INSTARMAC®

ISSUE 01

Corporate news and essential updates from Instarmac & associated brands

A satisfying result for Instarmac

Instarmac Group plc beats the national benchmark for customer satisfaction

We all expect to be treated and in fact should be treated as a valued customer. The old adage “The Customer is King” springs to mind. However, when we think back to our recent experiences how often do we feel completely valued?

Respondents rated organisations on average 7.1 out of 10 when asked whether they were treated as a valued customer in the recent National Measure of Customer Satisfaction from the Institute of Customer Service.

Not so for our own recent customer satisfaction survey, where respondents averaged 9.0 when asked how valued they felt based on their interaction with Instarmac staff (where 10 is completely valued and 1 is not valued at all).

In fact, a sample of our customers also rated the Company on average 9.3 out of 10 when asked how satisfied they were with the overall level of service received.

We appreciate and act on all our customers' feedback, and we would like to advise you of the improvements we are making based on your comments:

- All our team are involved in regular training programmes and we always place a high emphasis on increasing our product and technical

knowledge. It was indicated that on-hand technical knowledge at the point of call should be more readily available. In order to improve on this, we have initiated renewed product training across all of our product ranges for all our Customer Service team.

- We received excellent ratings for our free Training & Support, and many positive comments regarding our on-site support team. Many of you enquired about your own personal training here at our premises, and you will be contacted shortly to make these arrangements, if you haven't already.
- Over the past 12 months we have made huge improvements to our Dispatch Area and collection procedures. We have placed a sales co-ordinator in that area to ensure any order amends/placements can be dealt with straight away. We have also had a collection monitoring system in place, constantly recording the time you have to wait when calling to collect your order – providing us with KPI's that allow us to keep track on any areas for improvement. From your comments, we will ensure that anyone collecting an order is kept constantly informed of any delays and order progress.

Sarah Rose, Marketing Manager of Instarmac comments

“We were not only proud but absolutely delighted with our recent Customer Satisfaction Survey results. ‘First Class’... ‘Excellent service’... ‘Great drivers, good products, nice people’ were views echoed by customers throughout the survey. We regularly ask our customers for feedback; after all it's their opinions that really count”.

Yet the strongest and most vehement judges in any company's performance are their customers - well, judging by our survey results, Instarmac clearly understand the important link between customer satisfaction, loyalty and the real value of satisfied customers.



ABOVE: Mr Frank Dolman of Crown Flooring Consultants in Northamptonshire was overjoyed to win the Apple iPod Touch 8GB in the Instarmac customer satisfaction survey free prize draw, which was presented by Karl Brannigan, National Sales Manager for Ultra Floor. Frank said *“I've been using Level IT two for some time now and I'm always pleased with Instarmac's service.”*

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NEW Ultracrete

Permanent Pothole Repair Our 3mm enhanced cold lay macadam is evolving...

Following the huge success of our enhanced 3mm formula INSTANT ROAD REPAIR, and to meet the demands of an ever increasing highway maintenance market, we are re-launching the product with its own identity – cementing its status as a leading solution for the permanent repair of potholes.



Instarmac has long been known as an innovative market leader for over 30 years, with sustainability and environmental issues at the forefront of our philosophy. With this in mind, our new PERMANENT POTHOLE REPAIR product is now available – specifically for the permanent repair of potholes. The tub still uses recycled materials enabling it to be part of our plastic container recycling scheme, helping you to do your bit for the environment and your own company's carbon footprint.

Recent reports have shown that over 950,000 potholes were filled in the UK over the last year, with a massive spend of just over £63 million on road repair and maintenance.

Ultracrete Permanent Pothole Repair (PPR) is the ultimate new solution for roads, pavements, driveways and car parks where potholes are a problem. The product can be trafficked instantly in wet, freezing and hot conditions whilst at the same time is compatible with the existing road surface.

Permanent Pothole Repair has been specially formulated to include fully graded, high PSV interlocking aggregate, specially prepared bitumen and the latest in industry technology to ensure strong flexibility and guarantee the best product performance. Its simple application method provides any contractor with a quick and effective way of repairing potholes.

Packed in 25kg contractor friendly plastic containers that are recyclable, users have a quality product that can be applied immediately – reducing the amount of potential damage claims that are ever on the increase as the state of UK roads becomes a burgeoning topic for debate.

To order PERMANENT POTHOLE REPAIR from January 2010 please use our order code:
POTHOLE REPAIR 3MM
When ordering our Instant Road Repair 3mm from this time, you will receive Permanent Pothole Repair in the bucket above left.

Please do not hesitate to call the Ultracrete sales team on 01827 871 871, if you require any further information.

City regenerations across the UK turn to **ULTRASCAPE** for a solid foundation

An ever increasing number of cities and borough councils across the UK are turning to the Ultrascap range of BS 7533 compliant mortar paving products.

Cardiff, Blackpool, Wrexham, Nelson, Newcastle, Coulsdon, Workington, Rochdale, Colwyn Bay, Leeds, Rhyl, Stockport and Sheffield are some of the most recent cities and town centre regeneration projects that have benefited from the Ultrascap Mortar Paving System.

A most recent success is the brand new high profile development project at MediaCityUK in Manchester. Ultrascap products have been chosen to help construct the 40,000m² of paved areas.

MediaCityUK will be the first purpose-built media community in the UK, housing nearly 2500 BBC staff by 2011. The project will provide a “self-sustaining environment” in every way – which meant that Ultrascap products, with their fast-track use and high specification characteristics, were an ideal addition to the site's development.

Ultrascap Pro-Bed HS fine bedding mortar will be supplied to the project in bulk silos. **Ultrascap Pro-Prime** slurry primer, and the innovative **Ultrascap Flowpoint** flowable rapid setting grout will also both be used throughout the development.



Further recognition for Instarmac - the 'Employer of Choice'

Instarmac Group plc has received yet more recognition as an 'Employer of Choice'.

At December's Coventry & Warwickshire Employer of Choice Awards 2009, we won the top award in the large employer category. The awards, run by both Warwickshire and Coventry County Councils, have said that Instarmac won the award for:

"creating a happy relaxed atmosphere and culture of mutual support, by investing in its employees and offering

an outstanding range of benefits which help to improve business performance, and which is exceptional for their market sector".

This is another exceptional achievement for us, following our listing in 2009's 'Times Top 100 Small Companies to Work For', and our Best Companies 2-Star rating.



Left to Right; Niccei Castanheira (HR Manager), Donna Heath (Company Secretary), Tim Boniface (Finance Director) & Cllr. Peter Fowler, Warwickshire County Council.



Winner
Coventry & Warwickshire
Employer of Choice
Awards 2009

Further recognition was given during the same awards for our employee benefits, where we received an official commendation: 'Health & Well Being Award'. It was commented that our:

"range of initiatives introduced to support the health and well-being of employees has helped to reduce absence levels and improve morale".

Instarmac's award follows involvement in a recent 'round-table event' run by the Birmingham Posts' business review team with the Department for Business, Innovation and Skills, where we discussed the importance of keeping employee morale focused to increase performance during the tough economic climate.

Instarmac's HR Manager, Niccei Castanheira, and Finance Director, Tim Boniface, joined the business forum on how businesses, large and small can better tap into their staff's potential in order to benefit both the employees themselves and UK companies.

NHS hospital operating smoothly again thanks to Ultra Floor

Birmingham Heartlands Hospital's Children's OPD Department flooring project completes using high-performance Ultra Floor sub-floor preparation products, and expertise from Newlay Floors.

One of the country's largest hospitals, Birmingham Heartlands, needs to be operating smoothly to provide the best in patient care.

The refurbishment of their Children's OPD Department needed to be completed on time without any complications so that day-to-day practice could re-commence.

Experienced contractors, Newlay Floors, carried out the resurfacing. Existing floor coverings and the old adhesives and smoothing compounds were mechanically removed, followed by new sub-floor preparation using Ultra Floor DPM IT two coat, Prime IT N and Level IT SmoothFlow.

DPM IT two coat is a solvent free, two-part epoxy resin system. The product cures to provide a waterproof surface membrane that allows fast installation of cement-based surfaces, thus reducing waiting time and costs. In this application, Ultra

Floor's DPM IT A was also used providing much needed versatility as this fast curing additive reduces curing times to only 3 hours, allowing the substrate to become waterproof within a single day!

Newlay Floors then prepared the substrate with Ultra Floor Prime IT N, a polymer emulsion primer for non-porous surfaces so it was ready to receive Level IT SmoothFlow.

Ultra Floor's newest self-levelling compound, Level IT SmoothFlow, is designed specifically for levelling surfaces. A product which has superior flow properties providing a fast and easy application, results in a thin, exceptionally strong and perfectly level underlayment that is ready to receive decorative floor coverings after only 24 hours.

Level IT SmoothFlow has a set time of 2 hours and can be laid at depths from 3 to 10mm - covering an optimum 5.5m² at 3mm thickness.



INSTARMAC Online Have you googled us yet?

To celebrate the 1st anniversary of our brand new website, we are making it even better!

Over the next few weeks you will notice that, in answer to your requests, we are making the FAQ sections easier to navigate, as well as extending the amount of information on them.

Our own website system has been improved to enable us to answer your frequently asked questions more efficiently – adding the most needed answers you need on a weekly basis.

We are also improving the service of our free online Product Calculators. These are now much easier to locate, and can be refreshed and updated more easily.

No-one can escape the fact that we are moving further and further into the digital age, with the world wide web becoming the first port of call for information by 8 out of 10 businesses – so it is important to Instarmac to ensure that our online information is easily accessible and incorporates the information you need at your fingertips.



Please be assured that our website contains the most current up-to-date product information we can offer – so please make it your own first source for product news and technical information.

Our literature is now all printed with a date and version number, so please check you have the most up-to-date information available.

If you have any queries regarding our website or if you have any suggestions for things you would like to see on it, please email our Marketing Department at enquiries@instarmac.co.uk

It's getting cold outside!

At Instarmac our priority is to ensure that you always have the information and support you need to help you make the best use of our quality products.

With the cold weather upon us, please take a few minutes to read through our suggestions on storing and handling materials through the winter. We are certain that this will help you choose the right products for each application, and will ensure an uninterrupted workflow through the next few months.

Visit www.instarmac.co.uk now to download your free copy of our COLD WEATHER WORKING guide, and click SERVICES/Instarmac Technical Support.



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