Hardware JOURNAL

THE VOICE OF THE IRISH HARDWARE INDUSTRY



Power and Hand Tools

Increased retrofit and DIY activity, coupled with the continuing surge in gardening, has helped sustain sales in hand and power tools.

Another Side Of ...

John Byrne, Expert Hardware, Raheny in Dublin has a passion for classic cars, especially "special edition" models with interesting histories.

Social Media

Confused by Facebook, Twitter, YouTube, Pinterest and Instagram ... fear not. Our new series will show you how to use them to grow your business.

Insurance – Are You Covered?

Sean Cleary suggests that you need to review your insurance policy in conjunction with your broker, an assessor, the insurer and a loss adjustor.

Million Homes Retrofit

With the Government's target to retrofit one million homes, hardware and builders merchants outlets are well-positioned to benefit from the business.





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Ouirkes Homevalue rises from the ashes!

In 2011 an electrical fault started a fire that razed the entire premises of Quirkes in Caharciveen to the ground, but two years on the company COVERS has risen phoenix-like from the ashes.



Kathryn Mason takes the fear factor

out of social media and prepares to get

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Sean Cleary, Clearys Loss Assessors

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Despite a difficult trading

environment, the sale of hand and power tools is more than holding its own.





Dear Reader

elcome to the fourth issue of The Hardware Journal, the official voice of Hardware Association Ireland, Since the first publication just before Christmas 2012, hardware retailers and builders merchants – along with product suppliers to the sector have made The Journal their own.

Both advertisers and readers have fully embraced and supported the publication, confirming it not just as the HAI mouthpiece, but as the voice of the entire hardware and builders merchant industry.

We receive requests to go on the free circulation list for the printed edition every day, while the online version at www.thehardwarejournal.ie is already accessed by large numbers of visitors on a regular basis. Again that service is free.

The unique mix of local and international news, trend indicators. educational articles, business advice and social features has proved very successful. However, we continue to welcome commentary on articles, suggestions for topics to be covered, or just your views and opinions. All are most welcome

In the meantime thank you once again for your fantastic support to date, and we hope you enjoy this, issue 4, of The Hardware Journal.

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News & PRODUCTS

Cuprinol's 39 shades for summer

The garden wood experts at Cuprinol have introduced 39 colours for summer 2013. The new colours are ideal for protecting and up-cycling weather-beaten garden furniture, tool sheds, decks and fences.

Coral Splash, Winter Well and Sweet Blueberry are just some of the colours which garden enthusiasts can use to breath some life back into their deck, gazebo or wooden flower pots.

To find out more about Cuprinol log onto www.cuprinol.ie



Snickers competition winner



Derek Deasy from Snickers Workwear presenting a new iPad to Keith Dawson, owner of A1 Tiles & Bathrooms. Keith was the lucky winner drawn from the Snickers competition held during the Hardware & DIY Home & Garden show in Citywest earlier

Tegral order-boost and €1.5M investment

Tegral, having been successful in its tender to supply fibrecement roof slates to the UK market, dispatched the first load of slates from its facility in Athy on 26 May last. The awarding of this hugelyimportant export order followed a highly-competitive bid with other plants within the Etex Group and is a strong vote of confidence in the quality of slate produced at the Athy plant.

The new contract covers Etex's full requirement for a range of fibrecement slates in the UK and will mean an investment of €1.5 million and the creation of 29 new jobs at Tegral's manufacturing plant.

The investment will see the immediate introduction of machinery to make Rivendale, a dress-edge slate with a textured surface, and will make Tegral the only manufacturer of fibrecement roof slates in Ireland or the UK.

Commenting on the announcement Tadhq Donohoe, National Sales Manager, said: "This is a good day for Tegral and for the Irish economy. It's great to see the first of many consignments of slates leaving Athy for the UK, adding further to Ireland's export output. It is really pleasing to have some positive news for Athy after all



the gloom of recent years. Tegral's long-standing record of delivering high-quality products and a reputable flexible workforce stood the test."

Tegral produces a range of slate and metal products and has been in Athy for nearly 80 years. It is the largest employer in south County Kildare, currently employing over 100 people, and it is a major contributor to the local economy.

Contact: www.tegral.com

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Dulux Light & Space is the perfect paint to transform your customers' homes. Its advanced LumiTec technology reflects 50% more light, making homes feel brighter and more spacious. Order it today and brighten up your sales.







Crown sponsors ICS Colour Dash

Crown Paints is to sponsor Colour Dash, the Irish Cancer Society's 5k fun run that will take place on Saturday, 27 July next in the Phoenix Park. This event will be the only powder paint run in Ireland with 100% of money raised going to the charity.



Colour dashers of all shapes, sizes and speeds will start wearing a white t-shirt that will be transformed over the course of the run. At each kilometre a different colour - representing a different cancer – of powder paint will cover participants, creating a kaleidoscope of colour.

This event is not so much a race but more about raising money for the Irish Cancer Society while having fun with family and friends. At the finish line the party will really start with music/entertainment.

Kevin Whelan, Marketing Controller, Crown Paints Ireland commented: "It was clear from the beginning that the Colour

Dash was an excellent event. It is something that our staff and their families can do and really have a fun day out, raising money for a very worthy cause."

To register for your place CallSave the team on 1850 60 60 60 or visit www.cancer.ie

Award-winning JADD Gatekeeper from Corry's

JADD Gatekeeper is a spring-loaded, self-clearing socket for the drop bolts of gates and garage doors. Developed by an Irish inventor and manufactured and packaged in Ireland, it is now available to the hardware sector through Corry's Ironmongery.

The unique design (patent pending) has already received a number of accolades, not least being a Best Hardware/DIY Award recipient at the HAI's Hardware/DIY Home Garden Trade Show earlier this year.

JADD Gatekeeper is a discreet device. It is fitted level with the ground so it causes no

trip hazard. This is particularly important where there is a high degree of pedestrian traffic. Being level with the ground also means that it will not be damaged by vehicles driving over it.



JADD Gatekeeper is precision

engineered, with only .125 of a millimetre between the plunger and the internal wall of the socket, preventing debris entering the socket. While water may enter, this does not present any issues as the Gatekeeper is made entirely from stainless steel and is therefore rust-resistant.

Equally suitable for existing and new drop bolts on gates and garage doors, JADD Gatekeeper is simple to install requiring just a drill and adhesive.

JADD Gatekeeper has also been independently tested and approved by the British Board of Agrément.

Contact: Eugene Dunne, Corry's Ironmongery Ltd. Tel: 01 – 440 4860; Email: eugene@corrys.ie; Web: www.corrys.ie

UAP maximise window safety

UAP is now offering safety solutions for windows with the launch of the MAX6MUM Security window restrictor that can be fitted to a window in minutes, has a 20cm long cable to restrict the opening, and can withstand forces over 100kg.

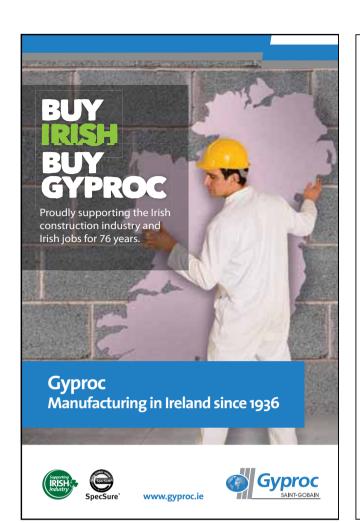


The MAX6MUM Security window restrictor also complies with fire safety as a key is provided so that, in cases of emergency, the window can be quickly and easily opened fully. It fits all types of windows and even doors, including uPVC, aluminium, wooden and metal profiles.

UAP has also introduced 6-lever mortice locks that are available as a sash lock or a dead lock, both of which are to the BSi Kitemark BS3621 Standard.

The MAX6MUM Security mortice locks are ideal for composite and wooden doors and are available with two different-sized cases - 2.5" and 3" - and come with either stainless steel face plates or brass plated plates.

Contact: www.uapcorporate.com





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Fleetwood wins award of excellence

Fleetwood Paints is outright winner of the "Best Paint Products Award to the Public Sector" presented by the *Public Sector Magazine* for 2013.

These "excellence in business awards" are presented to companies who demonstrate outstanding service, continuity, track record and general excellence in business to the public sector.



Tom Byrne of Fleetwood Paints proudly showing off the "Best Paint Products Award to the Public Sector" award.

High efficiency pumps from Sanbra Fyffe

Further to the introduction of the ERP eco-design Directive last January, builders merchants, contractors and installers must now comply with the new regulations relating to the supply and installation of circulating pumps.

To help them do that Sanbra Fyffe has introduced its A-rated circulating pump in compliance with this Directive, the OASI-A. The EU recognises that to achieve carbon

> emission and energyuse reductions across the 27 member states, it has to act. The objective with this Directive is to halve the total electricity consumption of all glandless circulating pumps operated in the

EU for heating and air conditioning by 2020. Contact: Kevin, Ultan or Philip at Sanbra Fyffe. Tel: 01 - 842 6255; email: sales@sanbra.ie; www.sanbra.ie

On receiving the Award, a delighted Steven McQuillan, Marketing Manager, commented: "to win such a prestigious award is reflective of the fact that we have built up a trusted relationship with the public sector.

"In the present challenging economy where price is of such high importance it is refreshing that the Public Sector Magazine recognises that quality and excellence is essential to a successful business partnership."

Parking Angels initiative

Are your customers being driven away by over-zealous parking attendants who give parking fines when tickets are but minutes over? This type of aggressive parking enforcement is all too common and is driving people out of towns and into big shopping centres.



However, Ouzos Bar & Grill restaurants - with outlets in Blackrock and Dalkey in Co Dublin – have come up with an idea called Parking Angels to combat this problem.

The Parking Angels concept is guite simple to organise and implement. Local businesses and their employees keep an

eye on the streets around town centres. If they notice an about-to or already-expired parking display ticket, they put 50c in the meter to give the owner a further 15 minutes grace.

To gain further goodwill it is also a good idea to attach a note saying that the service was provided by local businesses who thank them for shopping locally, and asking that they continue to do so.

Brooks acquires Dublin Plywood & Veneer

Brooks has acquired the Dublin Plywood & Veneer Company (DPV) and it is expected that employment will grow from the current 11 to 25 over the coming months as output is increased.

Brooks has six branches throughout the country and is now part of Premier Forsest Products Ltd (PFP), having itself been acquired by the Wales-based company just over 12 months ago.

Mark Lohan, Managing Director of Brooks said: "the acquisition of DPV by Brooks represents a significant strategic step in broadening Brooks' product range in timber products. DPV is a very well known and respected brand that has 60 solid years of business in the Irish marketplace. I see this as a perfect match in terms of credentials in the sector, and opportunities that can be exploited".

John Rooney, Managing Director of DPV said: "Between both companies there are 290 years of history in the timber and building materials supplies industry in Ireland. Brooks, through its distribution network, offers us a new market for our Formica and other laminate activities".

News & PRODUCTS

Clean up with Rustins

Excellence has introduced a number of new cleaning products and a wood treatment oil that will help boost retail sales over the summer.

One is Rustin's Patio Cleaner, based on a blend of special cleaning agents to remove dirt, algae, mildew and grease. It is formulated to clean block paving, bricks and natural stone on driveways, pathways and patios prior to coating with Rustin's Patio Sealer. Available size: 2ltr;

Rustin's UPVC Cleaner contains a special blend of ingredients to clean and restore all types of white UPVC that are weather-stained, dirty and dull. If the surface has lost its shine, it will also restore the gloss. It is ideal for white UPVC windows, doors, fascias, cladding

> and plastic garden furniture. Available sizes: 500ml;



Just spray a small amount of

cleaner onto the furniture, then use a damp cloth, sponge or scrubbing brush to remove any stubborn stains. Available size: 750ml;

Rustins Quick Dry Furniture Oil is a blend of natural oils and special ingredients that nourish, protect and enhance wooden garden furniture. It is a penetrating oil that dries to a hard, durable and water-resistant seal that brings out the beauty of the grain within the timber. Containing UV light inhibitors that protect against sunlight, the oil dries with a low gloss sheen. Available sizes: 500ml and 1ltr.

www.excellence.ie

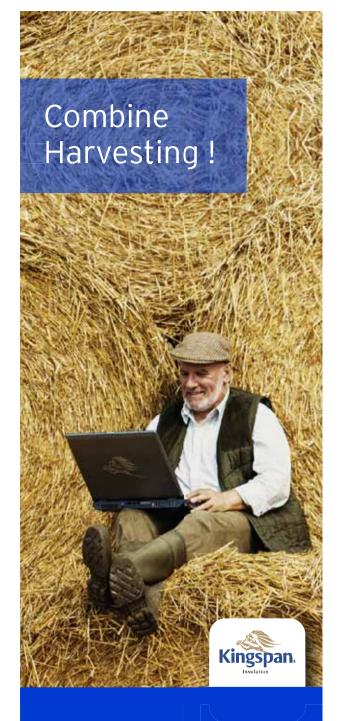


A new report highlighted in hortitrends.com predicts that up to 20% of the UK's high street shops will be forced to close by 2018 because they failed to compete with their online counterparts.

The research, carried out by the Centre for Retail Research, says: "retailers will either make clear decisions that permit online retail to coexist with other retail channels... or, by avoiding making these decisions, multiple retailers will disappear.

The report raises concerns about some retailers' "changeaverse" attitudes to online shopping, saying most are resigned to the idea that they are "doomed" to eventual defeat at the hands of the Internet.

See page 28 to learn how you can combat this threat.



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Sick pay changes a concern

Hardware Association Ireland warns that if proposed sick pay reforms go ahead, a large number of businesses could be threatened. As part of cost-saving measures, sections of the Government reportedly still want to make private companies and small firms liable for the first two weeks of an employee's sick leave. Almost half of all businesses recently surveyed said that the proposal would affect their ability to recruit new employees, as well as impact on current staffing levels.

Proposals for a statutory sick pay scheme are an attempt to heap social welfare costs onto employers, rather than take hard decisions elsewhere in the social welfare budget, according to HAI.

Irish employers already pay approximately €5 billion in PRSI

contributions into the Social Insurance Fund which pays benefits such as illness, jobseekers, maternity, disability and state pensions. Employer contributions make up 75% of the fund; employee and selfemployed contributions' funds make up the remaining 25%.

Currently sick employees are paid illness benefit from day three of illness for up to two years. In addition, up to 70% of employers operate occupational sick pay schemes that provide additional benefits to employees in those companies.

Minister for Social Protection, Joan Burton TD, recently held a forum to discuss the feasibility of introducing a statutory scheme that would require employers to contribute to sick pay costs during illness. Minister Burton suggested that such a

move would incentivise Irish employers to reduce absenteeism and would bring Ireland's sick pay arrangements into line with our international competitors.

HAI disagrees with Minister Burton's viewpoint as it does not take into account the already-high cost of employing people in Ireland, and the way private-sector employers have already tackled absenteeism.

Such a move would increase employment costs, reduce the ability of companies to create and maintain jobs and damage competitiveness. Additional social welfare costs for employers is an extra tax on their ability to provide employment at a time when jobs must be the priority. Hardware Association Ireland will strongly oppose these proposals on behalf of members.

New Sadolin Superdec guide

The new Sadolin Superdec Colour Guide was designed to show consumers and decorators how this opaque wood protection product offers the freedom to transform wood, with over 300 available shades. Guaranteed to keep its looks season after

formulated to last for the longterm, safeguarding wood and maintaining its colour integrity

for up to eight years.

season, Sadolin

Superdec is

As well as the new Sadolin Superdec Colour Guide, retailers and their customers can also find out more about Sadolin Superdec in a video in the "This Is Sadolin" series see www.sadolin.co.uk or the Sadolin Woodcare YouTube channel at www.youtube.com/ user/SadolinWoodcare

Kevin Whelan, Sadolin Marketing Controller, said: "The new guide has been developed to enable consumers and decorators to get the complete picture on Sadolin Superdec.

"The product demonstrates superior colour retention qualities, achieved by the use of specially selected lightfiltering pigments to ensure longer-lasting shades. Furthermore, it requires very little preparation, is selfpriming on new timber, and can also be applied over existing woodstain or paint."

Your credit control outsourced

Credit Control is often considered a dirty word in business and tends to be one of the functions most business owners prefer to stay away from. While every business recognises the importance of the function, most have debts lying around for far too long. At best these balances are costing the business money; at worst it can result in cash-flow problems that can jeopardise the entire business.



For many small businesses having a resource dedicated to the collection of outstanding accounts is simply too expensive. Nor can the problem be solved by making credit control part of a person's job ... they simply don't have the time to make the necessary calls to make the money flow.

However, Declan Flood, The Credit Coach (pictured), has a solution. Declan has given several workshops to HAI members and he now offers a professional credit management service for a fraction of the cost of doing it yourself. In addition, you have the peace of mind knowing that your customers will be dealt with professionally, and effectively, without the hassle of having to do it yourself.

In simple terms Declan's team makes the calls to your customers and provides you with a daily activity report to ensure you stay in control. Those of you who have heard Declan talk on credit will know his approach to customer service and how excellence in credit can have a positive effect on the whole business. Packages are tailored to meet individual company requirements and budgets.

Contact Declan directly on 087 - 244 7052.

News & PRODUCTS

Kingspan Optim-R next generation insulation

Kingspan Optim-R is an optimum performance next generation insulation solution from Kingspan Insulation. It comprises a rigid vacuum insulation panel that is evacuated, encased and sealed in a thin, gas-tight envelope, giving outstanding thermal conductivity, with the thinnest possible solution to insulation problems.

The high level of thermal efficiency achieved, with minimal thickness, provides solutions for applications where a lack of construction depth or space is an issue. For instance, in retrofit applications, Kingspan Optim-R provides solutions for areas that previously would have remained un-insulated, such as floors. Insufficient space, and/or the fact that it would be too costly and difficult to make the necessary alterations to surrounding features to make room for the thickness of

commonly-used insulations is not a problem with Kingspan Optim-R.

In new constructions Kingspan Optim-R can significantly enhance U-values in areas that would otherwise be accepted as denigrating the overall thermal performance.

For more information on Kingspan Optim-R, or any other product in the Kingspan range, contact Tel: 042- 979 5000; info@kingspaninsulation.ie

Ecocem announce appointment of Groome

Ecocem Ireland has appointed Martin Groome to the position of Sales Director, and elected him the Board of the company. He joined Ecocem in 2011 and, in his new role, will spearhead the development of sales to the ready-mix and pre-cast concrete industries. He will also be responsible for developing niche projectspecific exports. In this newlycreated role, he will report to John Newell, Managing Director, Ecocem Ireland.





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HAI Product Award Winner

Hardware/DIY award winner at





Glennon Brothers welcome Minister Hayes

Glennon Brothers welcomed Minister Tom Hayes, Minister of State with responsibility for Forestry, to its Fermoy plant recently. The Minister met with Glennon Brothers Joint Managing Directors, Mike and Pat Glennon, and took part in an extensive mill tour.

The visit, which marked one of the Minister's first public outings since taking up his new brief, aimed to highlight to the Minister the importance of the sawmilling sector to the Irish economy.

Mike Glennon, said: "We would like to thank Minister Hayes for taking the time to visit our Fermoy plant to see first hand the important contribution of Glennon Brothers and the Irish sawmilling sector to the Irish economy."

Pat Glennon, added: "We were delighted with the opportunity to show Minister Hayes the progress of the €12 million capital investment programme in value added processing on our Fermoy site. We look forward to working with the Minister to promote and develop the Irish sawmilling sector and the wider Irish forest product sector over the coming years."

In response, Minister Hayes said: "I would like to congratulate Glennon Brothers on a landmark 100 years in business, and for surviving and thriving in the construction sector, especially in recent years. The scale of the operation in Fermoy, and the enterprise of the staff, impressed me during my visit".

The Minister added: "I look forward to working with the forestry and forest products sector to ensure there is a continued supply of raw material to Ireland's sawmills."



Mike Glennon, Glennon Brothers, pictured with Minister Tom Hayes, Department of Forestry, and Pat Glennon, Glennon Brothers.

Specially designed for modern homes

Gyproc Wallboard Premium is the latest innovation from Gyproc Ireland. It is a highquality wallboard developed, designed and produced to deliver significantly-improved performance in the residential market compared to standard wallboard.

Wallboard Premium's distinct attributes offer homeowners the opportunity to upgrade their homes or specific rooms/areas within their home, whether undertaking renovation work or a new build project.



GYPROC

Gyproc Wallboard Premium's upgraded paper on the face of the board means it is twice as resistent to impacts compared to standard wallboard. As such, it significantly reduces damage and the regularity of repairs.

The specially-developed board core contains glass fibre and means the pull-out strength of Wallboard Premium is twice that of standard wallboard. This has positive implications when it comes to hanging pictures, mirrors and shelves on walls, and light or other fittings if the board is used for ceilings.

Gyproc Wallboard Premium's design and production

delivers an overall stronger board. With 25% increased board strength over standard wallboard, Wallboard Premium will result in a stronger partition wall when installed. It also delivers enhanced acoustic insulation performance.







ON ONLINE BUYING **PATTERNS**

According to consumerbarometer.com 2012, 41% of Irish people research online before purchasing DIY, tools and garden products in store This is only set to grow as online connectivity increases. For instance, 57% of Irish adults now have smartphones, compared with 43% in 2012, while 25% have tablet devices, a huge increase from 10% last year (Google Connected Device Study March 2013).

For owners of hardware shops trading in this environment, providing a positive online experience is imperative to increasing sales, regardless of whether those are online or offline sales. On page 31 of this issue social media expert Kathryn Mason begins a new series to help you get on online. However, these Google pointers will help whet the appetite of those not yet online and give helpful hints to those who are.

Keep the path to the checkout clear

If you don't have an ecommerce site yet, install a good store locator page and

make that page prominent from your home page. If you do have ecommerce, keep the path to purchase clear. Make sure purchase buttons stand out and don't clutter the process with requests to sign up for a newsletter, or offers that are irrelevant to that shopper;

Give relevant product information

On product description pages, give your customer the product details that (a) they are likely to understand and (b) that they will find most useful. With more opportunities to research before buying, it's important that your site is a source of

helpful product advice. For example, the dimensions of a washing machine might be more useful to mention than detailed technical specs;

Bring your in-store expertise online

If your staff deliver great sales and support to your customers in store, why not find a way to bring that expertise online too. Allow your staff to edit product descriptions, to contribute to customer forums, to film how-to videos. Create ways for them to speak to your customers while they're not even in the shop;

Make it mobile friendly

When customers visit your site on mobile devices, make sure functions like store locator are prominent. Simplify navigation with vertical scrolling. Make sure buttons are "'thumb-friendly" and keep colours bold so that people can see text on the screen while outdoors;

Measure and test constantly

With Google Analytics you can measure important interactions like how long customers stayed on your site, how many pages they viewed and how they got to your site. You can also test variations in layout, design and wording using Content Experiments to see which versions of your site get you the most sales.

HAII CLIPBOARD



CE Mark update

CE marking of construction products

Hardware Association Ireland recently made a submission on behalf of members to the Public Consultation on the Draft European Union (Construction Products) Regulations 2013. We have concerns on a number of fronts and await clarification on these.

A critical issue is where responsibility lies for the provision of the Declaration of Performance within the supply chain. Providing this in a physical or electronic (e-mail) format at point of sale will cause a competition and choice issue as it does not adequately allow the buyer to inform themselves of the products' performance to compare with similar products until a purchase has been made.

Also, additional cost will be disproportionate on retail members, as in order to provide such documentation in a physical manner in a retail environment the following issues may arise:

- Printers will be needed at point of sale in all retail outlets. Having pre-printed copies of Declarations of Performance is a major burden for a retail outlet given the large number of products held there;
- This will also cause delays at the till as the Declarations of Performance are being accessed from a database and printed;
- In addition, there will an undue burden on retailers in the collection, administration and dispatch of Declarations of Performance e-mails at retail level on a daily basis.

Other matters of concern are the supply of instructions and safety information relating to products; how to display importers' information on smaller products or those provided without packaging? What is the exact time frame distributors/retailers will have to clear existing stock? HAI will keep members posted.

Tenders update

Free tendering workshop

With Paul Quinn, the State's first ever Chief Procurement Officer reported as having "the fattest cheque-book" and "the deepest shopping trolley" in the land, hardware retailers should take note.

HAI members can, and do. offer high-quality service and product flexibility, provide a simple access structure and allow procurers a direct relationship with key decision makers. We also have the benefits of local knowledge and local impact on the business environment and on employment generation.

Consequently, there is now a great opportunity for members around the country to liaise with the National Procurement Service and Local Authorities to establish business relationships and secure additional sales.

Local Government level tendering can be a good place for suppliers/merchants as they involve sub-threshold contracts where less complicated and detailed information is required.



Paul Quinn

HAI has arranged for Joanne Gillen, Managing Director of Bid Management Services to give an introductory practical morning workshop in Dublin in July. This will then be repeated at other locations throughout the country. They are definitely worth attending.

Smoky coal ban within three years?

Minister for the **Environment** Phil Hogan (below) has said he wants to see a ban on smoky coal throughout the country within the next three years.



Smoky coal was banned in seven more towns around the country on 1 May, bringing to 27 the total number of towns and cities which have already banned the fuel.

The Minister said he was convinced of the benefits that would accrue from an all-Ireland ban and made the comment as he announced a major new allisland study which will measure air pollution caused by people burning solid fuel – such as coal and peat briquettes - in their homes.

The study, which is a joint research project between Northern Ireland and the Republic, will look at possible policy options to reduce pollution from solid fuel as well as the potential environmental and human health benefits.



Jim Copeland, Chief Executive and Director, HAI

HAII CLIPBOARD



e-Learning is the future

Another class of students has completed the HAI e-Learning sales and customer services training programme and achieved national retail qualification certified by City & Guilds.

Details of the courses can be found on info@hardwareassociation.ie, the topics being covered including:

- Understanding the Retail Selling Process, City & Guilds Level 2 (e-Learning);
- Understanding Visual Merchandising for a Retail Business, City & Guilds Level 2 (e-Learning);
- Understanding Customer Service in the Retail Sector, City & Guilds Level 2 (e-Learning).
 Grafton Merchanting and Dairygold are among the

companies to participate and they both found it extremely beneficial.

Gareth McGrane, Head of HR, Grafton Merchanting ROI said they were delighted with the initiative as the format suited both the company and employee needs and requirements. "Learning and development is an integral part of our retention strategy and is one of the key drivers in our successful performance", said Gareth.

Philip Ducie, HR Manager,

Agri Division, Dairygold Co-Op Society said: "Dairygold Retail has people development at its core and we were delighted to partner with this recognised and accredited e-Learning programme. Our colleagues who undertook the programme found it effective and thorough".



Jim Copeland, HAI Chief Executive pictured with Dairygold's Head of Retail John O'Connell, Philip Ducie, HR Manager, Fiona Moore, HR Officer, course tutor Susan Madden and the successful Dairygold students.

Construction Contracts Bill ... final draft

The final draft of the Construction Contracts Bill – first introduced by Senator Feargal Quinn in the Seanad in May 2010 has now been published and went to committee stage on Wednesday, 15 May 2013. There are still some stages to complete



and will presumably be enacted shortly after that.

In a nutshell the Bill aims to do the following:

- Introduce a statutory right to payment of specified amounts at specified times during the course of a construction contract;
- Prohibit "pay when paid" provisions in construction contracts:
- Provide a fast-track adjudication process for the resolution of payment disputes;
- Allow a right to suspend the works in circumstances where

payment is not made when due.

The main changes in the final draft to earlier proposals deal with thresholds, suspension, binding adjudication, and enforceability.



Senator Feargal Quinn

View from

John Stanley

John Stanley is an international retail consultant and conference speaker. He works with retailers in 35 countries and is one of the most sought-after retail consultants and conference speakers in the world. He works with hardware stores in particular and has been to Ireland many times to work with clients. He can be contacted at john@johnstanley.com.au

Ghost town, clone town or home town?

> he futurists predict that retailing will get more challenging rather than less challenging. A recent report by the Retail Council for

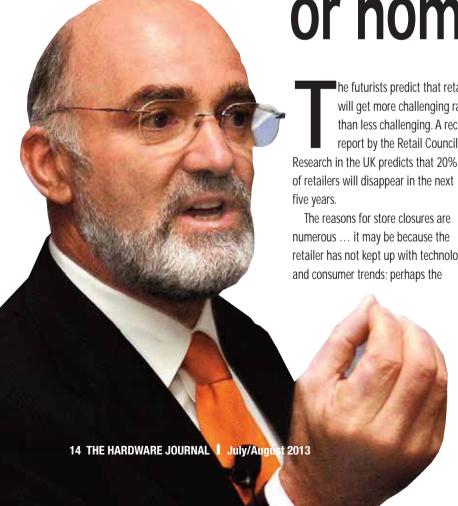
retailer has not kept up with technology

business has matured and there is no succession plan; maybe there are financial restrictions that are out of the control of the retailer; or it could be poor store location.

In my travels around the world I visit many small towns and retail communities and it is clear to me that they can be grouped into one of three categories. Whatever the overall state of the economy in the country, the same three categories tend to exist.

Ghost Towns

Very often I come across ghost towns, places that were once vibrant retail high streets and are now mostly boarded-up. In a recent visit to one town in Ireland





I counted over 50% of the shops in the high street boarded up and consumers shopping out of town in a new retail park.

It does not matter how good an independent retailer you are as it is very difficult to operate a positive, proactive, profitable business when you are surrounded by such despair. Once you have reached a tipping point such as this, it is very difficult for a retail community to rebuild a proactive spirit in the retail hub.

Clone Towns

On the same tour I visited another retail hub. This I found to be full of shoppers and obviously doing great business. I recognised all the international retail brands, but found very few local ones. My personal problem was that if you had landed me blindfolded into the retail community and asked me what country I was in, I would not have been able to tell you.

This clone town was familiar to me. I have seen them around the world and there is virtually no indicator as to the local culture or traditions. These clone towns are ideal for international retailers, but do not help independent local retailers and I question how much long-term value they will provide to the local community.

Home Towns

During my stay in Ireland I also visited what I call a home town, a town that supports its local community, is vibrant and

The future of retailing will revolve about being in the right community



Home town shoppers still coming out for the local shopping experience.

unique, and a fun place to shop.

I guarantee that most of the home town shoppers are still shopping online ... we all do. However, they were still coming out for the local shopping experience, to relax, meet friends and support local retailers.

Many home towns are built on a number of success factors:

- They have a proactive Chamber of Commerce that helps local retailers work together;
- They have a local market. Sometimes this is a dedicated farmers' market, or perhaps a craft market;
- They have the correct balance between local independent retailers and national and international brands;
- They have the correct mix of independent retailers so that customers can do a weekly shop in the same location;
- They have a vibrant "coffee culture" that allows locals and visitors to linger longer;
- Local retailers are seen to work with the community to enhance the community;
- There is vibrancy about the high street. As retailers we may not be able to change our location, but we can work together with other retailers to ensure that we have retail businesses that are located in home towns, as the future of retailing will revolve around being in the right community.



I have seen clone towns around the world and there is virtually no indicator as to the local culture or traditions







Owner Mattie Quirke with his wife Maeve.



Fire is something we all fear as it can be so destructive. Once it takes hold and gets out of control, the ensuing inferno can very often be impossible to contain. Such was the fate of Ouirkes in Cahirciveen in 2011 when an electrical fault started a fire that ultimately razed the entire premises to the ground.

Unfortunately for

Quirkes, the fire started in a location containing paints, varnishes, flooring etc. Despite being midday and the fact that it was detected reasonably early, the nature of the material in the immediate vicinity meant it turned into a raging inferno within minutes. Thankfully, everyone on the premises was safely evacuated.

While utterly devastating at the time, less than two years later owner Mattie Quirke recently presided over the opening of a new, purpose-designed, modern premises housing the revitalised business called Quirkes Homevalue Centre.

While difficult and challenging, the rebuilding process would have been far more painful were it not for the fact that the business was comprehensively insured. In far too many similar situations it emerges that there is inadequate insurance cover so it is imperative for all businesses to look to the small print in their policies. Better still, employ the services of a loss assessor to evaluate the level of cover you have (see Page 33).

The Quirkes are well-known in Cahirciveen, the family sand, gravel and quarry business being one of the premier builders providers in the Kerry region. Mattie was one of five brothers involved but he took time out to spend 10 years working in London, before returning home in 1990 to open an independent builders merchants.

Located in the yard of the original family business, Mattie slowly built up a thriving enterprise. Growth was steady and organic, but it took a significant step forward when he became a member of Associated Hardware Ltd (AHL) in 1994. Sustained growth continued for another decade but then, when the building boom took off, the business expanded beyond all recognition, and at an ever-accelerating pace.

The scope and extent of the product portfolio became enormous. Apart from sourcing product in Ireland, Mattie was directly importing natural slate and related products from as far afield as Brazil, and timber from Sweden, Germany and Lithuania. New warehousing and storage facilities were added, while the shopfloor and trade counter areas were doubled in size.



Kerry Footballer Bryan Sheehan cutting the ribbon at the official opening of Quirkes Homevalue Centre.













With the decline in construction from approximately 2007 onwards, Mattie repositioned the business to focus more on hardware retailing, adding space and product lines more suited to this clientele. However, he continued to serve the needs of builders and tradesmen, but to a lesser degree.

This gradual transformation to a greater emphasis on hardware retailing proved very successful and was poised for further development when the fire struck. Effectively, the dawning of a new era in the company's affairs was derailed just as it was about to take off.

Once over the initial shock of the fire.



Mattie Quirke with Pat Sugrue, Paudie Donovan, James O'Sullivan, Sean O'Shea, Mike O'Sullivan and Mike O'Shea.

Mattie set to work salvaging the situation. The company still had orders to fulfill, customers to cater for and a business to resurrect. He had to deal with, and manage, all of these objectives simultaneously.

The business was comprehensively insured and so, the biggest initial decision was whether to relocate to a green-field site - an option offered to him - or reinstate from the same location. He had no hesitation in choosing the latter.

Moreover, in the interim he got massive support from his family, staff, suppliers, trade clients, customers and friends. Within a day he had the use of half a dozen containers immediately adjacent to the devastated premises. The fire happened on a Wednesday yet he was fulfilling orders by the following Friday.

Given that there was nothing to salvage, the design of the new premises made for a blank canvas. Before deciding what style of building to erect, how much of the site should be covered in, the interior layout, etc, Mattie devised a new business strategy going forward and, with the help of AHL, built the premises to cater for that.

While the hardware merchant/trade side of the business is still very important and is served by a more streamlined and efficient layout, the retail side of the business is nearly three times larger than it used to be.

The product mix has also been significantly diversified and now caters for traditional hardware retail elements, in addition to housewares, stoves, garden equipment and tools, garden feeds and treatments, electrical goods, paint, workwear, car accessories and a pets' corner.

AHL were especially supportive in helping with the interior store design. They also advised on the installation and set-up of the new computerised stock control system, and the staff training in relation to the new processes.

While challenging for all concerned, Mattie found that once the initial shock of the fire had worn off, everybody got stuck in and, if anything, became more energised and enthusiastic as a way forward had been mapped out.

It is still early days for the new venture but all the signs point to a long and successful future.



New process re-energises **Octabuild Awards**

In a significant change from the previous formula of 18 years from when they first commenced, the judging for this year's Octabuild awards was carried out by James Burke (right), an independent expert in retailing. James has almost

30 years retailing experience at all industry levels, is the retail adviser to the TV series Retail Therapy, and is one of the few people in Ireland with an MBA in Retailing and Wholesaling. The revamped judging process



CCTABuild

involved new assessment criteria and a new awards structure. Builders merchants responded very positively and appeared energised by the more dynamic and exciting formula. The Awards were presented at a gala industry occasion in the Mansion House in Dublin. See over.

ichard Boyle & Sons (2004) Ltd, Killorglin, Co Kerry was unveiled as the national winner of the Octabuild Builders Merchant Awards 2013 at an all-industry gala evening held in the Mansion House, Dublin recently. The company also won the Munster Award.

Richard Boyle & Sons has been a prominent and leading builders' merchants in Co Kerry for over 60 years. It has built its reputation on a combination of customer service, professional and approachable staff, and an outstanding product range.

The store is constantly at the forefront with innovations and new product introductions, working closely with its suppliers to serve the various needs of its diverse retail, trade and professional customer base.

Since moving to its new premises in Killorglin in 2009, the award-winning store, a member of the Topline group, caters for all stages in the building process, from foundation to final finish and beyond.

Speaking at the awards, the Chairman of Octabuild, Jim Loughran, said: "The Octabuild brand message 'Building benefits for merchants' was carefully chosen to reflect the relationship we have with builders merchants in Ireland. It is a message that has held firm for almost 30 years. Octabuild stands for promoting Irishmanufactured products and services. Life is cyclical and the good times are due again and, when they come, we hope that our relationship with Irish builders merchants will be even stronger."

Between them the Octabuild companies have over 650 years manufacturing experience in Ireland, directly employ over 1,200 people in the country, and have over 20,000 quality products available every day for Irish builders merchants.

Octabuild members include (in alphabetical order) - Dulux Paints; Evo-Stik; Gyproc; Irish Cement; Kingspan Insulation; Sanbra Fyffe; Tegral; and Wavin.

Richard Boyle & Sons



National Winner & Munster Award - Jim Loughran, Octabuild Chairman with Nigel Boyle, Richard Boyle & Sons, Killorglin and Paddy Kelly, President HAI.



Cork City & County Award - Jim Loughran, Octabuild Chairman with Keith Buckley, McMahons, Water Street, Cork.



Dublin City and County Award - Peter Cosgrave, Grange Builders Providers, Baldoyle with Paddy Kelly, President HAI.



Best Owner Managed/Single Store Award – Jim Loughran, Octabuild Chairman with Austin Curran, Topline Curran's, Dungarvan and Paddy Kelly, President HAI.

takes national award



Lifetime Achievement Award - Jim Loughran, Octabuild Chairman with Michael Doyle, Lifetime Achievement Award Winner and Paddy Kelly, President HAI.



Best Multi-Location Branch Award - Jim Loughran, Octabuild Chairman with Mark O'Mahony, Heiton Buckley, Waterford.



Innovation Award – Dave Caffrey, Chadwicks Plumb Centre, Glasnevin with Paddy Kelly, President HAI.



Connaught/Ulster Award - Marianne Cunningham, Garveys Builders Providers, Roscommon with Jim Loughran, Octabuild Chairman.



Leinster Award - Liam McEvoy, Telfords Portlaoise with Paddy Kelly, President HAI.

Other Award **Winners**

Connaught/Ulster Garveys Builders Providers, Roscommon:

Leinster

Telfords, Portlaoise:

Cork City and County McMahons, Water Street, Cork;

Dublin City and County Grange Builders Providers, Baldoyle;

Best Multi-Location Branch Heiton Buckley, Cork Road, Waterford;

Best Owner Managed/Single Store

Topline Curran's, Dungarvan, Co Waterford:

Innovation

Chadwicks Plumb Centre. Glasnevin, Dublin

Lifetime Achievement Michael Doyle, Topline Doyles, Carlow.



Paddy Kelly, President HAI addressing guests at the ceremony. He made the formal presentations along with Jim Loughran, Chairman Octabuild.

OCTABUILD AWARDS 2013

Exacting criteria but inclusive process

On assuming the role of Octabuild Chairman for the next two years on the night, Jim Loughran (pictured below) presided over the proceedings. In his address he reiterated that the primary objective of the awards is to honour builders merchants who strive for excellence, and to promote Irish-manufactured products

and services. He also emphasised that they are inclusive, with all builders merchants encouraged to participate.

This year there were some fundamental changes to the awards process including the number of categories, the assessment process, the marking criteria, and indeed to how they were announced on the evening.

In a complete break with tradition Octabuild brought in retail expert James Burke and changed the emphasis of the marking system to greater acknowledgement of management input into sales growth.

This included the requirement for all entrants to have a sales growth plan. The purpose of this was to see that individual merchants did in fact have a template, or indicator, of how and where they were planning to

grow sales. While some were a little reluctant to divulge such details initially, all acknowledged that the requirement actually helped them focus more accurately.

In summation Jim Loughran reiterated that the Octabuild brand message – building benefits for merchants – was carefully chosen to reflect the relationship the Octabuild members have with builders merchants in Ireland. It is a message that has held firm for almost 30 years through bad times, good times and bad times again.

"Life is cyclical and the good times are due again", said Jim, "and when they do come our relationship with Irish builders merchants will be even stronger".



Nominees in the categories were:

Cork City and County

- Topline Burtons, Kanturk
- · Cork Builders Providers Ltd, Togher Industrial Estate
- James McMahon Ltd, Dunmanway
- James McMahon Ltd, Water Street
- Kellehers Topline Hardware, Bandon

Dublin City and County

- · Chadwicks Ltd, Sallynoggin
- · Chadwicks Ltd, Sandyford
- Davies Ltd, Raheny
- Grange Builder Providers, Baldoyle
- KCR Builders Providers Ltd, Kimmage
- Smiths Building Supplies, Greenhills Rd
- TJ O' Mahony & Sons Ltd, Finglas
- TJ O' Mahony & Sons Ltd, Walkinstown

- C&D Providers Ltd. Barntown, Wexford
- Chadwicks Ltd, Bray, Wicklow
- · Chadwicks Ltd, Naas, Kildare
- Chadwicks Ltd, Navan
- Crinkle Merchants (Hassetts Topline), Birr, Offaly
- Topline Doyles, Graiguecullen, Carlow
- Telfords Portlaoise Ltd, Laois
- Wallaces Homevalue Hardware, Wexford

Munster

- Heiton Buckley Ltd, Ballysimon, Limerick
- Heiton Buckley Ltd, Cork Rd, Waterford
- · Morris Builders Providers, Waterford
- Richard Boyle & Sons Ltd, Killorglin, Kerry
- · Topline Curran's, Dungarvan, Waterford

Connaught/Ulster

- · Archers, Ballina, Mayo
- Garveys Heiton Buckley, Roscommon
- · Heiton Buckley Ltd, Finisklin, Sligo
- JP Corry Oranmore, Galway
- Templecrone Co-op Ltd, Donegal

Innovation

- · Arklow Home and Hardware
- Brogan's Homevalue, Belmullet
- Chadwicks Ltd, Glasnevin, Dublin
- Heiton Buckley Ltd, Monaghan
- JP Corry Oranmore, Galway

ENERGY RETROFITTING



Energy retrofittingone million homesneed upgrading

Given the various grant schemes and incentives of recent years – and the fact that many hardware retailers and builders merchants believe they failed to channel the business generated through their stores – *The Hardware Journal* asked Brian Motherway, SEAI Chief Executive, to give an update on the situation as it now stands.

While traditional-style grants have now been phased out, there are still Government-led and SEAI-administered incentive schemes designed specifically to drive the retrofit market. Here Brian gives an overview of the significance of the retrofit sector for the economy as a whole and details some of the finance-support schemes still available. He also says that hardware retailers and builders merchants are ideally positioned to champion the retrofit programme, and to reap the business benefits involved.

In looking at the retrofit market further,

The Hardware Journal will feature a project profile
on the experiences of hardware merchants
majoring on retrofit in the next edition. If
you'd like to contribute to that feature
contact the Editor, Pat Lehane, at
pat@thehardwarejournal.ie

few years ago the average homeowner knew little, if anything, about energy except that their fuel bills were burning a progressively larger hole in their pockets. At that time too the previously-booming construction sector was beginning its rapid decline.



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The Government has its sights set on one million homes which could benefit from energy upgrades.

upgraded, making them more energy efficient, more comfortable and less costly to run which is good for the homeowners. But it is also good for companies supplying the materials, such as builders providers and hardware outlets, writes Brian Motherway, Chief Executive Officer, Sustainable Energy Authority of Ireland (SEAI).

Because this is happening every day, it is great for our struggling economy. It generates valuable jobs and new skills and it means that we can gradually reduce imports of expensive oil and gas. The fact is energy retrofitting has become a vital component of the country's economic recovery, hammered home by the Government's recent announcement regarding local authority home upgrades.

Government support

The Better Energy Homes Scheme gives grants to homeowners to upgrade their home insulation and heating systems. Introduced in 2009, €440 million has already

been invested in more than 140,000 home upgrades, towards which the Government has contributed €150 million. There is a strong focus on the competence and professionalism

of the installer which is helping transform the sector and boost consumer confidence.

The Better Energy Warmer Homes Scheme complements this by providing free upgrade services to vulnerable fuel-poor households, the works being completed by a nationwide network of community-based organisations and contractors. Since 2000 over 94,000 homes have been upgraded through this scheme.

Last year SEAI introduced two pilot schemes to test new approaches to retrofitting which sought to maximise the opportunities for area and community based approaches. Together they funded 46 projects and further funding has been allocated to these schemes in 2013.

Do you, as a builders providers or hardware outlet know of these schemes? ... more to the point, do your existing and potentially-new

Homeowners need a builders merchant or retailer they can trust to advise them on proper material selection, and to supply them with the very best quality of materials, competitively priced.



There is a strong focus on the competence and professionalism of the installer which is helping transform the sector and boost consumer confidence.

customers know of them? Don't assume they do. Find out more yourself so you can show them how to avail of the support on offer.

All these schemes have established a momentum within the sector and heightened homeowner awareness of the options and benefits of energy upgrades.

Admittedly, grants schemes may not be for everyone but the motivation to upgrade is still there for people to undertake smaller jobs over time, or even to take the DIY route.

Consumer confidence and supply chain quality

Clearly, all of these jobs – be they grant-aided or otherwise – require materials from rolls of insulation to high efficiency boilers, from electronic controls and vents right down to the screws and nails. They also require quality skilled labour to make sure the job is done correctly and safely.

Homeowners need a builders merchant or retailer they can trust to advise them on proper material selection, and to supply them with the very best quality of materials, competitively priced. Consumers may also trust in their local supplier to advise them on a suitable contractor to complete the works. Builders merchants and retailers who step up to the plate and provide this valuable service to their customers can expect to grow with the sector. The consumer deserves sound advice for what might be a relatively significant investment.

Financing future retrofitting

The future can never be certain, particularly in economically-straitened times. What is clear though is that there is an absolute determination on the part of



Retrofit involves everything from solar panels through to insulation, energy-efficient boilers, windows, controls and all the related accessories and equipment required to install them. Most hardware retailers/builders merchants won't stock them all but pick what's appropriate for your store, your location, your customer base, and do it well.

Government to continue this transformation of our building stock and the retrofit industry. The ambition is for far greater levels of activity, both in terms of the number of properties being retrofitted, and the level of work being carried out. This will require high performance glazing solutions, competitive renewable energy systems, and new approaches to ventilation of homes.

But we know that consumers are reluctant to borrow for energy upgrades – and discretionary savings are thinner than ever before. So, we need to also look at new ways of financing upgrades. SEAI is currently exploring alternatives such as the Pay-As-You-Save concept which allows works to be paid for through an energy bill over a number of years where savings

made offset the costs of works. We are also keen that the traditional financial institutions like the banks and credit unions come up with alternatives which will mobilise consumers.

That close on 230,000 homes have been upgraded so far is a tremendous achievement by any account, but the Government has its sights set on one million homes which could benefit from energy upgrades. There is a valuable prize for the material suppliers and providers with the prospect of a significant increase in sales volumes. It is in your hands as builders merchants and hardware retailers to drive this initiative, and to capitalise on the potential business and profit return. This is a real win-win opportunity for all concerned.



While there is no denying the difficult trading environment across all hardware market segments, the sale of hand and power tools is more than holding its own. However, what has changed is the product mix making up those sales, with garden tools in particular accounting for an ever-increasing percentage of the overall figure.

Outdoor living in respect of people's homes has become big business in Ireland. It is a pattern that developed during the boom times but one that has since become an integral part of modern-day lifestyle.

Ironically, with the downturn many people have more time on their hands. Those who were already into their gardens are doing more, while those not previously so inclined are taking

In addition, there is the noticeable increase in the "grow your own" sector. For many people gardening is no longer just a leisurely pursuit but a practical one whereby they are growing more and more of their own food.

Thankfully for the hardware sector, and especially those retailers savvy enough to recognise the pattern and stock appropriate tools, there is an upside.

As for construction-related hand and power tools, traditionnally sales mirrored the level of house-building activity and accounted for the vast bulk of the business. This is still the case to a certain extent. However, the dramatic decline in newbuild has not seen a pro rata decline in tool sales thanks to increased activity by way of property upgrades and retrofit.



www.tucksfasteners.ie



and Power Tool Accessories



































Manufacturers have also played their part in responding to changes in the marketplace. They have been proactive in designing new and more advanced tools, and in promoting them with creative and exciting lifestyle-related advertising campaigns.

People may not be moving home but they are far more conscious of the need to maintain their properties, and to improve thermal levels and energy efficiencies. Consequently, "white van" man is busier than ever with householders getting tradesmen to carry out all manner of minor, and not so minor, works.

Added to that is the increase in DIY activity. More and more people who would never have dreamed of doing their own repairs and maintenance are now doing so out of necessity.

Manufacturers have also played their part in responding to changes in the marketplace. They have been proactive in designing new and more advanced tools, and in promoting them with creative and exciting lifestyle-related advertising campaigns.

Taken together, all these factors have helped sustain the sales of construction-related hand and power tools, and boost the sale of garden

related tools, at a time when other market segments have remained stagnant or declined.

While there are no independent industry reports on the hand and power tool sector in Ireland, there are a number on the UK experience. The scale of the marketplace is obviously much greater but, for the most part, the patterns and trends that prevail in the UK are often very similar to here. It is worth noting the findings of two recent industry reports there.

UK hand tools

The UK hand tools market totalled a value of £6.3 billion in 2012, with households being the largest buyers, accounting for 43% of total domestic demand, up seven percentage points on 2006 (Source: http://www.companiesandmarkets.com).

Households continuously increased their spending over 2006-2012, by 71% in nominal terms. The increasing popularity of self-renovation and selfconstruction, to some extent added to growing household purchases of the industry's products.

The United Kingdom hand tools market comprised 1,732 companies in 2012, down 14% on 2006. This was largely the result of growing pressure from imports of cheaper products.

Tool manufacturers in the UK tend to be small niche operators. Globally, the big players in tools are concentrated in the United States, Germany, Sweden, Switzerland and Japan, and many of these players have sales operations in the UK.

UK power tools

The latest Key Note market report (Source: http://www.keynote.co.uk) covers the power tools industry in the UK. It estimates that the market was worth £218 million in 2011, after rising by 2.3% on the previous year. It is the second year in a row that the industry has experienced value growth, after a decade of decline.

However, the accessories category continues to shrink, having fallen by 3.3% to £29 million over the course of the year, while the power tools segment rose by 3.3% to £189 million over the same period.

The report breaks down the power tools industry into different categories. Drills make up the largest share, representing 39.8% of the total market, followed by saws, which make up 17% of the market. The "other tools" segment is the fastest growing sector because it is the heading under which multifunctional tools fall.

Cordless power tools are also increasingly important in the industry, and are popular due their versatility, which increases consumers' ability to manoeuvre around. Cordless tools are primarily powered by batteries.

The power tools industry has traditionally reflected the movements of



Increased gardening activity – for leisure or "grow your own" – has resulted in significantly increased sales in garden tools.

the housing market in the UK. However, the growing popularity of do-it-yourself home improvements (DIY) has been favourable to the industry, independent of the property downturn. DIY is one of the trends that has emerged with the economic crisis in the UK.

Consumers are finding ways to keep busy, while simultaneously saving money, and many are opting to re-decorate and re-model their homes themselves. This has had a positive impact on the industry, as power tools are required to implement the projects.

However, the trend has resulted in the polarisation of the market. Certain consumers, who will use their tools once or sparingly, prefer to opt for own brands and imported value power tools. Others choose to buy brands that guarantee a certain degree of quality and durability.

Key Note expects the revival of the power tools industry to fizzle out in



The dramatic decline in new-build has not seen a *pro rata* decline in tool sales thanks to increased activity by way of property upgrades and retrofit activity.

the UK by 2015. Although the DIY trend will remain, the persistence of the economic crisis will strain consumers'

finances, which will result in a greater shift towards the value end of the market.



'Supporting builders merchants with no online selling'

While the industrial

power tool market is nowhere near the heights of the previous decade, there is still considerable growth in certain categories within the sector. Tucks Fasteners & Fixings has seen a real increase in the sale of lithium powered product, in particular the Dewalt XR lithium range which carries a 10.8v and 18v platform. Performance and quality are key criteria for the professional tradesman.

Dewalt has also stirred up interest with the introduction of the first ever cordless "no-gas" first-fix nail gun. Powered by an 18v 4Ah lithium battery, this machine can deliver up to 600 nails on a single charge. Tucks Fasteners & Fixings is now stockist for all the big hitters in the nailing industry, representing such brands as Paslode, Powers, Dewalt and Bostitch.

While the consumer DIY market is still relatively flat, own-label branded power tools, supported by aggressive pricing from the multiples, are having an effect at "opening price point". However, a trade up strategy is working well for the independent retailer, offering on-hand product knowledge with full personal after sales service.

Cordless powered drills represent the largest sector in the DIY power tools market. In a reverse of the professional market, NiCad battery power is the volume driver, while demand for lithium is growing. Price is a critical determining factor in consumer decision-making.

Decorating season is still in



full swing and many consumers are taking on DIY tasks rather than hiring the services of qualified tradesmen. At Tucks Fasteners & Fixings there is great value on offer on a large range of decorating tools from Black & Decker, including sanders, paint



and wallpaper strippers, along with a new range of paint spray guns that are ideal for masonry

and timber, including fencing.

There was a late start to the gardening season but we are now experiencing good sell-out and repeat orders for electric string strimmers, hedgetrimmers and lawnmowers.

Pressure washers have also been selling very well this year and Tucks Fasteners are very well represented with brands like Michelin, Comet and Lavor. The product range includes compact electric units right up to industrial 9hp petrol machines that can draw water direct from a barrel.

Established in 1979, Tucks Fasteners & Fixings is a whollyowned Irish company, set up to support the hardware and builders merchants trade. With a sales team of seven covering all of Ireland, Tucks Fasteners & Fixings is exclusively focused on re-sellers and catering for their needs.

Contact: www.tucksfasteners.ie

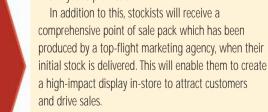
Toolbank – "Real Deals For You' Christmas promotion

Toolbank – the specialist hand tool, power tool and accessory distributor, has just announced details of its most exciting Christmas promotion ever.

The promotion, which is the largest initiative Toolbank undertakes, has been developed to provide a total support package for all participating stockists during the busiest sales period of the year.

All participating stockists will benefit from being able to showcase a wide range of exclusive offers and new product launches from a number of high profile brands. Stanley, Bahco, Irwin, DeWalt, Roughneck, Lighthouse, Faithfull, Wera, Milwaukee, Duracell and Black & Decker are just some of the brands included

in this year's promotion.



"Our support package is better than ever, with a massive advertising campaign which covers the whole

media spectrum, including TV, as well as all areas of print and on-line activity', said Simon Bicknell, Toolbank Sales Director. Everything is designed to expose the promotion to the right target audience and channel these potential customers back to participating stockists.

For more details on Toolbank's "Real Deals For You" promotion, contact your local Toolbank representative, or call Tel: 0844 463 6081 (Northern Ireland); Tel: 0044 1392 888 960 (Republic of Ireland).



Kathryn Mason, principal of Kathryn Mason PR & Marketing, is highly-qualified and experienced in digital and social media. She has worked across many industry sectors, including hardware retailing. Kathryn has a unique understanding of industry trends and worldwide developments in social marketing and PR, and is adept at bringing those to bear on the Irish market in a simple, no-nonsense manner. She can be contacted at Tel: 087 - 262 7977 or email: km@kathrynmason.ie



How many times has a friend, business associate, customer, supplier or the postman said: "You need a Facebook page" Does it bring on the shivers, does it get pushed to the bottom of the agenda below all the really important tasks? Well, over the coming issues of The Hardware Journal we will guide you through the internet, what's important, and really how it's not as frightening as you may think!

Keep calm ... it's only social media!

The reality is most SME's don't have the budgets or time to spend on social media and online. However, by keeping it simple, it's well within most businesses capacities. Ireland has significant usage of the Internet and it just cannot be ignored by retail any longer. The statistics are quite staggering:

• 52% of the Irish public has a Facebook profile;

- 35% have a YouTube account:
- 23% have a twitter page (source: http://www. eightytwenty.ie/blog/wp -content/uploads/ 2013/ 04/social media ireland_infographic_ v2.jpg).

The first port of call nowadays for many consumers is Google ... if you have little or no web presence you are



missing out. Also, don't be fooled ... it's not all young people on the web. Something like 30% of Irish Internet users are over the age of 45 (source: Consumer Trends 2012 & Beyond, RedC, 2012).

Areas we will deal with over the coming issues of The Hardware Journal are:

- Facebook
- Twitter/YouTube/ Pinterest/Instagram

Websites and search

- Email marketing
- engine optimisation. Self-management of your online presence will be most retailers only form of getting involved so why make it difficult? Over the coming issues we will explain, in simple steps, how to set up and

Our objective is to take the complications out of it and make it manageable from the start. We recommend that

look after your online

profile.

Self-management of your online presence will be most retailers

only form of getting involved so why make it difficult.

you pick just two or maybe three areas of social media and do them well, rather than trying to be a jack-of-all-trades. That way you can build and grow with confidence.

For example, creating an email database may be as simple as using your loyalty programme system to legitimately use the emails, or it may be a long-term aim and need developing.

So, here's the plan going forward with this special series in The Hardware Journal. We're going to commence with Facebook in the next edition. Facebook in Ireland already has a staggering 2.2million users but don't forget the other 2.3 million people! We will not only show you how to set up a Facebook page, but we will give you simple ideas of how to manage it daily and weekly. You will get some ideas for posts and, most importantly, some of the do's and don'ts.

The second part of the series will focus on Twitter/YouTube and photosharing sites such as Pinterest and Instagram. Some will suit certain businesses more than others so we will take a look at what is right for you, and how to set them up.

Developing a direct line to your customer will be detailed in the email marketing feature. How

to set up a professional newsletter cost effectively, and also how to get the email addresses in the first place. How to develop content and how to plan your campaigns will also be explained.

The last article will be on websites and search engine optimisation (SEO). This can be quite scary for people but there are some great inexpensive ways to set a site up, make it look professional and, most importantly, keep it updated.

Homework stage one take a look around your staff, identify people within your team who you feel represent you and your business ...now bring them on board to help. It's amazing the ideas that appear once more people become involved.

Homework stage two keep calm, we are here to help you!

Next issue: Getting started on Facebook

In the next issue we will show you:

- How to set up the page initially
- Explain the difference between a Facebook profile and a business page
- Why you should never use a profile for a business
- How to set your page name URL to reflect your store
- Give a basic tour of the business pages
- How to set up a calendar of activity and a sample one
- How to find content
- How to run competitions and promotions within the Facebook page guidelines
- How to get "likes"





Quirkes Hardware in Cahirciveen was rebuilt and fully operational again within 12 months of the devastating fire (see page 16). Apart from Matt Quirke's courage in starting over, credit must also go to the broker, the assessor, the insurer and loss adjuster, who had provided so comprehensively for such an eventuality. Here Sean Cleary, left, Clearys Loss Assessors & Insurance Services (www.clearys.ie) highlights the key pointers in assessing the insurance cover you need.

Professional expertise a must in all insurance matters

A major fire causes much more than the destruction of a business and the property making up the business. The owners will experience stress, trauma, shock and all the other emotions brought on by such an event, but also by the extremely short time it actually takes to do the damage. The fire at Quirkes took less than two hours to wipe out the entire buildings and contents. This was despite the fact that it was in the middle of the day, staff were present and trained for this type of incident, and the fire brigade were on site within 30 minutes of the discovery of the fire.

From an insurance point of view the clock stops at the moment a fire like this occurs. Everything in your insurance contract will now be applied to the case in favour of the insurance company who wrote the policy in the first place. The small print is now relevant. Your history with your insurance company back to the date you disclosed everything to them, signed the proposal form and paid your first premium, and even many years before that, will now be investigated. This is usually for the first time and certainly before the insurance company accepts liability for the damage.

The insurer will appoint loss adjusters and forensic investigators who will carry out all initial investigations into the cause, spread and extent of the fire. They will also examine Policy Warranties and Contract Limitations, including the amount of cover that you have bought. Your staff and other witnesses will be interviewed one by one and all statements will be correlated on all levels, including any issues of machine operations and maintenance and/or any recent maintenance, cleaning or repairs that may have been carried out in the vicinity of the seat of the fire.

All of this information, along with a review of the "reserves" insurers must allocate by law to this loss for the physical and business interruption sections, will then be presented to the company for a decision on liability.

This could take at least 4/6 weeks to complete and possibly longer to reach a decision if the structure of your policy included a "group" of insurance companies.

Contrary to many expectations, the Consumer Protection Code does not require or demand or specify any timeframe for the completion of insurer's investigations into a potential claim. The only protection a claimant has is the commercial exposure that the insurer has by not dealing with the matter efficiently, and the Courts. The Court route is very costly and unsatisfactory, and

is to be avoided if possible. In other words, let and assist the insurer carry out the investigation, but with a view to deciding on liability. Your loss assessor should be of great assistance on this point.

Essential points to consider

When setting up a policy for a large risk like a hardware business, the following list of points may assist:

- Use a broker to review the market;
- Have a 'Value at Risk' assessment carried out;
- Be careful about definitions in your cover for stock and/or business interruption, they may not be the same as the value in your accounts;
- Your Asset Register may be outdated and does not value your property on a reinstatement basis;
- Be sure to disclose any high-risk parts of your business. For example, any special processes like cutting steel, or welding or fabricating on site;
- Be sure to disclose your claims history (or even loss history if you did not make
- Pay great attention to policy warranties. All of this information becomes critical on the day of the fire - the same day it becomes too late!

Irish Cement celebrates 75th anniversary

There are few companies in Ireland that can match the longevity and sustained contribution to Ireland's national growth and development of Irish Cement Ltd. It has made a significant contribution to the growth and transformation of Ireland over the past 75 years from what was then a rural agricultural country on the periphery of Europe, into what is now a largely urban-based 21st century modern economy.

oday, Irish Cement's modern production plants at Platin and Limerick incorporate the most up-todate and efficient production technologies and serve home and export markets with a portfolio of eco-efficient products designed to make a lasting contribution to the built environment.

Historical beginnings

Following the Cement Act of 1933 which provided the legal framework for the development of a cement industry in Ireland, Cement Ltd was registered as

Agreement was reached to proceed with the construction of a 150,000 tonne cement factory on the north bank of the river Boyne, east of Drogheda, and a 75,000 tonne cement factory on the south bank of the river Shannon about five kilometres west of Limerick city.

The two plants were brought into operation in the Spring of 1938 with cement deliveries commencing from Limerick on 11 April and from Drogheda on 9 May. Mr Sean Lemass, Minister for Industry and Commerce at the time, officially opened both plants simultaneously at 12.15pm on 23 May 23 1938.





The early years

Because of increasing demand during the 1930s it was decided to double capacity at the Drogheda plant by building a second production line which commenced operations in late 1940.

Despite the impact of the Second World War, many large construction projects were undertaken in Ireland during the 1940s, notably Busáras in Dublin, the Liffey Hydro-Electric Scheme and the expansion of Dublin Airport. The new aprons and runway at Dublin Airport – with their significant demand for large volumes of concrete resulted in the first deliveries of cement in bulk in 1946.

Ready-mixed concrete was produced in Dublin for the first time in 1949, leading to a growth in demand for bulk cement from the end of the decade.

In late 1951 plans were developed to extend both Works. In 1954 a third unit of 150,000 tonnes at Drogheda and a second unit of 100,000 tonnes at Limerick came into production.

Expansionary years

In the 1960s production capacity was further increased to meet the growing demand levels by commissioning three new kilns at Limerick in 1961, 1964 and 1965. This brought total production levels to over one million tonnes. In addition, in 1968 Cement Ltd announced that a new factory would be built at a green field site at Platin outside Drogheda, to meet the demands of the expanding economy.

Platin Kiln 1, the first dry process plant in Ireland, was commissioned in 1972, increasing annual production capacity by over 400,000 tonnes. Soon after, a second

kiln project followed which was at the time the largest single construction project ever undertaken by Cement Ltd. Commissioned in 1977, Kiln 2 added over one million tonnes of capacity.

By now Cement Ltd and Roadstone Ltd had merged to form Cement Roadstone Holdings Ltd, subsequently renamed CRH plc, which has grown to become one of the world's largest building material companies

In December 1978 the name of the company was changed from Cement Ltd to Irish Cement Ltd to reflect the long history of indigenous cement manufacture at Drogheda and Limerick and, more appropriately, to brand the company and its products as being 100% Irish.

Following the highly-successful introduction of the new dry process kilns at Platin during the 1970s, the company commenced a major modernisation project at Limerick Works which culminated in the commissioning of a new Kiln 6 dry process line in 1983.

Overseas initiatives

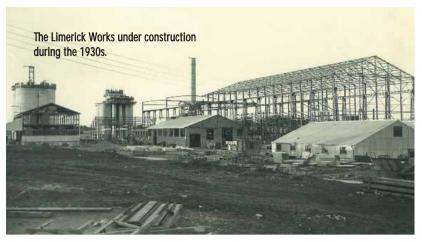
In response to the recession of the 1980s, Irish Cement established Irish Cement Consultancy Services to market the considerable engineering skills in the areas of cement process technology, cement plant operations and cement plant construction, built up over many decades, with a view to maintaining these skills within the company.

As a result of this initiative, during the 1980s engineers from Irish Cement undertook significant projects across five continents, particularly in Africa. In addition, export opportunities in the UK were identified and new markets were developed promoting the use of concrete, particularly in the agriculture sector.

Recent capacity developments

The recessionary years of the 1980s gave way to renewed growth during the 1990s and early 2000s. The company responded to the increased demand by planning and implementing a number of major projects to enhance capacity at Limerick and Platin.

Kiln control systems and quality control and monitoring systems were enhanced to



ensure quality was maintained at higher throughputs. In addition, new cooling technology was installed on the Platin Kiln 2 production line in 1998.

To meet market demand, a decision was made to increase capacity once more. A new state-of-the-art energy efficient Kiln line with modern milling technology and a production capacity of 1.4 million tonnes was successfully completed in late 2008.



Eco credentials and sustainability

A major product development programme was launched in the early 2000s to establish the most sustainable eco-efficient low-carbon product portfolio for the future. CEM II Portland – limestone cement, produced by inter grinding un-burnt naturally-occurring limestone with clinker – was identified as the sustainable flagship product for the future and was introduced to the market in 2007. It quickly became

the main cement used throughout Ireland.

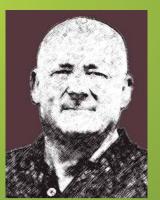
In recent years, Irish Cement has made further developments in sustainable cement production, such as the substitution of fossil fuels with alternative waste-derived fuels in Platin Works. This development not only enhances the company's strategy of producing sustainable low-carbon cements, but also makes a significant contribution to national waste management by diverting waste from landfill.

Throughout the history of Irish Cement there have been periods of growth and periods of recession. Through all of these years Irish Cement Ltd has made a notable contribution to the local communities in which it operates, giving much-needed employment in the North East and South West of the country.

In every corner of Ireland the sustainable development of the built environment – houses, schools, hospitals, farms, roads, commercial and industrial buildings and infrastructure of all kinds – has been made possible through concrete made with the company's products over this period.

The future

Irish Cement Ltd is the leading producer of cement in Ireland. It has modern energy-efficient plants, a new eco-efficient product portfolio, and renowned technical excellence, in both cement manufacturing technology and cement and concrete technology in use. This long-term investment and commitment to technical excellence ensures that the company is well positioned to continue making a major contribution to the sustainable development of Ireland well into the future.



OTHER

John **Byrne**

John Byrne, Director, Expert Hardware, Raheny in Dublin is something of an enigma ... he is a committed classic car enthusiast but is not in any way overbearing about it. When he talks about classic cars your eyes don't glaze over after ten minutes, quite the opposite in fact. You are enthralled and excited.

ohn is very much the nerd in terms of the authenticity of the car, the integrity of the original components, and the quality of the workmanship and finish. In fact, he likes nothing better than stripping a car down to the bare essentials and re-building it.

But this process is more a labour of love than a mechanical project. He does virtually

everything himself, apart from the final paint job. He attends to every detail in the process meticulously, taking years over some restorations because he goes to such lengths to find the right part.

However, when John talks of the provenance of a car what equally excites him is the ownership history, the enjoyment derived from its usage, and the spirit that driving it evoked for the owner(s). It is also important that he too feels the spirit and

This is perhaps best exemplified by the undoubted star of his current collection ... a 1968 280SE Coupé Mercedes. This is an exceptional specimen that took 11 years and a vast amount of work - to get back to its original glory.

A bonus for John is that it was purchased new in Ireland, and only had one other owner. It cost a staggering IR£6800 back in 1968 and, while worth a considerable amount of money today, it is not how John evaluates its importance to him.

The RS 16000 Escort he is currently working on is another unique car. Only 1300 were ever made worldwide as it was a special edition intended primarily as a rallying sports car, not a family vehicle. Nonetheless, this too was bought new in Ireland which was very unusual for the time.

John has been buying, restoring and enjoying driving classic cars for decades. Some he holds on to, others he sells, provided he thinks the car is going to a likeminded enthusiast. Over the years he has bought and restored many vehicles, at one time having 15 classic cars on the go.

Today he has a much smaller collection, and admits that he finds the physical work involved in the restoration process more and more tiring as the years roll on. You get the impression that while he will continue to indulge his passion, it will be more behind the wheel of his beloved 280SEL rather than under it!





How to increase store footfall

The core fundamentals of retailing are the same the world over so this month we highlight some ideas aired in the official journal of the North American Retail Hardware Association, Hardware Retailing in the US.



Special events for kids

Even with an unseasonably cold start to spring, the "Kids Pansy Day" event at True Value Hardware in Ohio got everyone feeling a little warmer. Each year, on the day before Easter, local kids are invited to the store's various locations to paint flowerpots and plant flowers.

Employees and volunteers supervise painting and dry the pots with blow dryers. Once the paint is dry, the kids add potting soil and their choice of a flower. Besides being a fun project, the event brings customers into the store. Parents with older children browse the store while their children are working in the garden centre. The event also helps the store increase exposure with the younger generations who are, afterall the customers of the future.





Say 'I do' to wedding registries

Most wedding lists include bed sheets, towels and kitchen appliances, but there is also a market for lists in hardware stores, because many newly-weds may have recently moved into, bought or are planning to buy, a new home.

The Sunset Ridge Home & Hardware, located in San Antonio, has offered a gift "registry" (we say "list") for 18 years, and the employees say it's a great way to increase sales and traffic.

Sunset Ridge goes the extra mile by offering delivery of gifts purchased for wedding showers, which saves customers the time and trouble of having to pick up or wrap the gifts themselves.

Brands still matter

While anecdotal evidence might suggest the emotional connection between consumers and product brands isn't as strong today as it once was, the evidence of a survey conducted by Hardware Retailing in the US indicates that brand loyalty isn't fading at all, especially in the home improvement industry.



In fact, the results suggest today's consumers have strong affinities toward home improvement product brands, and this relationship appears to be on solid footing for years to come as the research shows that younger consumers are the most brand loyal of all age groups.



Worried about **Big Brother** watching you? ... forget it. Today it is all about the nanny state ... we've effectively entered the era of Big Mother or, as it is more commonly known, that of the iMom!

Forget Big Brother ... we've now entered the era of Big Mother!





HAPIfork keeps track of how often you put the HAPIfork in your mouth, and pays attention to the intervals between each one of these "fork servings".

anything you can graph from working out, to sleep patterns, washing routines, eating habits, etc - and actually fines you each time you fail.

Billed as "intelligent cutlery," the **HAPIfork** keeps track of how often you put the HAPIfork in your mouth, and pays attention to the intervals between each one of these "fork servings." If the HAPIfork is unhappy with how quickly you're eating, it buzzes and lights up to remind you to stop eating like the proverbial pig.

Moreover, it uploads data from each of your meals to a mobile HAPIfork app so you can see exactly when you first put something in your mouth, your "fork servings" per minute and per meal, and the precise amount of time that you spent between each "fork serving."

You can keep this data private or share it with everyone you know, including images and commentary on each meal. You can even add a picture for every "fork serving," and use it like a flip-book.

Meanwhile Jawbone's Up bracelet is a wristband and app that tracks how you sleep, move

Dedicate a small section of your store to iMom devices. If nothing else it will become a focal point, raise a smile or two, and may even generate sales.

linked Fitbit One – a pedometer that measures how many steps you take daily and how many calories you burn - to an Internet-connected switch on his refrigerator that can shut it down if he doesn't exercise.

a decade ago with athletes looking to map better performance, and with a niche of "quantified self" enthusiasts who like running numbers on their own lives.

That said, analog moms still have their uses. A keen IMom developer in Greece is now working on the perfect form of tech-driven motivation - should he fail to reach his daily goal of 10,000 steps, the software will automatically notify his real-world mother!

The forgoing may indeed be mad but it does reflect the world we live in. So, why not embrace it? Dedicate a small section of your store to iMom devices. If nothing else it will become a focal point, raise a smile or two, and may even generate sales.



Jawbone Up bracelet collects your activity and syncs it with your 'phone.

and eat, and delivers pep talks from "goal-oriented" people you can share the data with online. It even has an "idle alert" if you are inactive for 15 minutes.

Or how about the **Beam** toothbrush that wirelessly tells a phone app how often and how long you brush your teeth, marking calendar days with missed brushings in red and awarding prizes and praise for meeting brushing goals.

Tech enthusiasts are adding their own variations to iMom devices. For instance, one sad soul has

The demand for tech gadgets that track human activity with accelerometers, heart-rate sensors and GPS chips caught on in the US about



The Beam toothbrush that wirelessly tells a phone app how often and how long you brush your teeth.

HAI President Paddy Kelly's Prize

The Heritage Golf Club Sponsor: Crown Paints

MEN

Overall Winner:

Vincent Hyland, 36 points, (H13)

Second Place

Liam Barrett, 34 points, (H12)

Third Place

Michael O'Donoghue, 32 points, (H26)

Class 1

Winner:

John Phelan, 30 points, (H9)

Second Place

Tim Lodge, 30 points, (H13), (back nine)

Third Place

Martin Rowe, 30 points, (H8), (back nine)

Class 2

Winner:

Paddy Kelly, 31 points, (H16)

Second Place

Eddie Kelly, 29 points, (H14)

Third Place

Tom O'Connell, 28 points, (H14)

Class 3

Winner:

Liam Gamble, 31 points, (H20)

Second Place

Dan Lynch, 30 points, (H19)

Third Place

Paddy O'Leary, 28 points, (H22), (back nine)

Front nine

Padraig Timlin, 19 points

Back nine

Tom O'Connell, 18 points

LADIES

Overall Winner:

Kathleen Lynch, 31 points, (H16)

Second Place

Mary Grennan, 25 points, (H15)

Third Place

Joan Wallace, 24 points, (H17), (back nine)

Fourth Place

Josephine Glennon, 24 points, (H21)

VISITORS

A Flynn, 32 points L Doherty, 31 points



75th anniversary trip

The Hardware Golf Society has organised a celebratory HAI 75th anniversary golf trip to Portugal from 1 to 8 October 2013.

Contact: Paul Curran, Killester Travel. Tel: 01 - 833 6935.



Liam Barrett receiving 2nd prize from sponsor Padraic Timlin, Crown Paints.



HAI President Paddy Kelly presenting the ladies winner's prize to Kathleen Lynch, with Padraic Timlin, Crown Paints, sponsor.



Winner Class 1, John Phelan receiving his prize from Padraic Timlin, Crown Paints.

Denis Burke Prize

Mount Wolseley Golf Club Sponsor: Bostik

MEN

Overall Winner:

Brian Murphy, 38 points, (H14)

Second Place

John Phelan, 36 points, (H10), (back nine)

Third Place

Tom O'Connell, 36 points, (H14)

Class 1

Winner:

Martin Rowe, 32 points, (H8)

Second Place

Tim Lodge, 32 points, (H13)

Third Place

Joseph Wallace, 29 points, (H12), (back nine)

Class 2

Winner:

Michael Goggin, 30 points, (H16)

Second Place

Tadg O'Connor, 29 points, (H17)

Third Place

Paddy Kelly, 24 points, (H16), (back nine)

Class 3

Winner:

David Bolger, 33 points, (H20)

Second Place

Martin Hennessy, 30 points, (H20)

Third Place

Paddy O'Leary, 29 points, (H22)

Front nine

Noel Conroy, 17 points

Back nine

Joseph Wallace, 15 points

LADIES

Overall Winner:

Barbara O'Connell, 30 points, (H21)

Second Place

Brid Gunn, 29 points, (H26), (back six)

Third Place

Chris O'Connor, 29 points, (H22)

VISITORS

Michael Walshe, 34 points Conor Barry, 30 points



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