



Living with Style

NEWSLETTER Autumn / Winter 2004

News in Brief



Welcome to the newlook Freefoam newsletter.

In this issue we outline the many benefits customers will obtain from our recently completed brand audit and celebrate the official launch of our new logo and literature - see the **feature article** opposite for exciting details

Inside we'll see how our French colleagues got on at the recent **Novibat Fair** in Bordeaux, and also have a peek at our new stand.

We guarantee your Freefoam products always look well no matter what the weather - check out our report on the huge success of our **20yr Guarantee System**.

Also on page 2 we discuss the relevance of **CPD Seminars** to professionals in the construction industry

Roofline Décor Mouldings now come in more colours and styles than ever - there's one to suit each and every customer - see our **increased product range** on page 3.

Tony Walsh, MD, again acknowledges the commitment of our workforce with the presentation of **service awards**page 3.

Golfing is to the fore once again - see how your colleagues, customers and suppliers fared at our annual golf outing at Staverton Park.

On the back page we officially welcome **Chris Donovan** to our team; as well as discussing the expansion of our Corner Joiner range.

Also, see who won our **Competition** and don't forget to enter yourself to win a great prize!

Customers to Benefit from Freefoam Brand Audit

Freefoam is a leading manufacturer and supplier of quality approved roofline and rainwater systems to the stockist, installer, new build and specification sectors in Northern Europe. The company will introduce several new exciting customer-focused initiatives over the coming weeks and months as a result of a recently completed brand audit. The brand audit was conducted by an independent research company and identified perceptions of Freefoam held by a wide range of existing and prospective customers, and by employees. The brand audit also provided a number of recommendations that, when implemented, will result in new initiatives to meet and exceed customers' product and service expectations. Among these is the introduction of a large range of new guides, brochures and point-of-sale materials that will be available to all Freefoam customers. Examples include a detailed Fixing Guide for Installers; a New Build & Specification Brochure outlining the diversity of products and services available to Architects and Specifiers; a desk-top Point-Of-Sale Display Stand to display brochures and guides; a Product Wall Chart providing an overview of Freefoam products; and Product Information Sheets

providing detailed information on specific products.

Other initiatives among many include providing RIBA (Royal Institute of British Architects) approved CPD (Continuing Professional Development) seminars to Architects, Specifiers and other professionals in the construction industry which have already begun; the introduction of a number of innovative new products; and the introduction of a new corporate identity consisting of a new, fresh evolved logo and design that will be incorporated into a complete new suite of literature, point-of-sale materials, truck livery and related media. Brendan Hyland, Freefoam's Marketing Manager, comments, "The world's strongest brands share a number of important attributes. Top of the list is that the brand should excel at delivering the benefits customers truly desire. This brand audit has identified the benefits desired by the customers and markets that we serve, and has identified a number of initiatives that will provide these benefits.

Implementation of these initiatives over the coming weeks and months will add significant value to the brand from our customers' perspectives and will contribute to our goal of becoming the No. 1 manufacturer of roofline products in Northern Europe."



Sunshine Not Guaranteed!



Unfortunately Freefoam could not guarantee sunshine this summer but they can guarantee their products remain looking good whatever the weather.

Freefoam originally launched their industry first 20 Year Extended Guarantee scheme early in 2003. Summer 2004 (May-July) saw registered installations increase by a staggering 380% compared to the same period last year.

The new guarantee system has proved an enormous success for Freefoam, their customers and homeowners alike. The scheme is web-based and user-friendly where stockists and installers are encouraged to register their details at www.freefoam.com to avail of the numerous advantages associated with the extended guarantee. Homeowners can also register their property directly online so their newly installed Freefoam products will be guaranteed to stay looking new.

"We've had a tremendous response to the scheme already and hundreds of properties have been registered", comments Tony Walsh, Freefoam Managing Director. "Freefoam installers benefit from being able to offer something unique to support their work, and homeowners have greater peace of mind that comes from receiving confirmation of their guarantee direct from the manufacturer."

CPD Seminars for Busy Professionals

Freefoam are a member of the RIBA (Royal Institute of British Architects) CPD Providers Network authorised to provide Continuing Professional Development (CPD) to architects, specifiers and other professionals in the construction industry. Entitled *Design and Installation Considerations for the use of PVC-UE for Roofline and Cladding*, the seminar takes approx 45 minutes and covers key points in specifying cellular foam boards for fascia, soffit and cladding for new build and refurbishment projects. As well as presenting to individuals and organisations, Freefoam also



present their CPD seminar as part of a series of one-day regional exhibitions run by events company Direct Contact Exhibitions (DCE).

Three recent DCE exhibitions were held at venues in Bristol, Oldham as well as in the sporting setting of Blackburn Football Club.



All events were well attended by local specifiers from Housing Associations, private practices, local authorities and building contractors. Kevin Reed, Freefoam New Build & Specification Manager, comments, "The DCE exhibitions route offers busy professionals a chance to attend up to five CPD seminars in a day and talk to various companies in a small exhibition environment which can be very productive".

Freefoam at Novibat-Bordeaux 2004

Freefoam exhibited at the Novibat Fair in Bordeaux, France in October 2004. The Fair is held by giant French Building Products Distributor, Point P, on an annual basis and gives suppliers the opportunity to present their products to Point P Senior Management & Purchasing Personnel.

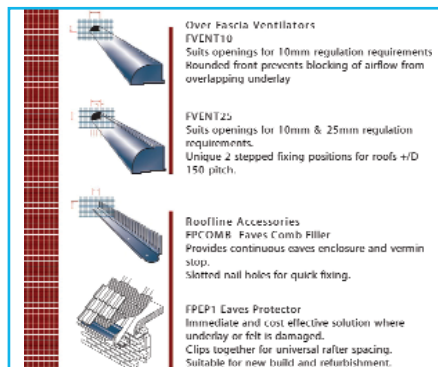
The Fair was a great success and Freefoam, in particular, received a lot of interest in its products and several compliments on its display stand and materials. Tony Walsh, Freefoam's MD, attended the Fair and commented that "we are very pleased with the response that we received at Novibat-Bordeaux 2004 and we are confident that this event will contribute positively to our continued growth in the French market."



New Products for Roofline Installers

Freefoam continues to expand its product offering in line with its strategy of innovation and ensuring product quality and user-friendliness.

Recent additions to the roofline range include 2 new Over Fascia Ventilators, an Eaves Comb Filler, an Eaves Protector and new Decorative Fascias in concave and convex styles.



Even more choice for a stylish finish

Freefoam have extended their range of Roofline Décor Mouldings with the introduction of two new woodgrain finishes available on their Finial mould.

The decorative accessories range includes the Finial (FIN1), a variety of single-piece décor moulds (FM01, FM02 and FM03), as well as 5m length scalloped decorative fascia boards in two styles (FM04 and FM05).

Already offered in a wide range of ten colours, including white, leather brown, deep brown, black, wine red, rustic green, regal blue, storm grey, sable and pale gold, the Finial mould is now also available in light oak and traditional mahogany woodgrain shades for even greater choice and flexibility for homeowners and installers.

It is applied to the pitch of the gable end where the two bargeboards join to give a neat stylish finish to any roof structure. It also serves to conceal any gaps or uneven joints often occurring on such jobs.

All solid colour decorative mouldings are covered under Freefoam's unique 20 year extended guarantee when registered online at www.freefoam.com/guarantee and woodgrain products for 10 years, against warping, cracking & discolouration.



Staff Commitment Acknowledged at Freefoam

Senior Management at Freefoam Plastics recently made a special presentation to seven employees (four shown below with Freefoam MD, Tony Walsh) in recognition of their ten years service with the company.

Tony Walsh presented the seven employees with a special Blarney Irish Crystal cut-glass piece to mark the occasion.

He comments, "Since its foundation in 1990, I have seen the company grow from a single extrusion line operation, to become one of the leading suppliers of roofline

and rainwater products in Ireland and the UK. This growth could not have been sustained without the dedication and commitment of our workforce who have been the back bone of Freefoam's incredible success."



Tee-Time at Freefoam

Freefoam recently invited customers & suppliers to their annual golf outing at Staverton Park near Daventry. Having enjoyed a hearty breakfast, all players were on par and in full swing for the day ahead. Luckily the sun decided to shine following two days of constant rain, and after a challenging but non-the-less enjoyable round, the players retired to the course hotel for analysis, debate and of course essential refuelling. The team that emerged victorious with 81 points were **Colin Deans** of Profoil, **Steve Sarsby** of Freedom Fascias, **Colin Rollason** of CPS Coventry and **Julien Smith** of Freefoam.



Other individual prize winners included **David Bridgen** of Bridgens Transport and **Steve Jones** of Redi Plas. **Longest Drive** was **Guvy Dulai** of Venture Plastics and **Nearest the Pin** was achieved by **John Randles** of GAP, Wirral.



All players were challenged to take on the club professional on the 4th hole. Only two players actually bettered his shot on the green all day, namely **Karl Owen** of GAP, Liverpool, and **Kevin Reed** of Freefoam.

On yet another successful Freefoam excursion, **Tony Walsh**, comments, "Freefoam is committed to strengthening customer relations and an event like this always reinforces valued partnerships".



New Product for Easier Fitting



Growth in conservatory construction and new-build/renovation extensions has prompted a demand for irregular angled fascia joints amongst installers of PVC roofline systems.

Freefoam has launched their new

range of Corner Joiners to help installers complete non-linear installations quickly and easily, saving them time and money.

In addition to the standard 90° corner mould, Freefoam now also supply 135° Internal and External Corner Joiners to match their range of plain, ogee and magnum fascia boards, as well as 125° Box Angle Joiners for their ogee range.

The extended range allows installers to fit an otherwise cumbersome job with ease while eliminating the need for mastic, which can discolour and draw attention to an imperfect finish.

The joiners are manufactured from a flexible lead-free material which allows fitting to a range of angles close to 135° and conceals unwanted gaps.



Photo Opportunity for Installers...

Have you completed any interesting or notable installations recently using Freefoam quality approved lead-free products?

OR, are you working on a project where the overall appearance of the building will be significantly improved by replacing the roofline, cladding or rainwater system?

If so, send your shots in to the Freefoam Photo Library today and you could receive a superb **Canon Powershot G5 digital camera** if your shot/s are featured in a forthcoming Freefoam newsletter.

Email your digital photos to us at marketing@freefoam.com marking it 'Photo library', or post your prints to: Marketing Photo Library, Freefoam Plastics, Central Commercial Park, Centre Park Road, Cork

We look forward to receiving photos of your work.

(Please note, the make and model of camera at time of prize-giving may vary from that represented here. All photos submitted will be placed in the Freefoam library and may be used in literature, point-of-sale or in promotional activity by Freefoam)

Congratulations to **David Reynolds**, Contracts Manager with **Highline Building Plastics**, Barnsley, who received a brand new Siemens MC60 mobile camera phone for shots he submitted of recent installation work carried out using Freefoam products.

The photos are of a Care Home in Catcliffe, South Yorkshire, where Freefoam magnum fascia and hollow soffit in Light Oak woodgrain finish were installed to complement the Light Oak windows. The work was carried out by the **Highline** installation team on behalf of **Pacy & Wheatley Construction** of Doncaster.



Smile... for the camera phone!



New Appointment at Freefoam

Chris Donovan has been appointed Business Development Manager with Freefoam.

Working closely with the **National Sales and New Product Managers**, Chris is responsible for the continued growth and development of Freefoam relations with large house builders, local authorities and specifiers in the South of England.

Chris has spent the past fifteen years working in the lift industry. He completed the advanced Lift Engineering Course Parts 1 & 2 at Nene University in Northamptonshire and subsequently worked for six years as an engineer with Kone Lifts based in Hounslow, West London. From there, he moved into sales, first with Schindler Lifts, also in Hounslow, and then as Area Sales Manager with Liftwise in Bournemouth where he spent the past 5 years developing sales across Southern England.