

July/August 2019

THE HARDWARE JOURNAL

The Official Magazine of Hardware Association Ireland



DIY EVOLUTION

Minister for Finance addresses DIY Summit in Dublin

www.thehardwarejournal.ie

HA
HARDWARE
ASSOCIATION
IRELAND

AkzoNobel

Left Wall: **Pure Haze**
Back Wall: **Mid Haze**
Wooden Unit: **Subtle Haze**
Door: **Urban White**

SIGNATURE COLLECTION

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A message from the Editor

Whether it's the practice of putting the Child of Prague statue out in the hedge or burying it in the garden as a solicitation for good weather, or following the St Swithin's Day (15th July) rhyme - "if thou dost rain for forty days it will remain St Swithins Day, if thou be fair for forty days twill remain nae mair" - to predict the summer forecast, either would suffice if we as an industry could catch a break with the weather!

If you are selling Garden products, Paint or just hoping that consumers will tackle some DIY project any divine or other intercession would be most helpful.

In the meantime, welcome to our July / August issue of *The Hardware Journal*, our 40th Issue, packed full of the usual array of information, advice, inspiration and news.

There is a call to action for participation by Retailers and Merchants in our National Business Index on page 6. We are almost at 200 branches; with a push we could get well beyond and make it an even more valuable benchmarking tool for your business. All data supplied is kept confidentially by our partners at Behaviours and Attitudes and participation is quick and easy, so make that call today!

Hardware Association Ireland have been embarking on a series of regional meetings providing members with an opportunity to meet, exchange views and provide us with valuable information that we can use to provide you, the member, with relevant services and support in the future. Details are on Page 8 and keep an eye out for a meeting in your area very soon.

Our regular store profile in this issue features the Kerry Agribusiness Store in Ballyduff, Co Kerry. Set in the heart of Ballyduff Village, the Rattoo store relaunched this March following a six-month refurbishment. The north Kerry village has been home to the store's dairy and tillage business since its origins as Rattoo Creamery over 50 years ago.

The Supplier Profile looks at MEDITE SMARTPLY, the innovative manufacturer of sustainable timber panels, environmentally produced in Ireland. Originally two companies, both were eventually united by Coillte and are located in Clonmel and Waterford respectively. They outline the reasons behind their achievements to date including an ability to adapt to changing market needs and recognising the immense value of a dedicated

local workforce.

We have an analysis of the GoodHome brand following its official launch by Kingfisher and a look around their first 'GoodHome by B&Q' new concept store, which opened in the UK at the end of May. Steve Collinge from the Insight Retail Group takes us on a whistle stop tour of the outlet which is aimed at "providing a simpler way of helping home improvers, their helpers and professionals, with projects either large or small". As well as new format stores, the GoodHome brand will begin to appear across multiple product categories in B&Q including paint, bathrooms and shortly kitchens.

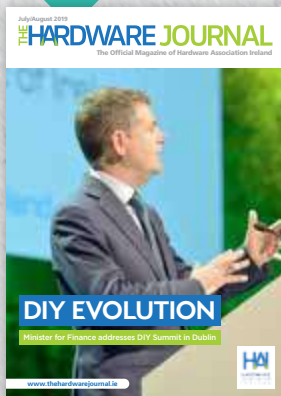
The Global DIY Summit made its way to the Dublin Convention Centre in June and we have the first of three articles from Aoife Kinsella summarising the key insights from the congress. There were over 1000 delegates including Home Improvement industry retailers and suppliers from over 55 countries for two days of innovation and inspiration on how the home improvement industry can (and needs to) adapt to survive in today's world of digital disruption.

In our business support articles, you can choose from Tax reliefs on the sale of a business, how 'Customer Experience' in store is critical and part two of our series on Stocktaking.

The recently published Climate Action Plan promising to retrofit 500,000 homes is a good introduction to our Commercial Features on Plasterboard & Insulation and Heating & Plumbing respectively. Products that have been the mainstay of our Builders Merchants business are now getting the public airing they deserve! We also cover the ever-innovative Business Systems which keep us all up to date with our financials and key management data.

Your comments and feedback are important to us, so get in touch and let us know how we are doing!

Jim Copeland
Head Of Member Relations



FRONT COVER:
DIY Evolution. Minister for Finance addresses DIY Summit in Dublin.



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MEASURE YOUR BUSINESS PERFORMANCE WITH THE HAI BUSINESS INDEX

HAI's quarterly Business Index allows participating hardware retailers and builders merchants to measure their own performance by comparing their sales turnover (net of VAT) with other retailers and merchants in their region, and nationally. It also provides a breakdown of trade by urban/rural divide and by size of company.

The index has established itself as an excellent tool to measure your business against regional and national performance as well as urban and rural trends.

How Does it Work?

Prepared each quarter, the Business Index captures net sales revenue from participating member retailers and merchants. For new participants, benchmarking is conducted only once on net sales for each month in the previous trading year, this includes employee numbers, location, urban vs rural trading (what type of area your business operates in) and net sales figures by month.

The identity of all participants is strictly confidential with the results only being provided to HAI in a summary, anonymised form. To ensure absolute confidentiality HAI appointed the well respected and long-established research company, Behaviour & Attitudes (B&A) to undertake this research on a quarterly basis. B&A collate all the information received by individual retailers and merchants to ascertain the average business levels from regional to national. All information provided to B&A will be coded to ensure that the source is completely anonymous.

Why Participate?

The more retailers and merchants involved in contributing to the index, the more robust the data.

As a participating retailer or builders merchant you will receive a detailed breakdown of the results including sales increase/decrease by quarter, month-on-month and year-on-year; further broken down by region, area, number of staff and number of branches.

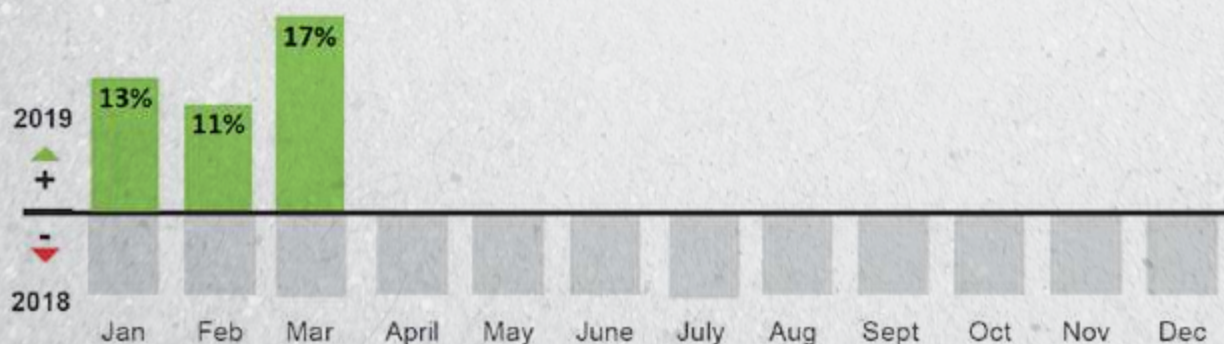
If you would like to participate in the next Business Index contact Jim Copeland on jim@hardwareassociation.ie or call **01 2980969**.

Testimonial

"We at Topline Rogers are finding Hardware Association Ireland's business index a great help to our business. We are finding it great being able to compare our business performance against people in our region with a similar size business, it's a great help. It helps us plan and project for where our business is going. It's very timely for our industry, pity it didn't happen years ago!

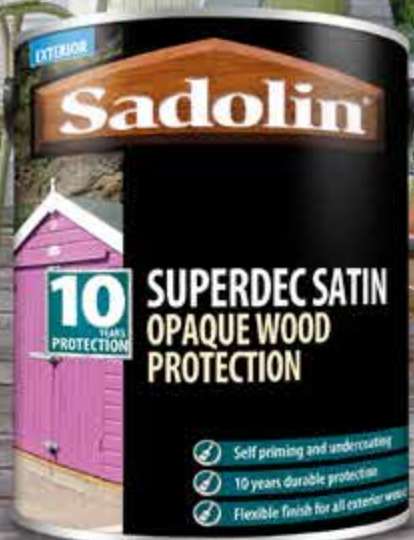
Padraic Rogers – Owner Topline Rogers, Ballymote, Co. Sligo

Monthly Business Index: % change in revenue from 2018 - 2019



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HAI Regional Meetings

Hardware Association Ireland (HAI) is currently hosting a series of regional meetings across the country to garner information from all members, gain feedback from lapsed members and provide insight to non-members as to what are the advantages of Hardware Association Ireland membership.

Following the initial meeting in 2018 in Mallow, HAI have conducted a further two meetings so far in 2019 in Kilkenny and Galway, both kindly sponsored by Knauf Insulation, with others scheduled for later in the year.

The aim of these meetings is to give members a platform to express challenges, identify opportunities and priorities and provide insights into how your Association is performing. Naturally there will also be an opportunity for attendees to network with the HAI board and other members.

The Format is usually:

- 6.00pm: Dinner
- 7pm: Address from HAI Board
- 7.10pm: Discussion
- 8.10pm: Session on a specific topic
- Between 8.30pm and 9pm: Close

Attendees:

These **free** events are open to all members in all areas throughout the country but we expect them to be focussed on the natural catchment areas for the location.

The meetings are held as a relaxed, open forum, and attendees are invited to contribute to the discussions.

The agenda is set by the members and if there are topics that are of immediate concern please contact the office at **info@hardwareassociation.ie** or call **01 2980969**.

Topics covered so far include:

- HR and Discipline issues and best practice in security
- Jobs within the sector
- Introduction of Screwfix into the Irish Market
- Challenges of launching an online shop
- Retailers Against Smuggling – support for Sales of Illicit Goods Act
- Stocktaking - The recent Stocktaking series of Articles in The Hardware Journal came directly as a result of an issue raised at a recent regional meeting, so contributions are very welcome!

Testimonials

"I've attended two regional meetings in the past 12 months and definitely feel it was worthwhile. We get a chance to discuss shared issues and concerns which are relevant to all our businesses plus it's a great chance to hear of different approaches to various topics by other members."

Joe Connolly - Stakelums Home & Hardware

"I found the meeting to be very informative, it was a great way to see what is happening in the marketplace. Also, it was a good opportunity to network with like-minded people."

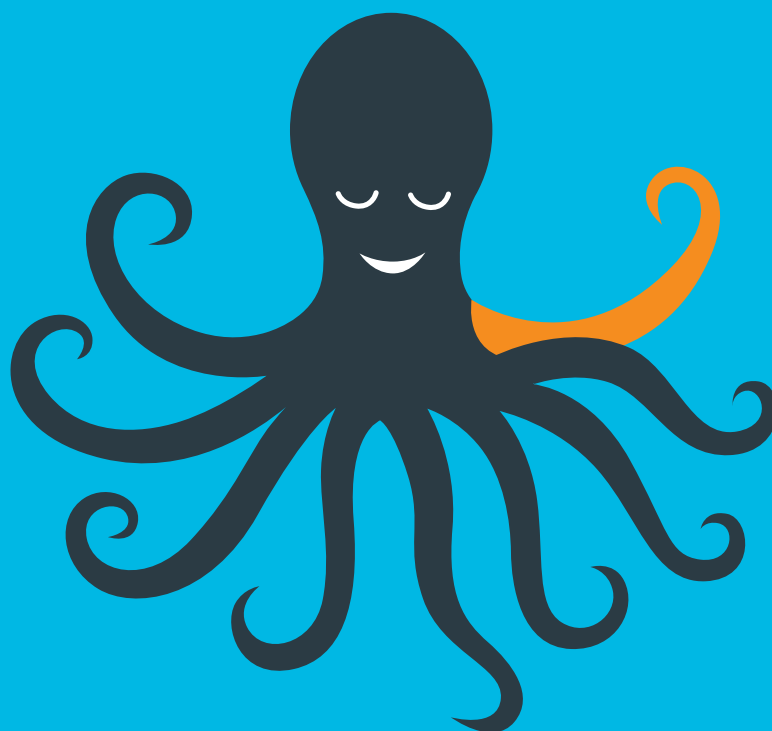
Nicholas O'Connor - Nioclás P. Ó Conchubhair Teo, Homevalue

"As we at Portwest are a business that is constantly trying to evolve and better understand the needs of our customers, I was delighted to attend the regional meeting of Hardware Association Ireland in Galway last February. It was my first time attending such a meeting and I definitely hope to do so again in the future. It was great hearing about the issues facing our customers first hand and the various happenings within the industry. We strive always to be industry leaders and as such, feel our participation in and contribution to such events is essential."

Anne McNicholas – Sales and Marketing Manager, Portwest

Hardware Association Ireland President Sean Moran explains "Meeting with members on a regular basis and especially regionally is vitally important for HAI. We are always acutely aware that our medium and long term strategy and our member services are formed by regular feedback and contact with our members. I would encourage members to make every effort to attend these regional meetings when in your area and use the opportunity to make your Association even stronger."

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COLOURFUL INTERIOR DESIGN COULDN'T BE MADE EASIER

The Signature Collection by Dulux have unveiled a colour curation in a collaboration with interior designer Denise O'Connor. The collection brings together years of professional colour expertise and design know-how in an easy to navigate colour card, which puts the colour tools in your customers hand to easily work a look for a room. Try the trio philosophy ... Signature's harmonising neutrals come in families of easy to pick from trios, each sibling relating to the other, allowing your customer to work a trio twist throughout a room, or from room to room. Bring a space together by working say a darker hue from one family such as Pure Haze on one wall, and then a lighter Subtle, or Mid Haze on corresponding walls – the varying shades result in a curated look.

Coordinate woodwork by using the same colour for windows and door, tying your customers look together with sister tones from the same trio. According to Denise O'Connor, "Equally these trios work well from room to room to create flow and connectivity throughout a home. Specifically designed for Irish light, the beauty is each tone comes in a whole range of different finishes, so a customer can opt for different gradients of a colour on woodwork and skirtings, giving your home fluidity."

For a contemporary yet moody effect, a customer can opt for Signature's dark neutrals including Denise's favourite Fine Line along with accent colour Green Eggs & Ham. Deceptive in its name, white can easily

fool the eye, so Denise has simplified white by featuring three classics. Namely, a contemporary white, Urban White features cool undertones, while Easel White is a warm white with naturally warm undertones, ideal for use alongside a warm neutral. The versatile Signature White serves as a classically diverse white which clearly sits between the two.

A customer simply picks a colour then a finish whether it be for walls, doors or windows. Those looking for a particular hardwearing long lasting finish should opt for Diamond Matt or Diamond Eggshell finishes for their longevity.



DICKIES JACKET AT THE MET BALL

"Since Dickies was first established nearly 100 years ago, the single biggest influence on the workwear market has been the shifting demands of the tradespeople who rely on their clothing and footwear. As well as being hard-wearing and practical, today's tradespeople also want workwear that helps them cultivate a professional, yet fashionable image" says James Whitaker, Marketing Director, Dickies Workwear.

While their brand remains synonymous with performance, comfort and durability, they've recognised a growing demand for workwear with a more contemporary styling and, as such, their modern clothing and footwear designs could easily be mistaken for fashionable casual wear.

In fact, since gaining cult fashion status among American youth in the early '90s, the Dickies brand has become well recognised beyond the professional tradesmen and workers it typically serves, with the "Eisenhower Jacket" being worn by Kanye West at this year's Met Gala, the latest high profile example of this. Recent launches include the new Hard Working Since 1922 range, which is aimed at younger, trend-driven tradespeople, who don't just want to be fashionable at the weekend. The collection includes t-shirts and beanies – plus a puffer jacket, fleece and sweatshirt – and features design details and colours influenced by their branding from previous decades. Each item works well as a leisurewear option.

James Whittaker also states that "The cross-over between workwear and casual wear presents a big opportunity for retailers. Given the personal nature of the decision-making



process when buying workwear, tradespeople are likely to invest more time – and money – when choosing what to wear than they would on building materials, for example."

With this in mind clothing and footwear products are often a good chance to increase profit margins if merchants get it right, which means offering a selection that includes smart, fashion-led options that don't compromise on the durability and practicality that tradespeople rely on. To maximise this, Dickies always advise retailers to manage their workwear section almost as a separate store within their stores. Essentially, displays should look no different to what customers would expect when visiting a typical clothing shop, so racks should be easy to browse and everything presented in an eye-catching, neat manner.

To find out more, visit www.dickiesworkwear.com



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SMART ADHESIVE CENTRE LAUNCHED

TJ O'Mahony's Builders Merchants & DIY flagship store in Ballymount played host to over 300 international delegates from the Global DIY Summit on Wednesday June 5th. Leading the store visit was special guest, Chairman and CEO of Bostik Worldwide, Vincent Legros who cut the ribbon on the new, state-of-the-art recently installed Bostik Smart Adhesives Centre. TJ O'Mahony's Ballymount is one of fourteen branches of the hardware retailer Home Project Centre. Sean Moran Home Project Centre Group CEO and President of Hardware Association Ireland said, "The development of the Bostik Smart Adhesives Centre is central to our ongoing commitment to meet the demands required by modern building techniques. The Bostik Smart Centre delivers a comprehensive solution together with the expertise from the highly trained team at TJ O'Mahony's."

Sean continued, "We were delighted and privileged to welcome Vincent Legros to the store and to have the Global DIY Summit delegation choose TJ O'Mahony's for their Store Tour is a great



L to R Patricia Black - Bostik, Sean Moran - President HAI and HPC Group MD, Peter Morrissey - Bostik, Dennis O Connor - HPC Group MD, Vincent Legros - Bostik, John O Connell - TJ O Mahony and Robert Massey - Bostik.



accolade and tribute to the work and ongoing innovation from the team here at TJ O'Mahony's."

Speaking at the event Peter Morrissey, Sales Director, Bostik told The Hardware Journal "We are excited with the very positive reaction the 'Bostik Smart Adhesive Centre' has generated in the store, and are delighted to be working with TJ O'Mahony to improve the shopping process and experience for all concerned. We believe in system selling by brand and feedback from the team in TJ O'Mahony is that the category installation has simplified the purchase process for customers in store".

Bostik also officially launched their mobile training vehicle - 'Smart training on the move'. The fully integrated mobile training unit has been specifically developed to support counter staff with product knowledge and relevant information on the Bostik range.

BLOOMING SUCCESS

Bloom in the Park is Ireland's largest garden festival and this year celebrated its 13th anniversary. Over five days an area of the Phoenix Park is transformed into a gardener's paradise with a band of artisan food producers on hand to help fuel their imagination.

The show gardens were the main attraction covering a diverse range of plants, design and construction materials, however there were plenty of individual companies promoting their products and services.

Standing out from the crowd was the Whiteriver Composite Decking display and as you can see from this picture it was the perfect setting for Bloom's resident Barbershop Quartet. Whiteriver Sales Director, Iain Wogan says that "Bloom gives us the perfect opportunity to promote our brand, support our customer network and engage directly with consumers. As well as showcasing our Portland and Ultrashield decks,



we took the opportunity to introduce our new range of Pedestals and Aluminium Joists. Introducing new products and installation solutions has been key to our success and Bloom gives us the opportunity to bring innovation straight to the end user and create demand for our stockists".

Whiteriver Group are the leading distributor of composite decking and accessories to the commercial and residential market in Ireland. Brochures and Trade Price Lists are available by contacting their Customer Services Team sales@wrg.ie / 041 6861000.

HAI MEET WITH BRITISH IRISH PARLIAMENTARY ASSEMBLY GROUP

Hardware Association Ireland were delighted to be part of the Retailers Against Smuggling (RAS) group that recently met with a group from the British Irish Parliamentary Assembly (BIPA) who were undertaking an inquiry into illicit trade on the border in light of Brexit. Four rapporteurs have been appointed by BIPA Committee A (Sovereign Matters) to undertake the reporting for the inquiry, as well as the Committee's chair (Senator Frank Feighan): Among the questions that the Parliamentary group addressed were:

1. What are the likely implications of the UK's decision to leave the EU for the illicit trade of fuel, alcohol and tobacco on the island of Ireland?
2. What more should be done to disincentivise the supply, sale and consumption of illicit goods on the island of Ireland?
3. How has illicit trade impacted on income within the supply chain?
4. Have traders noticed levels of illicit trade increasing as the UK's exit from the EU draws closer?
5. Have you noticed increases in the volume of counterfeit or smuggled goods in the market?
6. How could cross-border co-operation be improved further?
7. What specific challenges are likely to arise were the UK to leave the EU without an agreement in October 2019?
8. Were there any other new powers you would like to see implemented?

The RAS group were confident that they effectively got across their key points on cross-border solid fuel smuggling while expressing a general frustration about the lack of enforcement of current legislation and the general lack of knowledge by those in a position of power and the general public as to the consequences of cross-border smuggling. There was agreement by all attending that a national cross-agency public education campaign was required and that the Parliamentary group's final report would reflect this requirement. RAS stressed the importance of the Sale of Illicit Goods Bill currently before the Dail as well as the need for extra resources and better cross-border communication.

The Group's final report will be presented to the October Plenary session of British Irish Parliamentary Assembly, after which it will be published. The Parliamentary group had earlier held meetings with Revenue, HMRC, An Garda Síochána and PSNI.



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IRISH CEMENT 'HOW TO' VIDEOS

Irish Cement have just launched their new dedicated website www.irishcement.ie/howto. With the end user in mind, your customer or retail/trade counter colleague will find three helpful short videos on planning the job and how to mix concrete by either shovel or mixer. The site also has a handy 'concrete calculator' that lists out the materials needed for general purpose concrete projects by simply entering the measurements of the project into three boxes.

Video no. 1, deals with planning the concrete project. Taking a little time to properly plan the job will save time and help make it a success. Depending on the scale of the concrete project the video provides guidance on how best to mix the concrete: by shovel, by mixer or if you should order ready-mix concrete.

Video no. 2, demonstrates all that is needed to know about mixing concrete by hand, or more correctly using a shovel! You will get a 'rule of thumb' to help with the mix ratios, the importance of adding the right amount of water and advice on what to do if you have added too much water. Video no. 3, for slightly bigger concrete jobs, will show how to mix concrete in a tumble mixer, the correct sequence to add your ingredients and what to watch out for to make sure you get the mix right.

Irish Cement has launched these 'how to' videos and concrete calculator following feedback from customers. The videos are simple to follow and provide step by step guidance and useful tips for general purpose concrete to help your customer get started on that DIY concrete project.

PLANNING YOUR CONCRETE JOB



MIXING CONCRETE BY HAND



MIXING CONCRETE BY TUMBLE MIXER



HOMEOWNERS ENCOURAGED TO CHOOSE DOUBLE-SKINNED 'BUNDED' TANKS

As one of Ireland's most established oil tank manufacturers, Kingspan is fully behind OFTEC's Bunded campaign which has been created to advise homeowners to replace single skin oil tanks with bunded oil tanks, for superior quality and safety of double-skinned bunded tanks.

Bunded tanks differ from 'single skin' tanks due to their secondary containment tank, which is essentially 'a tank within a tank'. This means that even if the inner tank suffers a leakage, the secondary level of containment will prevent an external spillage, providing a high-level of safety.

In Ireland, oil heating is the premier fuel choice with approximately 700,000* homes fuelled by oil heating, which is why OFTEC's Bunded Campaign is so important to homeowners. David McDonagh, Ireland National Sales Manager, is encouraging people to prioritise their tank health and choose Bunded when replacing their tank. He says "We are fully in support of OFTEC's call for a warranty passport scheme to protect the end user from potential cracks or leaks from their oil storage solution. At Kingspan, we offer a ten-year guarantee on all Bunded Tanks, and we would encourage homeowners to ensure they register their warranty and remain 'tank safe'."

Kingspan's bunded tanks are double layered for double the protection and deliver extra strength to store home heating oil, reinforcing that homeowners are #BetterOffBunded.

On the 20th May, Kingspan launched a free Tank Health Check pack, which is downloadable via

www.kingspanenergymanagement.ie/tankhealthcheck.

This simple guide will provide homeowners with the

knowledge to assess the current health of their oil tank and make informed decisions if a replacement tank is necessary. Kingspan offers an extensive range of Titan Bunded oil tanks, ranging from 650 - 9000 litres to suit all spaces. All of Kingspan's oil storage products are manufactured to the very highest of standards, have a 10-year guarantee and come with a Watchman oil monitoring device as standard.

For further information on OFTEC's Bunded Campaign, please see www.OFTEC.org.uk

*OFTEC Technical evaluation of the oil tank market in Ireland Report, December 2018



Pat Freeman, Managing Director, Kingspan Water & Energy Ltd; David McDonagh, Ireland National Sales Manager, Kingspan Water & Energy Ltd and David Blevings, OFTEC Ireland Manager.



PRIMER AND PAINT IN ONE

Fleetwood Paints Metalshield is a primer and paint in one. This quick drying alkyd acrylic paint for metal can be applied to both galvanised metal and rust, offering anticorrosive protection for up to five years.

Formulated specially for interior and exterior metal surfaces such as iron pipes, railings and gates, your customer can be sure that the garden and all that goes with it will look in pristine condition all year round. This new formula has a greater thickness helping to ensure that the user applies the right amount of paint and the extra op-time provides a wet-edge that allows longer working time. The finishes available are hammered, which is a smooth gloss incorporating a hammered pattern, a mid sheen satin finish, a modern flat finish and a high gloss finish.

As well as having a readymix colour range with popular shades, there are over 30,000 colours available (all BS and RAL) for tinting, and available in a one litre gloss finish.

Fleetwood Metalshield is ideal for residential and commercial garden furniture and suitable for industrial metal projects. This product can be applied to high heat surfaces up to 90 degrees Celsius, Fleetwood Metalshield creates the ultimate barrier against water and moisture, extending the lifecycle of a wide range of metal surfaces. The quick drying nature of this product will allow your customer to finish the job in one day with a two hour touch drying time, the second coat can be applied after four hours. This product revamp will allow DIY enthusiasts and up-cyclers to create beautiful interior and exterior projects and bring their metal furniture back to life.



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SAINT-GOBAIN BUILD BETTER ROADSHOW

Kieran Holohan, Marketing Director of Saint-Gobain Ireland, has announced that the Saint-Gobain Build Better Roadshow will travel to Waterford and Limerick in October and November. This announcement follows the success of the first three Build Better Roadshows which took place in Belfast on 3rd April, Cork on 14th May and Galway 25th June.

The Saint-Gobain Build Better Roadshow is travelling around the country to help meet the demand in construction upskilling. Each Build Better Roadshow will provide local construction professionals the opportunity to undergo the vital upskilling needed to meet the requirements of today's sustainable building agenda, earn CPD points on Fire Safety Compliance and Sustainable Housing, and learn about new Saint-Gobain products coming to market.

Each Saint-Gobain Build Better Roadshow will be divided into a morning and afternoon seminar, featuring a host of expert guest speakers. The seminars will help bring architects, engineers and builders up to speed on a variety of current subject matters, from the most recent changes to Fire Regulations Part B to upcoming energy regulations such as nZEB. The seminars will also cover a variety of site performance issues such as airtightness detailing and best practice for acoustic performance. Attendees will also be given the opportunity to view an official products launch and get a first look at a whole range of new Gyproc and ISOVER products. The new products come from the Acoustic Ceilings, OneCoat plaster, and InLiner Board ranges. These free seminars are suitable for all construction professionals working in the residential and commercial sector.

Saint-Gobain has demonstrated its commitment to addressing



Key speakers, Garrett Quinn, Engineer at GP Developments, Mark Chesney, Installations and Service Manager, Beam Vacuum & Ventilation, Jason Horrex, Training Manager of Technical Academy, Paul McAlister, Director at Paul McAlister Architects, at Saint-Gobain Technical Academy's first Better Build Roadshow seminar at the Titanic Hotel Belfast.

the rising skills shortage in the construction industry through its Technical Academy which offers free, day-long upskilling programs for design professionals and tradespersons working within the construction sector. Since its launch in 2010, the Saint-Gobain Technical Academy has trained and upskilled over 10,000+ industry professionals free of charge.

For more details on the Better Build Roadshow and the Saint-Gobain Technical Academy see: <http://www.saint-gobain.ie/technicalacademy>

GLENNON BROTHERS TALK TIMBER

Glennon Brothers Timber Processors represented Forestry Industries Ireland (FII) in Charleville recently at a Talking Timber event, organised by Teagasc and the Department of Agriculture, Food and the Marine. The event which was attended by 150 forestry owners and forest industry representatives, encouraged forest owners to ask questions about thinning and clearfelling to maximise their return. Forest owners had the opportunity to meet with timber buyers, harvesting contractors and foresters, which included an outdoor demonstration provided by Glennon Brothers, where attendees could view log samples, end use products, and discuss the quality of timber required by Irish sawmills. Commenting on the event, Gerry Dolan, who has worked in forestry with Glennon Brothers for almost 40 years, said; "We were very pleased to be asked to give a demonstration to the forest owners and even happier to provide helpful advice. On the supply side, it's vital that we build trusted relationships with forest owners as a harvest cycle can take up to 25 or 30 years. Managing and maintaining a healthy crop during this cycle is essential to maximise returns."

The Glennon Brothers demonstration was followed by short conference-style presentations from Teagasc, the Department



Picture from left to right: Gerry Dolan – Glennon Brothers and Minister of State for Food, Forestry and Horticulture, Andrew Doyle TD.

of Agriculture, a tax expert and a forest owner on their perspective, advice and experience of what is involved in harvesting conifers successfully.

If you require further forestry information, contact Gerry Dolan **086 2551086**.

“WIN MORE WIN MORE” STRATEGY AT ALLIED MERCHANTS BUYING ASSOCIATION

Formed in October 2011 at the most challenging time in the industry, Allied Merchants Buying Association has grown to a purchase turnover in excess of €180m comprising of 20 members with 118 outlets in Ireland and Northern Ireland, delegates were told at the first of two Building Materials & Timber conferences hosted by Allied Merchants Buying Association.

The conference, held over two days, included an Allied Merchants presentation, workshop from guest speaker John Dabrowski, two panel discussions consisting of suppliers and members, supplier presentations and networking.

Keith Giblin CEO of AMBA, gave a detailed presentation of Allied Merchants Buying Association's history, vision and strategy outlining AMBA's growth from Purchase Turnover of €22m in 2012 to €180m, but importantly preserving their low cost (0.26% of Purchase Turnover) and compliance of members increasing to 91% in support of Approved Suppliers.

Speaking about the event Keith explained “It is critically important we create a greater understanding between our members and our suppliers to establish our “Win More Win More” approach that benefits our members and suppliers. The objective of this event is to create an opportunity for some of our key strategic suppliers to engage directly with Business Owners, Directors, Decision Makers and Influencers in all our members businesses. The most important element of our future will be our relationship with our suppliers. We are established by the members for the members and operate with the cooperation and support of our supplier partners. We want to sell more of our supplier's product through our branches and we need to work together to do so. A successful sale for our member is a successful sale for our supplier. We are all part of the supply chain that must end with a customer having a good experience that will increase the likelihood of them staying loyal and endorsing that brand. The marketplace is changing faster than ever and it will be critically important we understand and support each other better so we can satisfy our customer.



Dennis O'Connor, Managing Director of HPC and Chairman of Allied Merchants Buying Association said “We want to show our commitment to supplier partners that we are a group that demonstrate greater growth with suppliers through stronger commitment. We want to work with our suppliers to build stronger relationships to buy better and sell more of their products and brands. We must migrate from short term tactical thinking to long term strategic thinking but continue to increase the volume of business we do with our partnered suppliers as shown in the past, in return for providing the best brands and terms to our members. Our commercial belief is that we enable members and suppliers achieve incomparable results by utilising the support of our members and quality of their stores. We provide a fresh approach to the benefits of combined purchasing, through our simple structure, responsive attitude and ability to leverage national opportunities.”

Allied Merchants Buying Association's membership grew to 20 members in 2019 with the addition of Kerry Agribusiness as their newest member giving them a combined purchase turnover in excess of €200m.

SIKA FOREVER WHITE

Everyone knows the age old saying, ‘prevention is better than the cure’ and this couldn't be more true when it comes to mould growth in areas with high humidity; something which has been a problem for households nationwide for years. High levels of moisture can cause unsightly mould, mildew and bacterial growth on walls, ceilings and sealed areas around bathtubs, sinks and shower trays. Being called back to a recently installed bathroom to find blackened sealant and grout is a huge inconvenience, so using the right products for the job, from the start, is essential. Developed specifically for use in bathrooms, kitchens and wetroom areas, Forever White sealant contains Mould Shield; a high quality, antimicrobial additive which has been rigorously tested in accredited laboratories to show no mould growth to the sealant after 10 years (simulated aging).

Forever White can be used to provide a permanently waterproof seal around baths, sinks and shower trays, as well as interior windows and door frames. When applying the sealant it is vital that it is tooled down correctly to achieve the perfect finish which



will last for years to come. Simply wet a gloved finger or tool such as the Smooth Out Tool with clean soapy water, and smooth out the sealant to a neat finish. Ensure saliva is not used to wet the surface as this can cause micro-organisms to enter the sealant and lead to mould growth.

Simply starting a job using the correct products can save time and money, two things which are invaluable to every trade.

For further information on Forever White or any product from the Sika Everbuild range, please contact us on **+353 (0) 1 862 0709** or visit **www.sika.ie/distribution**

GLANBIA NEWS AND UPDATES

Glanbia CountryLife takes gold in Irish Loyalty Awards 2019

Glanbia CountryLife's Loyalty Scheme has come out on top in the prestigious Irish Loyalty Awards 2019, winning the award for 'Best Customer Experience'. CountryLife (www.countrylife.ie) were finalists in the 'Best Retail (non-food) Loyalty Programme of the Year' category as well as the 'Best Customer Experience' section.

For the Best Customer Experience award, Glanbia CountryLife faced stiff competition from Three Ireland, The GAA, Game Stop and The Arboretum. Speaking after the awards ceremony in Dublin, CountryLife's Marketing Manager, James Byrne, said: "This award goes to the entire Glanbia CountryLife team in our network of 14 award-winning garden centres. The entire team works tirelessly every single day to meet the evolving needs of our loyal customers and to reward them for putting their trust and faith in us."



Two campaigns for Breast Cancer Ireland

Glanbia CountryLife and Glanbia Agribusiness are running two separate campaigns to raise awareness of and raise money for Breast Cancer Research. Glanbia CountryLife has launched its first ever Plant Pink campaign in all 14 of its award-winning garden centres across Leinster and Munster. It wants everyone to buy a special Pink Dianthus, to become more breast cancer aware and to support the fundraising drive.

CountryLife will donate €2 to Breast Cancer Ireland for every special Pink Dianthus sold. Members of the public can also support the initiative by logging on to the store's website, www.countrylife.ie. Glanbia Agribusiness has teamed up with Breast Cancer Ireland for the fifth year in a row to raise vital funds to support the charity's pioneering research and awareness programmes around the country.

Through #PinkBales 2019, farmers are encouraged to share photos and videos of their pink bales on social media, using the hashtag #PinkBales. They are also urged to embrace the 'BaleWatch' drive by placing some of their pink-wrapped silage bales in visible locations on the farm to help raise awareness of breast cancer amongst those passing by.



NEW JOBS IN BASTA AFTER SIX-MONTH GROWTH

Basta, the Irish high-quality lock specialist, now employs 16 professionals. This follows the purchase of the Basta locks and ironmongery brand out of examinership.

Managing Director, David Farrell said that, "In the past six months, the company had come a long way towards becoming the leading supplier of locks and accessories again. Our investment in the product range and our team of professionals has resulted in a strong performance in the past six months. This growth has come from the hardware and DIY sector. With our warehouse and distribution function now in Dublin, we have a better delivery service and overnight deliveries are the norm for our customers. There is growth in the construction sector and we have benefitted from this, despite increased competition in the lock market. We are matching the loyalty to

the 60-year-old brand with the quality and value for money," he explained.

Internal Basta research and feedback from merchants found that Basta retail customers were delighted with the work done by the new owners including the certainty of the service over the past six months. These have been 'a key' to driving sales throughout the country.

Basta say that Hardware and DIY customers now have improved margins on the range of products, modern packaging and point of sale material, as well as new product designs that meet the demands of modern householders.

Basta's product designs and commitment to designing and refining their locks continue to attract new customers and maintain the support of current clients in the hardware and DIY sectors in Ireland and the United Kingdom.

"When you buy a Basta lock, it is the original design and will not be available under any other brand name. This approach has stood the test of time for over 60 years," David said.

Basta, which is now based in Dublin has its team of experts located throughout the country to assist the hardware and DIY customers in maximising their sales. Paul Lennon covers the Leinster region, with Dermot O'Sullivan in Munster and David Curran in Connacht.

ESSVE - THE GAME CHANGER WHEN IT COMES TO FIXINGS & FASTENERS

ESSVE, one of Europe's largest suppliers of high quality fixings & fasteners are now available in Ireland and UK and will be distributed by Contech Building Products and BW Hardware.

ESSVE are well renowned throughout Europe for their high quality range of fixings & fasteners and more recently, their unique and innovative ESSBOX Case system that is simple, smart and efficient, has been a game changer.

Load-Work-Reload, with its tight fitting lid and unique octagonal patterned floor keeping everything in place, the ESSBOX Case allows you to load your daily requirements, do your days' work and then reload for your next day. ESSVE fixings & fasteners are supplied in handy stackable tubs and are available in a wide variety of sizes to suit everybody's requirements.

For more details contact Contech Building Products on **01 6292963** or BW Hardware on **01 4513616**.



CREDIT UNIONS TO LOAN FOR HOME ENERGY UPGRADES

Up to €10 million is expected to be loaned to credit union members for a new home improvement funding scheme this year. The ProEnergy Homes scheme will be rolled out to 20 credit unions initially to provide funding for energy upgrades to a borrower's home.

The scheme provides ease of access to a grant from the Sustainable Energy Authority of Ireland (SEAI) for 35% of the cost of the upgrades and low-cost finance for the balance. It was piloted last year in five credit unions.

The Solution Centre, a strategic development unit for credit unions, has devised the package with Retrofit Ireland (REIL) and the SEAI. "This year we are targeting a 10-fold increase in the amount of works the scheme supports, by expanding the scheme to around 20 credit unions nationally. Our main focus is to make the homes more comfortable, more efficient and to reduce carbon emissions," said Cathal Tyther, manager of the Solution Centre.

During the pilot phase involving five Dublin credit unions, participants borrowed an average of €10,000 and spent an average of €15,000 on upgrades including attic, cavity wall



and external wall insulation as well as solar thermal panels and heating and window upgrades.

REIL managing director Paddy Sweeney said repayment of the credit union loan funding can largely be offset by the reduced energy costs for homeowners.

People planning on upgrading are assessed by REIL through a home energy survey. If they proceed with the loan, an interest rate of 6.9% is applicable.

Credit unions involved in the expanded scheme include 10 in Dublin, two in Wicklow, two in Limerick, one in Kildare, three in Galway and one in Louth. And while this scheme runs for a limited time into early Autumn, Credit Union Development Association Chief Executive Kevin Johnson said the lenders are making long-term commitments to supporting energy sustainability. "We intend to extend our support by providing low-cost finance for electric vehicles and businesses in the very near future," he said.

Source: Irish Times



Bigger, Better, New-Look Store for Kerry Agribusiness in Ballyduff

Aoife Kinsella talks to Mike O'Carroll, Store Manager, and Mike Behan, Area Sales Manager of Kerry Agribusiness Ballyduff as they celebrate the re-opening of their newly refurbished store.

Set in the heart of Ballyduff, Kerry Agribusiness' Rattoo store relaunched in March this year following a six-month refurbishment. The north Kerry village has been home to the store's dairy and tillage business since its origins as Rattoo Creamery over 50 years ago.

A Story of Growth and Success

In the early 1960s, three small creameries amalgamated to become Rattoo Creamery, taking its name from a local historical landmark, the Rattoo Round Tower. During these early years, farmers from the area delivered grain to the creamery for milling on site. Butter making was also a key function then, with butter sold on to shops in north Kerry and surrounding regions.

The original creamery was demolished in 1997 and a new store was built in its place.

As the business expanded and customer demand grew over the next twenty years, the need for a complete refurbishment was clear.

A Modern Retail Space

The project commenced in September 2018 and was completed in March 2019. The development work proceeded smoothly thanks to the backing of the store's committed team led by Store Manager Mike O'Carroll. And, since opening, the new-look premises has been a success and is flourishing.

This transformation brought a significant step up in size, from 7m x 3m to 21m x 9m, without affecting the area of the yard, 40m x 40m.

Today's new and improved Kerry Agribusiness Ballyduff premises stocks an extensive range of product categories including: animal feed, fertiliser, solid fuel, protective clothing, veterinary, dairy hygiene, chemical and selected household/hardware goods.

Keeping Up with Customer Trends

The store prides itself on customer care, in particular providing services for local dairy, beef and grain farmers and hardware/DIY customers.



Mike O'Carroll, Store Manager serving customers.

The business works closely with its 3,200 milk suppliers (who supply 1.16 billion litres of milk annually) to enable them to maximise on-farm efficiencies and profitability, recognising the need to maintain a vibrant rural community in a sustainable and unspoilt environment. Planned, intelligent merchandising is vital according to Manager Mike O'Carroll. "Merchandising is strategised throughout the year to match products with seasonal demand. Because business is also weather dependent, it's essential to manage trends and adapt quickly to accommodate customer needs."

Kerry Agribusiness have noted the following trends in their products, which they use to optimise in-store sales:

- Chemicals: late spring/all summer
- Fuels (coal, briquettes, logs, gas, firelighters): autumn, winter, spring
- Oils (engine/universal): year round
- Fencing: mainly spring but summer also
- Veterinary/Dosing: year round
- Fertiliser: spring summer, autumn
- Feed: mainly spring but year round
- Seed corn: spring
- Grass seed: spring, summer, autumn
- Silage requirements: year round
- Animal husbandry products: mid/late May to end August/ start Sept

The store also hosts regular seasonal offers throughout the year, such as their autumn fuel promotion.

Key People

Mike O'Carroll has a very full week as Ballyduff Store Manager. Opening hours to the public are from 8.30am to 5pm, Monday to Friday and 8.30am to noon on Saturdays. Mike's diverse array of duties includes managing his small



Pictured at the store's grand opening (L-R) John Collins - Operations Manager Kerry Agribusiness, Paul Walsh - Store Assistant Kerry Agribusiness Ballyduff, Mary Buckley - Communications Manager Kerry Agribusiness, Pat Murphy - CEO Primary Dairy and Kerry Agribusiness, Mike Behan - Area Manager North Kerry, Mike O'Carroll - Store Manager Ballyduff, and Sean T Dillon - Store Assistant, Ballyduff.

team of three dedicated staff, while dealing with customers, placing orders and receiving shipments, stock control, cash reconciliation and store merchandising (regularly updated to meet seasonal demand).

He is supported by another Mike, Mike Behan, Area Manager for North Kerry, together with a Kerry Agribusiness Sales Representative and a Milk Quality Manager.

"The Rattoo employees work well as a team and are all great problem solvers; friendly, approachable and hard working," says Behan.

Training is a key focus both for regulatory and staff development purposes, with the entire team educated to a high standard on a yearly basis.

All staff undergo an Induction course, Forklift and Manual Handling training, along with further regulatory instruction in Fire and First Aid, Chemicals and Pesticides, and Veterinary. Courses are matched to the products and services on offer, to ensure the staff deliver efficient, safe services and accurate advice to their customers.

Product knowledge and soft-skill training (sales, customer service, etc) are offered annually as needed, together with any refresher courses.

The Advantages of Group Membership

The Rattoo store (and its customers) benefits from being part of the 32-strong group of retail stores which make up the Kerry Agribusiness family (a division of Kerry Group PLC). The group also includes an animal feed mill in Farranfore, Kerry. Collectively, Kerry Agribusiness has made huge contributions to the south-west region, including employment and local community development.

For its part, Kerry Agribusiness appreciates the assets of being a member of the Allied Merchants Buying Association. Its primary focus is improving value and benefits to members' businesses, while increasing the market share of participating suppliers.

Kerry Agribusiness is committed to running a lean yet highly effective organisation. Doing so underpins their dedication to be a business that exists not to make profits, but with the sole goal of strengthening members.

"We are now working with like-minded people with a core focus on growing our competitive position and improving product offerings and efficiencies for the betterment of our members and customers," explains John Collins, Operations Manager.

Milking Online Connectivity

To support customers' need for quicker, more efficient communication and service, Kerry Agribusiness has developed an in-house MilkedIn APP for use by the group and stores to communicate with milk suppliers. Introduced in early 2017, the APP allows milk suppliers easy access to their milk and financial data via their mobile phone or tablet. At the touch of a button it's simple to view current and historical milk collections, constituent results and financial details including milk and trading statements. A NewsFeed feature allows Kerry Agribusiness to send messages directly to milk suppliers, which can include links to PDFs highlighting special offers, or to videos on farm management practices, and much more. A Tip of the Week focuses on key seasonal topics such as silage making and breeding.

Uptake has been excellent. Approximately 40% of milk suppliers are now using MilkedIn. Kerry Agribusiness reports that it has been very well received.

Although the social media activity of both the Rattoo store and Kerry Agribusiness are at an early stage, Mike Behan expects growing digital activity and demands for more online engagement among younger consumer markets. "We see social media as an important communication tool in the future."

At the Heart of the Community

Recognising the importance of the community in Ballyduff and Rattoo, the Kerry Agribusiness store contributes to local life by sponsoring organisations and events in the area.

"Kerry Agribusiness has a proud record of community engagement and support," says Behan. "We contribute significant time and resources to initiatives and charitable causes in the localities where we operate. Positive engagement with these communities is a core value of our business. Many of our employees live in the area where they work and are intertwined in every aspect of community life and activities."

At group level, Kerry Agribusiness recently engaged secondary school students from across the Kerry catchment area in a Grazing Management Competition to promote the adoption of best practice grass management techniques among the next generation of farmers. The competition celebrated the vibrant farming community in the south-west region, and one young participant came from Ballyduff. Kerry Agribusiness will also be hosting Info Zone Events for milk suppliers as part of an innovative Focus on Profit programme developed with Teagasc.

The programme mission statement sets out its aims: "to empower our client farmers with up-to-date technical advice, deliver financial expertise to set and achieve financial goals, provide a blueprint for profitable and environmentally sustainable farming and ensure an enhanced quality of life".

Weathering a Changing Economy

The store revamp, together with forward-thinking initiatives by the Kerry Agribusiness group, are providing solid foundations for the future. This investment is vital in a climate of post-recession uncertainty and change.

A primarily farm-related customer base has meant that the recession was not a major factor for the store or the group, particularly given the limited exposure to the building trade. However, with Brexit looming, the Ballyduff store has concerns about the supply and cost of product from some suppliers. But the mood is positive, thanks to their revamped premises.

"This new store symbolises our confidence and ongoing commitment to provide the very best for our customers and local communities, no matter what the future may hold. We're planning ahead and putting our customers first," confirms Behan.





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Work safer, faster, stronger, smarter: MEDITE SMARTPLY

David Murray, MEDITE SMARTPLY's Head of Innovation and Ireland Sales, spoke to *The Hardware Journal* to explain more about MEDITE SMARTPLY's success and plans for the future.

MEDITE SMARTPLY is the market leading innovative manufacturer of sustainable timber panels, environmentally produced in Ireland. Its award-winning brands MEDITE and SMARTPLY are renowned for delivering the highest quality products through customer-led innovation and industry leading customer service in 32 countries worldwide. MEDITE and SMARTPLY were originally two companies, eventually united by Coillte in Ireland. As Ireland's largest sustainable forestry company, Coillte holds custody of 7% of land on the Emerald Isle—over 440,000 hectares. In uniting MEDITE and SMARTPLY, located in Clonmel and Waterford respectively, Coillte created one of Europe's foremost producers of innovative, environmentally friendly wood panel products.

Consistent Stance on Sustainability

"There are many reasons behind MEDITE SMARTPLY's achievements so far," said David, "one key aspect being our ability to adapt to changing market needs and another being the immense value we place on our dedicated local workforce." Although MEDITE SMARTPLY may be a familiar name to those with long-reaching memories in Ireland, the company has become skilled in adapting products and services to suit its end users' needs, while maintaining a consistent stance on sustainability and creating products that add value throughout the supply chain.

"We produce our MDF and OSB panels using chip residues from Coillte's sawmill customers as well as small diameter pulp logs and the thinnings of fast-growing spruce and pine trees, from our own FSC and PEFC certified forests, here in Ireland, so anyone using any of our panels can be confident in both the

supply chain, and that they are working with a fully sustainable and renewable product."

MEDITE SMARTPLY has led the way in the development of a diverse range of MDF and OSB panels that seek to solve contractors' problems with simple and effective solutions, and most recently, a colourful new image, which speaks to these qualities in each product.

"All our value-added products have an animal 'representative' symbolising that particular product's special properties," David explains, "with the exception of MEDITE TRICOYA EXTREME (MTX), which speaks for itself."

Within the value-added range is MEDITE CLEAR, the newly launched ultra-low emitting MDF, containing zero-added formaldehyde. This panel is formulated to help to preserve artefacts, improve indoor air quality and protect wellbeing, symbolised by a bee, representing the environmental aspects of this panel.

SMARTPLY PATRESS PLUS is the pre-rebated OSB3 panel especially geared towards reducing installation time, noise, dust and excessive use of power tools on-site. With the ability to save a contractor up to 5 minutes per panel installed, PATRESS PLUS is represented by a leopard, implying speed.

Brand new to the range, SMARTPLY STRONGDECK is the strong and lightweight OSB4 panel, allowing warehousing contractors to expand their business with industrial shelving and mezzanine floors, symbolised by a rhinoceros, demonstrating strength.

Finally, the industry leading MTX is the outdoor MDF panel with a 50-year guarantee above ground.



Dedicated Teams

"Our dedicated teams have worked hard to conceptualise products that will make work safer, faster, stronger, smarter, which differentiates us from our market competitors," said David. "It's these teams that make our vast product portfolio possible."

There are roughly 150 employees at the MEDITE SMARTPLY headquarters in Clonmel and another 150 at SMARTPLY in Waterford. David reveals: "Some of the team have been working at our Irish bases since the very beginning. Most are also from the local area, having hardworking attitudes, enthusiasm and ability to adapt and to change."

"The Ireland Sales Team consists of Devin Fallon, Technical Sales Manager- Southern Region, Jason McMullan, Technical Sales Manager- Northern Region, Harriet Heardman, our Senior Internal Sales Assistant, and myself, David Murray, Head of Innovation and Ireland Sales. We are all backed up by our Customer Service and Marketing teams supporting customers on the ground."

Resilience and Adaptability to Changing Markets

Product differentiation and market diversification have been vital for the company. It has allowed MEDITE SMARTPLY to consistently create new, value added products that offer something new to the end user.

David highlights: "Resilience and adaptability to changing markets over the years has been crucial. Breaking into the landscaping sector with MTX has been one big example of this. It's a sustainably produced, environmentally friendly exterior grade MDF that enables endless creativity for outdoor projects; all qualities highly coveted by landscape designers and gardeners."

"However, what can't be underestimated is regular dialogue with our customers and their customers which has been vital to understand their needs and a key ingredient in being able to innovate new panel solutions that are successful and preferred in the market. In this way, we also help secure our business."

"Social media has played a big role in recent years, in helping us to communicate with our end users. Good quality social media content is extremely important to connect with not only contractors, but also our distributors, and increasingly so with younger architects and specifiers who will suggest our products for larger projects."

Committed to the Local Area

Having been established in the South-East of Ireland for most of the last 30 years, MEDITE SMARTPLY has been ingrained into local communities and initiatives.

"We sponsor the local Waterford Business Awards, focusing on the innovation category as this is something we're passionate



about," David explains. "It's an annual award and brings together the best entrepreneurship of the local area, it also allows us to share and pass on our experiences and knowledge."

"We also commit to a number of smaller local charities, such as the Carrick-On-Suir River Rescue near Clonmel which was one of our chosen charities last year."

The company is committed to the local area and its development as well as having an invested interest in the whole of Ireland, something which David tells us has helped the company grow:

"We as a company are only going from strength to strength right now, and this is both driven by and reflected in our dedicated workforce, drawing mainly from a home-based talent pool. There have been changes and challenges to face, but we are lucky enough to have a common goal and love for what we do."

Well Equipped and Optimistic

Customer engagement continually helps the company to better understand its markets, but with something as unpredictable as Brexit on the horizon, how will MEDITE SMARTPLY adapt?

David tells us: "There are a number of ways we can overcome the potential obstacles Brexit will bring, but ultimately it is all about preparation. We are constantly looking to improve our supply and procurement operation for example. While Brexit presents its own unique challenges, our attention to detail when it comes to sourcing raw materials and supplying our product means that we feel well equipped and optimistic."

"As a company, we are always thinking and planning ahead to try and ensure that our trade with the UK, our closest neighbours and largest market, remains fluid. We will endeavour to support our UK and Northern Irish customers with stock to ensure a smooth a transition period during Brexit, whilst also continuing our high service levels south of the border. Again, it's all about good communication with our customers and planning for different scenarios".

In September and October this year, MEDITE SMARTPLY will be touring the length and breadth of Ireland on a road trip visiting selected timber hardware stores and connecting with customers. Attendees will have a chance to meet with David and the team to discuss innovation, sustainability and of course, their vast array of technical and speciality products. Keep an eye on the dates and times here: www.mdfosb.com/en/on-tour



Kingfisher launches GoodHome brand

Steve Collinge from the Insight Retail Group analyses the GoodHome brand following its official launch by Kingfisher, and the reveal of their first 'GoodHome by B&Q' new concept store, which opened in the UK at the end of May.

According to Kingfisher, GoodHome will provide a simpler way of helping home improvers, their helpers and professionals, with projects either large or small. Three years into their five year plan, this move marks the latest step in Kingfisher's transformation. Since 2015, the business has unified its supply chain, developed a wide range of new products and services, and invested in an improved digital and omnichannel experience. GoodHome will now bring this innovation to customers for the very first time, both through the new format stores and through the GoodHome brand which is beginning to appear across multiple product categories in B&Q including paint, bathrooms and shortly kitchens.

"A new way to shop"

The business has begun trialling the first GoodHome convenience store, which provides a new way to shop for the most frequent home improvement projects, inspiration and advice from a team of skilled colleagues, as well as an effortless digital shopping experience.

The first store opened in the south east in Wallington, near Croydon with apparently more express store trials due to open in the UK and in France under the GoodHome by Castorama brand later this year. The high street location in Wallington is a new build, originally ear-marked for a new Screwfix opening, before being chosen as the first global location for the

GoodHome brand. The 5,500 sq. ft store is located just two and a half miles from the nearest B&Q Warehouse in Sutton and only three miles from the Croydon Warehouse.

The store looks bright and fresh, is laid out with an 'express ordering' section on the right-hand side, one for consumers and then a different one for trade, a 'Project Help' section on the left and in the middle the collection desk. The 'Project Help' section is dominated by a paint chip display, showcasing the Valspar paint mixing range and paint related product displays. Paint is at the heart of many home improvement projects and the new store offers a paint mixing counter where customers can create bespoke colours on site, as well as pick up pre-mixed colours. A key cutting service is also available on site and featured brands for the trade include; DeWalt, Makita, Site, Bosch, Stanley, MK, Wylex, Mapei, Blue Circle, Thistle and Erbauer.

400 Purchase Journeys

Over the last few years the Kingfisher team has been busy analysing the extent of customer visits made to their existing stores and interestingly have identified a total of around 400 individual journeys which relate to specific projects. Think of it another way, 400 reasons why customers would shop in a big-box store like a B&Q or Castorama store. This covers everything at one end of the scale from the simplest projects such as the purchase of a replacement light bulb or tap-washer, through to



every kind of painting and decorating project, to laying a floor, installing a new kitchen or bathroom, through to building a new extension or even a completely new house.

Of the 400 purchase journeys identified, the 120 simplest are catered for by this new GoodHome concept, with the 6,000 products required to fulfil those projects available for immediate purchase, collection or home delivery. This core range of products are available for same day delivery, with an extended range of over 20,000 products for bigger projects, available (in some cases) for same day or next day Click and Collect in store or home delivery.

In my view this is probably the smartest element of the entire project. I have been arguing for some time that consumers shop by project, by task to complete, not by product category. The only reason Home Improvement stores are laid out by category is firstly to ease navigation when entering a huge big-box store and secondly because that's how the retailers organise their own businesses, they've always done it that way, with buying, sales, margin reports and even market-share data all categorised by product group.

Back to Wallington, where the overall ordering and collection process is more akin to a McDonalds than a Screwfix, which is not a bad thing. If a customer knows what they want, for a quick fix home improvement project for example, the big screens give you immediate access to 6,000 products, with the ordering, payment and collection process swift, efficient and within the five minutes they claim. No more long walks up and down the aisle of a big-box store to find the product is then out of stock!

Large Projects

For anyone unsure of the products they need for a project, - which I would say includes a large proportion of Home Improvement shoppers, they have two options.

- 1) Move to the screens on the left of the store in the Project Help area, where you have access to DIY.com and the 20,000+ products available or
- 2) Ask one of the 16 members of staff. For those needing help and advice, experienced B&Q colleagues will be on hand in the specially created customer area to discuss projects over a free cup of coffee.

The store colleagues operate either as stock/logistics experts, handling and picking the product from the Screwfix style warehouse at the back or as 'enthusiasts', front of store service to help customers find what they want. It's worth mentioning here that the business has also created a GoodHome Academy to train all their store colleagues.

Taking the store to the customers

Kingfisher know that with Screwfix they have a market leading logistics and digital powerhouse, which continues to leave the competition standing. It's exactly the same back-end system that is powering the GoodHome business, it's the Screwfix engine, but with a warm, cuddly and welcoming face. It's also good to know that it's Kingfishers' intention to run GoodHome stores with the same cost efficiency that has catapulted Screwfix in the last few years to become almost as profitable as B&Q from less than half the turnover.

The Kingfisher team refer to GoodHome as being part of a broader 'eco-system' where the smaller format stores in high-density locations, support and feed-off the larger B&Q warehouses in the area, in this case Sutton and Croydon. When you think about it like that, this new concept makes absolute sense. If fewer consumers are visiting the big-box stores due to a whole host of reasons from on-line competition to millennials not owning a car, through to the expected limitations of help or service, then why not take the store to the customers and deliver the ultimate in DIY convenience.

Time will tell whether this new format will be a success. But the tantalising combination of the Screwfix logistics engine, combined with almost instant product availability and the help and support of enthusiastic store staff if you need it, we could just be watching the future of Home Improvement retailing unfold before our very eyes.



HAI IS DELIGHTED TO WELCOME ITS NEWEST MEMBERS

Excel Industries

Coolmine Ind. Estate, Clonsilla Road, Dublin 15

Ph: 01 8118701

Contact: Gearoid Byrne

Business: Plumbing Products Distributor

ICON Building Products

Unit 3 Broomhill Terrace, Broomhill Rd. Tallaght, Dublin 24

Ph: 01 4019728

Contact: Peter Woodcock

Business: Distributor

Ishka Sports Co. Ltd T/A DEFE Flood Barriers

Unit 10, Charvey Way Business Park, Rathnew, Wicklow

Ph: 0404 25570

Contact: Jia Ma

Business: Manufacturer of Flood Protection Systems

Monsoon Consulting

1 Terminus Mills, Clonskeagh, Dublin 6, D06 VY62

Ph: 01 4750066

Contact: Anca Dobrea

Business: Support Services

Ferdia Hardware Merchants LTD T/A The Store

John Street, Ardee, Louth

Ph: 041 6856410

Contact: Eamonn Kerr

Business: Builders Merchant & Hardware Store

Hycraft

11a Greencastle Parade, Coolock Ind. Est. Dublin 17

Ph: 01 8470134

Contact: Vincent McLoughlin

Business: Distributor

Membership built for you

How can HAI Membership help you?

As the voice of the Irish hardware industry we commit to offering your business the member benefits needed to keep your retail/merchant, supplier or manufacturing business thriving.

Protecting You:

- Employment Law & HR
- Health & Safety
- Hardware retail & builders merchant insurance

Moving You Forward:

- Trade Journal
- Trade Show and Conference
- Study Tours
- E-learning and online training resource
- Sector specific classroom training
- Industry specific recruitment solution and job board website
- Industry specific online retailing advice
- Hardware retail and builders merchant management development
- Supplier B2B sales management training
- Business Index of net retail sales



Become a member

To become a HAI member and to avail of any of the above services visit hardwareassociation.ie or call on 01 298 0969

hardwareassociation.ie

SUCCESSFUL FIRST GOLF OUTING OF 2019

The first outing of 2019 was Hardware Association Ireland President, Sean Moran's Prize at Carlow Golf Club on 17th May 2019 which was once again kindly sponsored by Crown Paints. Although punctuated by some inclement weather members enjoyed a pleasant day in Carlow Golf Club with a good number of members and visitors playing.

The society AGM was also held and details of a new online booking system were unveiled which will run in parallel with the usual system for 2019.

There is always room for some new members, both ladies and gents. Please contact our Hon Sec William Dixon, 086 0708761, for further details.



1st Prize Mens - First Prize Winner Martin Rowe receiving his prize from Hardware Association Ireland President, Sean Moran.



2nd Prize - Tony Anderson, Crown Paints presenting William Dixon with his prize.



3rd Prize - Liam Barrett receiving his prize from Tony Anderson, Crown Paints.



1st Prize Ladies – First Prize Winner Aine Parkes receiving her prize from Hardware Association Ireland President, Sean Moran.

RESULTS OF GOLF SOCIETY HAI PRESIDENT Sean Moran's PRIZE

17th May 2019 – Carlow Golf Club
Sponsors – Crown Paints

OVERALL

First place	Martin Rowe	36 points	handicap 8
Second place	William Dixon	35 points	handicap 28
Third Place	Liam Barrett	34 points	handicap 12

CLASS 1

First place	Tim Lodge	34 points	handicap 12
Second place	John Phelan	33 points	handicap 12

CLASS 2

First place	Tom O'Connell	34 points	handicap 15 BB9
Second place	Sean Brennan	34 points	handicap 17

CLASS 3

First place	Paddy Brady	31 points	handicap 25 BB9
Second place	Michael Kane	31 points	handicap 28

LADIES PRIZES

First place	Aine Parkes	34 points	handicap 26
Second place	Kathleen Lynch	32 points	handicap 15
Third Place	Sandra Barrett	23 points	handicap 21

Back 9	Brian Wogan	19 points
Front 9	Jim Cuddy	17 points

Visitors

First place	Pat Dolan	34 points	BB9
Second place	David Lomas	34 points	



Innovation and Inspiration at The Global DIY Summit 2019

The Global DIY Summit made its way to the Dublin Convention Centre this year, with two full days of presentations and panel discussions on key topics affecting the industry. In the first of three articles Aoife Kinsella summarises the key insights from the congress.

The DIY Summit saw over 1000 delegates, including retailers and suppliers in the Home Improvement industry, from over 55 countries welcomed to Dublin for two days of innovation and inspiration on how the home improvement industry can (and needs to) adapt to survive in today's world of digital disruption. With today's digitally native consumers wanting fast, efficient solutions, it's now more important than ever that retailers and suppliers adapt and innovate to survive against growing competition online and offline.

Topics covered over the two days included: innovation, political and economic forecasts, digitalisation, preparing your team to embrace digital transformation, Asia as a new innovation leader worldwide, DIY logistics and a global overview of home improvement retailing around the world. In this issue we will cover the revelations from the Political and Economic Forecasts and Innovation sessions.

Store Visits

Before the Summit commenced a day was set aside for store visits to some of Dublin's top retailers and merchants. These stores were:

- TJ O'Mahony, Ballymount
- TileStyle, Ballymount
- B&Q, Liffey Valley
- Woodies, Blanchardstown
- Homebase, Santry
- Grange Builders Providers, Baldoyle

Day One of the Summit began with John Herbert, General Secretary of EDRA and Ralf Rahmede, General Manager of FEDIYMA warmly welcoming delegates to the Summit and introducing this year's theme: "DIY Evolution: Designing the Future Together". "Our mission is to improve the quality of Home Improvement globally", said John Herbert as part of his introduction.



Global Economic and Political Overview

The first speaker of the DIY Summit was Dr Alexander Borsch, Chief Economist and Head of Research at Deloitte, Germany, who provided an overview of the latest global economic and political trends.

The latest statistics reveal that the Eurozone created 10 million new jobs over the last five years, and that labour markets are thriving which is supporting consumption, improving consumer confidence and disposable income. However, the current situation reveals a two-tiered economy in Europe, with trends in manufacturing and services diverging.

"We should be careful not to talk ourselves into another recession", warned Dr Borsch, while reminding delegates that a hard Brexit continues to be a highly likely outcome. He recommended that "you have to hope for the best but prepare for the worst. Brexit is a big risk and should be part of risk surveys and planning by European companies".

Annual growth rates world trade and world GDP

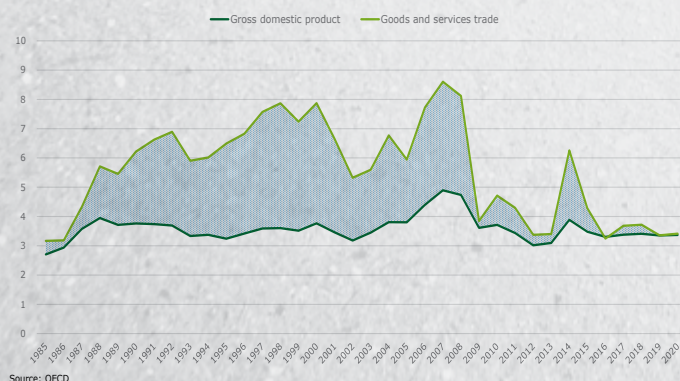
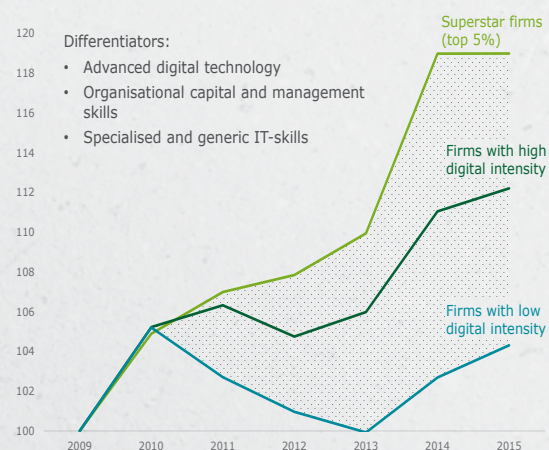


Fig 1. Protectionism

Protectionism

Dr Borsch also noted that protectionism has played a huge part in impacting international trade, which was once a key driver in world economic growth (Fig 1). "World trade is one of the key components of world growth, but the upward trend in protectionist tariffs means GDP has lost one of its engines." The question raised during Dr Borsch's presentation was "Will protectionism spill over to services and data flows?".



Source: OECD Digital Dividend 2019

Fig 2 - Productivity

Productivity

Productivity growth, unfortunately, remains weak in most countries, and growth distribution worldwide is uneven, which Dr Borsch attributes to the emergence of the "superstar economy"; firms in the top 5% of digital intensity. This indicates that digitalisation has a significant impact on the productivity of any business, which shows how important it is that retailers harness it (Fig 2).

Innovation - The Shopping Revolution

The next topic of the Summit was all about 'Why Innovation Matters'.

Dr Barbara Kahn, Professor of Marketing at The Wharton School, University of Pennsylvania, was the first speaker of this topic who discussed The Shopping Revolution, detailing "How Successful Retailers win Customers in an Era of Endless Disruption". As Amazon and other disruptors continue to offer ever-greater value, customers' expectations will continue to ratchet up, making winning (and keeping) those customers even more challenging. For some retailers, the changes will push customers permanently out of their reach - and their companies out of business.

Despite these risks, the physical store is not dead, but customer experience is key with digitally native vertical brands ("a brand born with a maniacal focus on the customer experience", some of which often move to an offline presence) continuing to put pressure on bricks-and-mortar stores. "Everybody is talking about products and logistics and operations, but they are missing the customer!", warned Dr Kahn.

Amazon

Amazon continues to put pressure on retailers in all sectors with its “frictionless” customer experience, such as its “One-Click” payment system and same-day delivery services. In 2018 55% of online product searches began on Amazon, as of May this year that figure is more than 70%. Amazon’s success hinges on its key strategy of providing quality brands with customer experience in mind. “People aren’t paying as much attention to price anymore, once you make it easy for them”, explained Dr. Kahn.

Amazon continues to push its presence on the retail sector with its Amazon Marketplace e-commerce service, which allows third party individual and professional sellers to sell new and use products online. Dr Kahn effectively defined the service as “a tech company masquerading as a retailer”.

Home Depot: Investing in store improvements, ecommerce



By applying her own Retailing Success Matrix to an industry-specific example, The Home Depot, Dr Kahn demonstrated how it is doing well in the US Home Improvement industry by harnessing a high-quality customer experience, and by investing in in-store improvements to develop “comprehensive customer understanding and total convenience”, and by providing superior quality brands.. While online competition mounts, Home Depot continues to adapt and evolve to meet today’s consumer’s rising demands. “People still want brands, but you have to have a good brand... In this industry there’s a real desire to go into a physical store. As soon as you lose that, you lose a really big edge!”



Innovate or Die

Steve Collinge of Insight Retail Group took to the stage to point out the key macro factors that are affecting the DIY sector, which are influencing how retailers and suppliers are conducting business:

- Lost DIY skills - that used to be passed down through generations
- ‘Generation Rent’ – as fewer people own property, consumers are spending less on DIY products and projects
- Millennials, who have “better things to do” – These consumers are “fundamentally changing the market”. They will choose a brand that builds a relationship with them.

To reach out to the younger market and combat these challenges, Steve suggests that merchants provide further services to customers, such as rental models of certain products, which the likes of Ikea have had success with, and other services like installation and maintenance. The Summit’s morning session then concluded with a panel discussion on “Why Innovation Matters”. Comprising CEOs of some of Europe’s leading merchants and manufacturers: OBI, Alfred Kärcher SE & Co, Hubo and Bostik this lively debate covered why hardware businesses should innovate, how, and what the potential pitfalls are.

How are suppliers and retailers in the industry innovating?

- “Cleaning is a difficult business because it needs to be done manually, but we develop new products to make cleaning innovative.” – Hartmut Jenner, Alfred Kärcher SE & Co
- “We use Digital Tools to amplify and work very closely with the traditional retail to innovate.” – Vincent Legros, Bostik
- “We make use of the sharing economy to find new innovations.” – Erwin Van Osta – Hubo
- “We are connecting the customer and the company through digital – like a mobile phone as a support device.” – Sergio Girolodi, OBI

Innovation is happening faster than we can adapt, and with growing competition both online and offline and continuing challenges to trade and the global and national economy Home Improvement companies should be looking for innovative solutions that can turn future business challenges into opportunities.

In the next issue we will look at the next two topics covered at the DIY Summit – Digitalisation and how to prepare your team to embrace the digital transformation.

Build 2019

The inaugural Build Conference took place at the Dublin Convention Centre on June 4-5th this year. Organised by EDIN, the European Building Materials & Industry Network, the two-day forum saw over 150 delegates from the building materials sector come together to “Navigate the future of the building industry”.

Delegates comprised senior executives and key decision makers from building materials distributors, builders merchant chains, buying groups and manufacturers worldwide, who congregated for a discussion on the latest trends and future evolutions of the building industry and building materials trade.

The main topic of the Build Forum was “Engineering the Next-Gen Supply Chain”, and the two days included key discussions and keynote speakers who gave their insights on the future of the building industry, of builders’ merchants and of the rise of the digital marketplace.

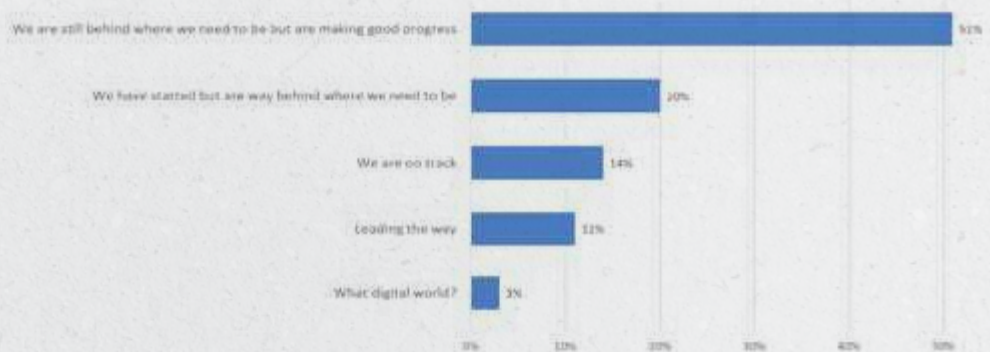
Day One covered a market overview with contributions from Patrick Atkinson, CEO of Grafton Merchanting ROI (pictured below), who covered the future of Merchanting in Ireland. Patrick also was part of a panel discussion on “The New Role of Builders’ Merchants”. Other panellists included Howard Luft from Selco and Andy Scothern from eCommonSense.

Day Two covered The Rise of the Digital Marketplace, with particular focus on construction technology. BIM and B2B Commerce were explored as rising trends in the industry and something that needs more attention from Merchants.

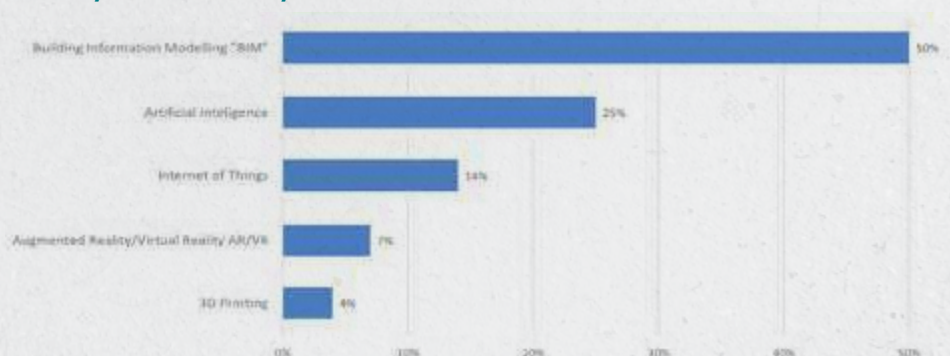


Over the two days delegates participated in a number of polls as a way to understand their perceptions of the future of the industry. Here are the results of those polls:

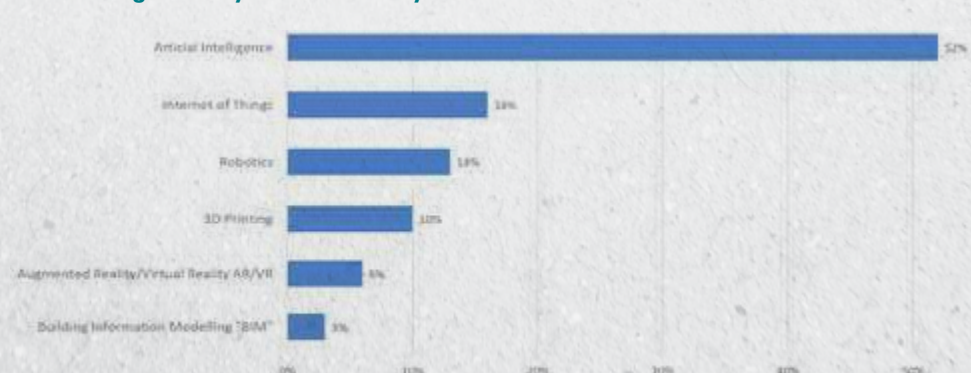
How far advanced is your business in terms of it's ability to succeed in a digital world?



Which of the following technologies will have the biggest impact on the building industry in the next 2-3 years?



Which of the following technologies will have the biggest impact on the building industry in the next 10 years?



HAI Autumn Training 2019

HAI's Autumn 2019 classroom training schedule is now live, with more workshops and two-day courses than ever before.

HAI continues to encourage employers and managers in the sector to become more involved in investing in their business' and employees' future by investing in training and development. Training in soft-skills like Sales and Customer Service and more practical skills like Digital Marketing and Merchandising are key in helping developing businesses in the sector compete against online and offline challenges to trade.

New for 2019

Thanks to continued feedback from members and training attendees the schedule comprises all of HAI's most popular and successful courses and workshops including Credit Control, Stock Control and Merchandising Techniques, along with new additions including Negotiation Skills and Marketing workshops in Digital Video, Email Marketing and SEO. Here's an overview of these new workshops.

NEW: Negotiation for Results

Trainer: Frank O'Toole

Course Duration: Two Days

Dates: 24th September, 8th October

Cost: HAI Member - €420, Non-Member - €470



This highly interactive two-day workshop is designed to provide hardware industry sales reps, who need to overcome objections and difficulties, with a basic comfort level to negotiate in any situation and includes techniques to promote effective communication and provides techniques for turning face-to-face confrontation into side-by-side problem solving.

The trainer uses a combination of theory, discussion, and group/individual exercises to reinforce learning. Day Two is dedicated to video-based role play exercises, where delegates can review their own progress and discuss with others.

NEW: Creating a Profitability Culture in your Business

Trainer: Vincent Reynolds

Course Duration: One Day

Dates: 24th October

Cost: HAI Member - €210, Non-Member - €270



This one-day workshop is designed to help hardware business owners and managers create a work environment where everyone is working together to improve the profitability of the business. It gives participants a clearer understanding of the financial fundamentals that underpin the business so they can share knowledge internally and create a culture of profitability that can ensure the long-term success of the business.

This workshop will be highly interactive and practical and focused on enabling participants to come up with immediately implementable actions to improve the profit culture in their business. The trainer will follow up with participants a month after the workshop via a one-to-one meeting either in person or via Skype/phone call to review progress.

NEW: Digital Marketing Workshops

Trainer: Greg Fry

This year HAI have collaborated with Greg Fry, social media expert, to launch a series of dedicated workshops for key digital marketing topics, all tailored to the hardware industry:

SEO FOR THE HARDWARE INDUSTRY

Dates: 10th October

Cost: HAI Member - €210, Non-Member - €270

For any developing hardware business, getting your business to the top of a page in online searches is always a challenge. This one-day course covers the minefield that is Search Engine Optimisation (SEO). It will explore the key factors that affect performance, and the key tools and strategies business owners can use to build their rank and online presence.

Attendees will leave with tips and strategies needed to develop and enhance their presence online through effective SEO, and will define their own three actions that they need to take for their business.



DIGITAL VIDEO WORKSHOP

Dates: 24th October

Cost: HAI Member - €210, Non-Member - €270

Video Marketing is a growing phenomenon in the hardware industry and is a medium that business owners should get on board with to promote their products, brands and in-store activity in more effective and innovative ways. This interactive one-day workshop will give hardware business owners and managers the tools and tips needed to effectively implement video into their marketing strategy.

Attendees will learn all they need to know about creating, editing and measuring the success of video content to promote their products, brand and business activity. This includes videos for social media and website, video on mobile and live video. Attendees will also have an opportunity to create their own videos using demonstrated tools during the workshop.



EMAIL MARKETING FOR THE HARDWARE INDUSTRY

Dates: 14th November

Cost: HAI Member - €210, Non-Member - €270

Email marketing is an effective way of reaching out to large groups of customers and prospects. This workshop is ideal for hardware business owners who are new to email marketing and want to get started, and for those already using it but want to work on improving results.

By the end of this workshop attendees will have the strategies and tools needed to build and optimise email marketing as part of an existing marketing strategy, in keeping with existing data protection laws.



Our Autumn training schedule can be viewed in full on the next page.

Autumn 2019 Classroom Training Schedule

All courses will take place at HAI's offices in Blackchurch Business Park, conveniently located off Junction 5 of the Naas Road (N7) in Rathcoole, Co. Dublin.

Date	Title	Tutor	Course Duration	Cost (HAI Member)	Cost (Non-Member)
August 22 nd September 5 th	Essential Selling Skills - Advanced Selling Skills B2B	Frank O'Toole	2 Days	€420	€470
September 10 th	Credit Control: From Start to Finish	Declan Flood	1 Day	€160	€210
September 17 th	Merchandising Techniques	Keith Harford	1 Day	€210	€270
September 24 th October 8 th	NEW: Negotiation for Results (B2B)	Frank O'Toole	2 Days	€420	€470
September 26 th	Digital Marketing and Social Media	Greg Fry	1 Day	€210	€270
October 3 rd	Stock Control	Keith Harford	1 Day	€210	€270
October 10 th	NEW: SEO for the Hardware Industry	Greg Fry	1 Day	€210	€270
October 15 th	Customer Service Excellence	Terry Harmer	1 Day	€210	€270
October 17 th	NEW: Digital Video Workshop	Greg Fry	1 Day	€210	€270
October 22 th	Consultative Selling Skills (Suppliers)	Terry Harmer	1 Day	€210	€270
October 24 th	NEW: Creating a Profitability Culture in your Business	Vincent Reynolds	1 Day	€210	€270
November 5 th November 19 th	Leadership and Communication Skills	Noel Davidson	2 Days	€450	€500
November 7 th	Performance Managing the Sales Team	Terry Harmer	1 Day	€210	€270
November 12 th	Creating a Selling Environment In-Store	Terry Harmer	1 Day	€210	€270
November 14 th	NEW: Email Marketing for the Hardware Industry	Greg Fry	1 Day	€210	€270

For more information about all our courses visit www.hardwareassociation.ie/training-and-development.

To book places or for queries about any of our upcoming training courses please contact Aoife Kinsella at aoife@hardwareassociation.ie or call 01 2980969.

HAI Member Offers

Hardware Association Ireland offer a growing number of discounted services to its members, some of which are detailed below.

For information about availing of any of these offers contact Laurence Cox at laurence@hardwareassociation.ie or call **01 2980969**.



Merchant Services

Card Payment Services with AIB Merchant Services

HAI has completed a deal with AIB Merchant Services (AIBMS) offering payment card services which includes competitive transaction rates with full PCI compliance support.

"We have found their new PC based terminals really efficient to use. Our Sales staff can now process payments by phone or directly with the customer from their own PC. In addition, the excellent rates agreed by Hardware Association Ireland mean we have made substantial cost savings as well"

- Sean Brennan, MacCann and Byrne Ltd



Free Credit Risk Assessment with Credit Risk Brokers

Credit Risk Brokers (CRB) together with HAI are offering a **free debtor assessment** to all HAI members. CRB have access to the most up to date financial and payment information through the main credit insurance companies underwriting trade on the island of Ireland. This service comes with no obligation, but should you see value in the information at the end of the process CRB would be delighted to negotiate for terms with the market of insurers on your behalf.

"It gives us great comfort to know that our Credit Insurance policy is managed by Credit Risk Brokers – a HAI recommended service provider. We appreciate their personal approach and would recommend their services to any business trading on credit terms."

- Garrett Wogan, Wogan Build Centre.



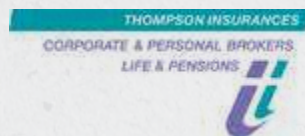
TOM SMYTH & ASSOCIATES

HR Consultancy and Recruitment Service

HAI has agreed Human Resources services with select partners, supporting the hardware sector in all its employment needs, including HR Consultancy and a Recruitment Service.

Tom Smyth & Associates offer advice and guidance to HAI members on topics including working time and rest breaks, Holidays and public holidays and Disciplinary/ Grievance procedures. As part of their service Tom Smyth & Associates have provided a collection of HR templates such as Contracts of Employment and an Employee Handbook to HAI members. **If you are a HAI member and need help with any of the above, contact Tom Smyth & Associates on 021 4634154. And don't forget to quote "Hardware Association Ireland".**

HAI have also joined with another partner to offer a **recruitment consultancy service** free of charge to HAI members.



Free Risk Management Survey with Thompson Insurances

Insurance premiums skyrocketed this year?

HAI has partnered with Thompson Insurances to offer members a **free no-obligation risk management survey**. This includes a full review of existing covers, advice on any gaps in your existing cover and technical support regarding wording.

"I was impressed at how quickly Thompson Insurances responded to my initial query and that the representative wasted no time in calling to my premises to go through the level of cover"

- Sheila Vaughan, Vaughan Supply

Changing your Customer Experience for a better bottom line



SUSANNAH HEWSON
CX Change

In the first of three articles, Susannah Hewson, owner of exchange.ie, will introduce you to Customer Experience and share some tips on where you need to focus your efforts in order to improve your bottom line.

Customer Experience (CX) is the key differentiator and driver for business growth. It doesn't matter how big your competitors are or how much they discount, customers will remain loyal and recommend you to others, based on the experience you give them.

Defined as 'how the customer feels during every interaction they have with your brand', customer experience is about building emotional connections with your customer. It's measured against expectations – what the customer was expecting it to be like, versus what it was actually like. Expectations can be set by advertising or word of mouth, if another customer recommends you.

Customer experience is different to customer service. Customer service focuses on the functional side of things e.g. tidy store, product displayed clearly, staff being helpful, taking payment etc. Customer experience focuses on the emotional side of things, how a customer feels when they: enter the store, find a product, pay at the till, and leave. Businesses who succeed are those who focus their efforts on both service and experience.

CX is a proven revenue driver. The impact from a customer experience focus is that customers;

- will buy from you (sales)
- are less likely to go elsewhere (loyalty)
- will spend more (sales)
- will recommend you to others (acquisition)

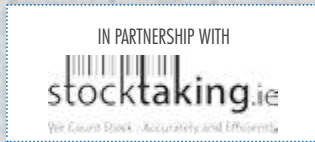
In a Harvard Business Review study 'The New Science of Customer Emotion', we learnt that 'emotionally connected' customers are 52% more valuable than customers who are

just 'highly satisfied'. This is exactly why brands all over the world are investing their efforts into customer experience.

With a bricks and mortar store, you have the best opportunity to connect with your customers. This doesn't mean you need to give them warm hugs, it means finding a way to connect that's relevant to them. Different customers will require different experiences. If a tradesman enters your store, a great experience for them would be that you recognise their knowledge and expertise and use your own to advise them. A person who's not very DIY oriented would be the opposite, but might feel self-conscious about their lack of knowledge. The experience would need to adapt to this and advise them, knowing they know very little, while not making them feel stupid.

Any business that wants to embrace CX needs to start with defining a purpose – why do we do what we do? If you want to excel at CX, your purpose should be around the customer. Ace Hardware set their purpose and customer promise 'to be the most helpful hardware store in the world'. They deliver on this promise and this is why Ace Hardware are leaders in their category. They go the extra mile for every customer. In fact, they refer to their customers as 'neighbours' because we build connections and want to help our neighbours.

There's so much choice for customers when it comes to hardware, between physical stores, other retailers offering hardware products, and online shopping so it's more challenging than ever for business owners. For this reason, you cannot afford not to focus on your customer's experience. In the next edition of The Hardware Journal, I'll let you know exactly what matters to your customers and where you need to focus your efforts.



PATRICK McDERMOTT
stocktaking.ie

Getting your team on board

Patrick McDermott continues his series of articles on Stocktaking, with ways to create systems that last and how to communicate them to your team.

In the last issue of *The Hardware Journal* I discussed the task of getting organised to work towards a stocktake and have a successful, stock management system in your business. You must first know what you want to achieve and then put in place a plan to achieve it. While daunting, it is a simple process of breaking down the tasks involved which will deliver the end goal.

First and foremost

Remember there is no "one thing" that will deliver efficient stock management. It is a combination of processes, people and your IT. The end-goal is not the success of this project. The success is the process along the way to achieving the end-goal. This will require your team to be onboard, to have knowledge of your IT system and to have the discipline to stick to the plan.

Assuming that you know what your end goal looks like and that you have a documented plan (if not, go back to the last issue of *The Hardware Journal* to catch up), you want to have all stock on your Point of Sale (POS) with stock quantities that you can trust.

Get your team on-board

You must communicate your end-goal to your team. If they are not on-board then you are fighting an uphill battle. In general, people dislike change as they become comfortable with the present and don't want their stable ship to be rocked. When sharing the plan with your team, have a realistic timeline in place. If you try to do too much too quick, then you run the risk of losing long-term members and the project is doomed.

Get some quick wins!

At this stage, you need to get your team engaged and working the way you want them to. You may have all this planned out in your head to the last detail, but you need to make the team feel like they are making progress on some simple tasks before moving into the real meaty issues that lie on the road ahead. A good place to start is by getting your shelves and stock room organised.

Make the change

Start to make the small changes that will visibly make your business immediately look better

- straighten the stock on your shelves

- sort like product with like product - nothing hiding behind the front facing item
- remove obsolete stock from the store room - a major problem for hardware stores
- When stacking shelves, ensure that they are done so in a logical and sensible way
- Ensure each product has a price displayed beside it – if there is no shelf edge label, then a price indicator on the product

Now I realise that some of the above may lead to other issues, such as the obsolete stock that "could" be of use in the future. If you have not sold it in the past 2-3 years, I think it is fair to say that you do not have a requirement for it. Sell it and sell it quickly. It is only costing you money holding onto it. Keep it simple and resist the temptation to do all of this in the first week!

Accountability chart

As change is taking hold, you will find that momentum is building among your team and these small wins are making a difference.

A key part of a manager's role is to get the team members to undertake the work and to ensure that they are being managed through the process.

A simple way of ensuring this is to complete an accountability chart. This consists of each person's role and what they are accountable for, not 'responsible for'. Responsibility can be shared, accountability cannot. Multiple people can be responsible for a task but only one is accountable. Make this clear among your key team members.

Each person that reports to you should have a number, unique to that person, to gauge progress in their area of accountability. For example: number of shelves with SEL's (shelf edge labels) displayed, or, knowing the top 100 selling items and ensure that they have the correct margin, retail price and displayed in a prominent area. The key part is that each person has an area of accountability.

In summary

- To achieve the above takes discipline.
- Don't try to do too much at the one time.
- Get your entire team onboard.
- Make them accountable.

Good luck.

How to get max value when selling your business



IAN LAWLOR
JPA Brenson Lawlor

Ian Lawlor from JPA Brenson Lawlor Chartered Accountants advises *The Hardware Journal* readers on how to get the maximum possible value from a buyer when selling your business.

No matter what your reasons for selling it's usually a traumatic time to let go of a business that you have grown and nurtured. It's like putting a big 'For Sale' sign on your baby. One way of lessening the heartache is by getting the maximum possible value from a buyer. It's amazing how a rub of the green stuff can remove a lot of pain.

At JPA Brenson Lawlor we're known for how friendly we are, but we also work very hard to cover every angle to make sure our clients get the absolute best price for their business. And because we're nice we're sharing some of our top sales tips with HAJ members, below.

- Start early. Start thinking about a sale a few years before you intend to sell. If you're really clever and strategic you should be thinking about selling at the same time you're buying the business – but realistically, not many do this.
- Due to anti-avoidance tax legislation the seller should minimise cash balances prior to a sale. This is particularly true where either they or the purchaser is considering arrangements where some of the sale proceeds would be paid from the assets of the business.
- Pay yourself a market rate salary for the services that you provide to your business. This is really important when building a pension for yourself and is helpful in maximising the tax-free termination payment that can be paid to you on a sale. Pensions remain one of the few really valuable tax-deductions available. Get pension advice from the very outset.
- Also, get advice about how to structure the sale/ownership of any properties a business may operate from. Depending on requirements, it may be possible to re-organise the corporate structure, splitting the trade from the property. There are tax implications

(both good and bad) around these property issues. Creating the right structure can save you substantial amounts of money. This may not be straightforward as you have to accommodate the competing wishes of the purchaser, but that's part of the bargaining process.

- From a vendor perspective, the main tax will be capital gains tax (CGT), currently at 33%. After the traumatic decade we've been through it's good to know that loss relief may be available in certain circumstances.
- A good marriage can be good for a sale – there are specific reliefs that can apply where a spouse is a part owner of the business or property. Again, get good advice about your corporate structure.
- For individuals aged 55 years or older, retirement relief may be available on the sale of business assets (T&C's apply). This can prove to be a chunky saving. As usual with the tax code there are complications but explore every avenue to lessen that tax charge.
- Another option is entrepreneur relief, a tax relief that can reduce the tax rate on gains on certain disposals of business assets from 33% to 10%.
- If you're not ready for retirement, and/or do not want to part with up to 33% of the sale proceeds, you might consider using a holding company structure (this company would sell and receive the proceeds, rather than you personally). This is one of those structures worth considering when you are buying a business – if you are that forward looking.

Ian Lawlor is Managing Partner with JPA Brenson Lawlor, Chartered Accountants. Email ian@brensonlawlor.ie or telephone **01 668 9760**.

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we urge you to **use your noggin.**



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Plasterboard and Insulation

The new Building Regulations require that after any alteration to a minimum of 25% of a home's surface area, the building must either achieve a minimum B2 BER rating or the heating system and attic insulation comply with the Building Regulation standards.

According to the SEAI a home loses on average 20 - 30% of its heat through the walls which rises even further if they are not insulated. Up to 30% can be lost through a poorly insulated attic. The Department of Housing, Planning and Local Government is introducing new Building Regulations (Part L) that come into force on 1st November 2019.

Any customer / homeowner applying for an SEAI grant for External or Internal Wall Insulation who commences works after 1st November 2019 will be required to comply with these new Building Regulations as a condition of their grant payment. **(Source <https://www.seai.ie/grants/home-energy-grants/insulation-grants/>)**

Nearly Zero Energy Building (nZEB)

Hardware Association Ireland held a workshop in April of this year in conjunction with the SEAI on the topic of nZEB. The nZEB standard will apply to all new buildings occupied after 31st December 2020. For Public Sector bodies, the standard will apply to all new buildings owned and occupied by the 31st December 2018.

As with previous Building Regulations there are transitional arrangements in place where buildings are occupied after these dates but work commenced prior to 31st December 2018.

The definition for Nearly Zero Energy Buildings in the Energy performance in Buildings Directive (EPBD) is "a very high energy performance, as determined in accordance with Annex 1. The nearly zero or very low amount of energy required should be covered to a very significant extent by energy from renewable sources, including energy from renewable sources produced on-site or nearby".

For Domestic Buildings on all new builds, it is proposed that nZEB will be equivalent to a 25% improvement in energy performance on the 2011 Building Regulations. Key changes to Part L for nZEB compliance include a Maximum Energy Performance Coefficient of 0.3, a Maximum Carbon Performance of 0.35 and a renewable Energy Ratio of 20%. For major renovation of existing buildings, it is proposed that major renovation is typically activated under the following circumstances, where the work affects greater than 25% surface area of the existing dwelling:

- External Wall Renovation
- External or Internal Insulation
- External Wall & Window Renovation
- External Wall & Roof Renovation
- External Wall & Floor Renovation
- New Extension

For Non Domestic new builds, an equivalent to a 60% improvement in energy performance on the 2008 Building Regulations is required. This means an improved energy performance for the fabric, services and lighting specification. It also introduces a mandatory requirement for renewable sources. The renewable sources must in general provide 20% of the primary energy use, however there is flexibility where the building is more energy efficient than the regulations. This typically corresponds to an A3 Building Energy Rating. For major renovation in existing buildings under EPBD, major renovation is where "more than 25% of the surface area of the building envelope undergoes renovation". This will require that the building is brought up to cost optimal level, which is defined in the building regulations as:

- Upgrade Heating System more than 15 years' old
- Upgrade Cooling and Ventilation Systems more than 15 years' old
- Upgrade Lighting more than 15 years old.

Further details can be found on the Department of Housing, Planning and Local Government website www.housing.gov.ie.

WHAT'S ON YOUR MIND?

We're curious about what your customers are working on right now and would be happy to answer any questions you or they may have about our products, systems and services and how we can help make the difference.

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**MAKING
THE
DIFFERENCE**

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Harnessing the power of technology

A report prepared by Plum Consulting for Sage Ireland revealed that Irish SMEs could save up to €2.2 billion annually in administrative costs by harnessing the power of technology.

The report, titled “Sweating the Small Stuff: the impact of the bureaucracy burden” examined the impact of administrative tasks on small and medium enterprises (SMEs), and found that Irish companies have fallen behind their international competition in the uptake of digitalisation to address burdensome tasks. For instance, more than 55% do not make use of digital aids to relieve the administration burden on their staff.

Administration accounts for 3.5% of the total manpower of the average business and, according to Sage Ireland’s live productivity tracker, the cost of lost productivity so far in 2018 amounts to over €309m.

The report’s findings highlight the largest administrative task for small and medium sized businesses in Ireland is accounting. Operational tasks, such as recruitment and HR, represents a smaller burden for entrepreneurs. Perhaps unsurprisingly, accountancy-type tasks are the most likely to be digitalised, with accounts, tax and payroll benefitting. Other HR administration, along with talent acquisition, are less likely to have any digital processes in place, with less than 40% of companies reporting a degree of digitalisation. Given the general lack of digitisation, there is a clear opportunity here for SMEs to improve their processes for dealing with administration.

The Foundation for Building Excellence

Mark McArdle of Intact discusses the interdependence of technology, operational excellence and competitive advantage for the building supplies industry.

The number one reason why our customers invest in a new business software platform is that they see it as a platform for growth. Ambitious merchants and building supplies distributors are recognising that business software is not simply a tool there to process transactions, manage finances and record interactions.

Modern business software platforms deliver so much more.

In a recent customer survey (Dec 2018) over 90% of our customers stated that our next-generation business software solution for merchants, Intact iQ, provided them

with a strong platform for growth. They also noted that it has driven automation in their business making them more efficient and given them the controls they needed to run their business optimally.

Think back to when you invested in your current system.

If it was longer than 10 years ago, is your solution now fit for today’s digital age? Think about how much technology has changed in that period. Think about how customer (b2b and b2c) expectations have also changed in this period. The landscape we live in is now very different but with

{Continued overleaf}

Elevate your business



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To deliver on this ambition we've built software solutions to support your unique ways of working. By not shoe-horning you onto a generic platform with generic processes, we're able to support your competitive advantage and unlock your greatest asset – your IT system – to create your central business hub; your single version of the truth.

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that brings great opportunities for those businesses who wish to embrace the power of technology in a real and practical way to future-proof their business and enable their business to be at its best.

Modern business software platforms, like Intact iQ, are engineered to deliver transformative benefits for your business:

- Maximise efficiency with personalised workspaces
- Real time visibility and control with a fully integrated business wide solution
- Mobilise your workforce with role based apps
- Boost productivity with workflow automation
- Enhance decision making with integrated business intelligence
- Enhance margin and better serve your customers with a merchant focused, fully integrated trade counter
- Remove barriers to growth with a system that can expand and scale with ease
- Sell online seamlessly with a fully integrated e-commerce solution

Merchant Software for Merchant Challenges

At Intact the benefits noted above apply for all of our customers but given our focus on the merchant market our solutions have been designed and are constantly being enhanced to help best address the challenges you face in your industry. We do this because we believe technology designed for your business drives your business.

1. Rebates

Rebates are a huge part of your business and rebate management has always been a challenge. The flexibility in our solution, Intact iQ, allows you to cope with complex rules or even bring in group results to give a more realistic rebate value. But once you have traceability of this key data then rebate management comes into play. This involves easy

tracking of progress, pro-active notification of rebates due and where threshold boundaries are close. The administrative savings here are huge.

2. Negotiation

Linked to this is negotiation. Your customers will still want 'their price' so you have to negotiate but the trick here is to minimise and monitor this using some flexible rules. Minimum margin within a product group is unacceptable as products vary so much within that group. Inline overriding of margin exceptions by senior staff aids transaction flow here.

3. Ease of Use

Nearly every ITT (invitation to tender) we get talks about 'ease of use' and 'simplification of processes'. This is where the flexibility of Intact iQ shines and allows our users to tailor each screen and process to exactly what they need to see. Keep things simple and drill into the infrequent detail when needed.

4. Integration

Integration is essential for a modern merchant as there are so many best of breed systems out there. The framework within Intact iQ allows us to import or export pretty much anything using classic formats like CSV or Excel. But our RESTful API takes things to another level. You can allow read or update access to any object in Intact iQ without any development effort. You can control the whole thing via a visual designer. This is a dream come true for web developers who have traditionally struggled with integrating with 'hard coded' web service APIs.

It's time to stop thinking about business software as a piece of technology that simply assists you in performing your key business operations. Your business software is critical to your business success.

Visit intactsoftware.com to find out more about Intact and how they are empowering merchant businesses to operate at their best.

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RNH
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Have you been digitally transformed?

You process sales transactions on your ERP system. You have a website. You market your business via social media. Does this mean you have 'digitally transformed' your business? Unfortunately not. Tony Pey – Kerridge Commercial Systems says "‘Digital transformation’ is all about implementing technology to change the culture and behaviours within a business - rather than just using it to streamline existing processes. It's also about the ability to meet the levels of today's customer expectation – and the instant gratification we all expect from being constantly connected through apps and mobile devices".

There are two approaches to defining your IT strategy. The first is simply to extend the digital reach within your existing business model. Maybe you began with automated accounting and ERP and are now digitising further areas of the business such as payroll. The second approach involves using IT to transform the business model itself to substantially improve efficiencies – and customer

service. Software providers are developing apps for use on iOS and Android devices to help facilitate the transformation, and to enable operatives to undertake tasks in a showroom or warehouse that were previously done behind a desk or counter.

For example there are delivery apps that deliver autonomy to drivers by enabling them to access and manage a branch generated electronic manifest with signature capture. Counter staff and customers planning purchases are now using shopping apps with rich visual content. Staff can approach customers and use these to discuss and build an order that is fed back to the core system.

Adopting a digital strategy means driving new behavior among your teams and empowering them to work in ways that will enhance customer service - as well as driving efficiencies throughout your business!

Find out more information on how Kerridge Commercial Systems can help your business digitally transform. Call **+353 (0)15457100** or email **hello@kerridgecs.com**

The Future of Business Starts with Profile

Profile has always been at the forefront of business management technology since 1980 and 2019 is no exception. They have recently developed a cross platform application to run on a wireless scanning device alongside their accounting software, suitable for any business to seamlessly add to their existing Profile system.

The application will run on any modern touchscreen scanning device which can be supplied by Profile if required and has an extensive list of features all designed to make the running of a modern store as efficient as possible.

Stock taking can be carried out throughout the year by section by simply scanning or picking an item and entering the quantity. Stock checks can be swiftly completed by simply scanning your shelf edge label or item barcode and you can then print labels or proceed to order for either purchasing or for a sale.

When goods are received in, the device can then be used to scan items into stock.

As with the rest of the Profile accounting system, the app will be continuously developed with new features always being added and updated. Support as always is second to none with the manufacturing, development, support and marketing of the software all done from one team.

If you feel like your system is standing still or not giving you the results you want to see, just look to Profile. To see a demonstration of how the Profile system can bring your business into the next level, just give them a call or email on **www.profteck.ie**

Profile Business Management System



One integrated system from POS to back office available on PC, mobile, handheld or tablet

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E: sales@profteck.ie www.profteck.ie



Irish Government Plan to retrofit 500,000 homes

Heating and Plumbing issues have been in the news with the recent announcement of the Government's 2019 Climate Action Plan.

As part of the recently published Climate Action Plan the Irish Government aims to retrofit 500,000 homes. Under the new plan, homeowners could choose to pay for the cost of retrofitting their homes to make them more energy efficient through higher property tax or electricity bills. A new "easy-pack" model for retrofitting homes will be examined by the end of the year. Improving the energy efficiency of homes is a major element of the plan, with the Midlands earmarked for a "major house-retrofitting programme". The installation of oil boilers will be banned from 2022 – and gas boilers from 2025 – in all new homes. The required regulation for this will be enacted this year. The Government proposes a retrofitting programme to install 400,000 heat pumps in homes and businesses. A major push to promote alternatives to fossil fuel boilers is envisaged, such as developing national standards for heat pumps and introducing - by the end of 2023 - a training programme to "upskill approximately 300-500 heat pump installers". - <https://www.irishtimes.com/news/environment/climate-action-what-are-the-new-government-measures-1.3928072>

In the National Development Plan the Irish Government laid out its intentions to change out oil boilers to heat pumps in at least 170,000 homes as part of a campaign of deep retrofitting of existing housing, commercial and public building stock, while regulating new build to the highest energy efficiency standards. Irish homeowners, as of April 2018, qualify for a grant of up to €3,500 via the Sustainable Energy Authority of Ireland (SEAI) to install a heat pump but will no longer be eligible for a grant to replace their fossil fuel boiler. According to the SEAI "Inefficient heating systems are wasteful of energy and costly to run because of the amount of fuel needed to maintain adequate comfort levels and hot water in the home. Replacing a conventional heating system with a heat pump system, particularly in a well-insulated dwelling, can transform the comfort levels in the home while reducing running costs, energy usage and harmful greenhouse gas emissions. In addition, the heat pump system can eliminate oil and gas bills from the home." - <https://www.seai.ie/resources/publications/Homeowners-Guide-To-Heat-Pump-Systems.pdf>

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New Qual-Pex Plus+ 'Easy-Crimp' system

Since Pipelife was established in 1970 it has been committed to producing quality plastic goods for the construction, agriculture and plumbing sectors. The Qual-Pex Plus+ 'Easy-Crimp' system is a new unique system designed specifically for the Irish market. The Qual-Pex Plus+ 'Easy-Crimp' system is supplied in Irish sizes of ½" and ¾" for use with Qual-Pex Plus+ 'Easy-Lay' pipe. The Qual-Pex Plus+ 'Easy-Crimp' system requires no expensive tooling, no reaming of the joint prior to fitting; no pipe inserts, and gives an incredibly secure joint. The system is designed for optimal installation speed, ease of use, joint security, and competitiveness. Because it is Irish sized the system is ideal for use in retrofit applications or other applications as it is fully compatible with existing Irish size pipe and fittings systems. For new builds this system is unbeatable for installation speed.

Their extensive range of quality 'Easy-Crimp' fittings have complete compatibility with their Qual-Pex Plus+ 'Easy-Lay' pipe. The airforce grade annealed aluminium protective metal sleeve is precisely attached to each fitting during production and is designed to provide a unique metal reinforced leak free joint. The polymer fittings are made from a high performance thermoplastic and can withstand high temperatures as well as being corrosion resistant. Pipelife say they listened to what plumbers wanted and the Qual-Pex Plus+ 'Easy-Crimp' system was designed to deliver.



The secure water tight seal is made when the Qual-Pex Plus+ 'Easy-Lay' pipe is compressed onto the body of the Qual-Pex Plus+ 'Easy-Crimp' fitting. The "air force grade" aluminium holds that seal permanently. This seal eliminates any contact between water and metal which has been the focus of problems in the past (brass bodied fittings degrading due to corrosive water). The Qual-Pex Plus+ 'Easy-Lay' pipe and the Qual-Pex Plus+ 'Easy-Crimp' fittings are completely corrosion resistant.

The sleek light weight Qual-Pex Plus+ Clamp Tool has been designed to make the seal with minimum effort from the installer. Gone are the days of tool belts, spanners, sealer, inserts, hacksaws, solder, gas torches, big bulky expensive battery operated tools reamers etc. All you need is a Qual-Pex Cutters and the Qual-Pex Plus+ clamp tool. The Qual-Pex Plus+ Clamp tool is ideal for working overhead due to its light weight and the ability to get into awkward spaces will surprise you.

Pipelife's guarantee on the Qual-Pex Plus+ 'Easy-Crimp' System against manufacturing defects is a minimum of 50 years. The guarantee remains valid, provided that the pipe and fittings are installed as per the company's recommended installation guidelines and that the products installed were not damaged before, during or after installation.

Qual-Pex Plus+ 'Easy-Crimp' fittings are the professionals choice due to the right materials used for the job, the rings don't fall off, no o-rings, pipe inserts or pipe de burring required, no slide just crimp and move on. Once you push the pipe in you can rest for sure knowing it's docked and locked - then crimp.

For further information contact, Pipelife Ireland Ltd, White's Cross, Cork. Phone: **021-4884700**, Fax: **021-4884701**, Email: **ireland@pipelife.com**
www.pipelife.ie



MT Agencies and Netatmo - A Smart Partnership

MT Agencies Ireland Limited is delighted to announce its appointment as the Netatmo Pro distributor for the Republic of Ireland. MT Agencies distributes premium showering and heating products and with the addition of Netatmo to its portfolio only reinforces the company's commitment of offering well designed quality products to its customers. Since 2011 Netatmo have been developing ground breaking beautifully designed connected consumer electronics. The Netatmo Smart Thermostat allows you to control your heating from work or from the other side of the world from your smartphone, tablet or PC. If used in conjunction with the Netatmo Smart TRV you can control individual radiators from the Netatmo App, which is designed to be simple to operate yet deliver a rich user experience.

To find out more on the Smart Heating products or for more information on the complete range of Netatmo products contact MT Agencies Ireland Limited on **01 8643363** or email **sales@mtagencies.ie**.



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Grant launches Multiple Package Solutions offering

A key driving force within Ireland's plumbing and heating industry, Grant is once again leading the way with the launch of its Multiple Package Solutions offering. Suitable for those undertaking a new build project, this latest offering from the heating technology manufacturer combines the benefits of the expanding Grant product portfolio with the specialist knowledge of its Technical team and provides the full heating requirements for a property under one roof.

In response to the changing needs of those in the new build construction sector, Grant's Multiple Package Solutions offering provides a time-saving and hassle-free service which designs, quotes and supplies a highly-efficient and integrated heating solution. By outlining a property's main heat source, accompanying hot water cylinders and suitable heat emitters, Grant ensures that maximum efficiencies are achieved for the heating system. Barry Gorman, Grant Technical Team, explains, "High efficiencies, innovation and great reliability have been at the core of our manufacturing process for over four decades, resulting in the wide product range that forms an integral part of our Multiple Package Solutions offering. By combining multiple technologies which complement one another in operation, we can ensure that the products are closely matched to the exact requirements of the property to help maximise efficiencies and subsequent savings on the property's heating bills.

"The development of this free of charge service highlights the dynamic approach we bring to the plumbing and heating industry and how we go above and beyond to meet the needs of our customers. Reinforcing this further, we have also recently introduced an A+++ 13kW model into our Aeronas³ air source heat pump range, featuring R32 refrigerant which has a lower global warming potential than other typical heat pump refrigerants and therefore has greater environmentally-friendly benefits," continued Barry. The Aeronas³ heat pump range is an important element within Grant's Multiple Package Solutions offering and a popular choice for new build properties as it can help meet Part L compliance required under building regulations. An

exciting development for the industry, the new Aeronas³ R32 heat pump exceeds current regulations and can essentially help to future-proof a property. The R32 refrigerant meets upcoming legislative targets outlined in the 2014 EU Fluorinated Greenhouse Gas Regulations and will feature in all models within the Aeronas³ heat pump range in the coming months.

Following the selection of an Aeronas³ heat pump and accompanying hot water cylinder, the property's full heating requirements can be finalised with heat emitters from Grant's extensive range. Two of the manufacturer's most recently-launched heat emitter offerings include the Grant Solo fan convector radiators and Grant Afinia aluminium radiators, either of which are an excellent choice to work effectively with an Aeronas³ heat pump's low temperature operation.

Available in three models, the Grant Solo fan convector radiators incorporate clever technology which champions faster rates of convection than traditional radiators and provides a boost of warmth to areas of the home that could be harder to heat. Units within the Grant Afinia range, which feature curved surfaces and a brilliant white powder-coated finish, are designed with versatility in mind and are available from 6-20 panels as either standard or vertical radiators to ensure they can fit any application. The Grant Technical team also provides full specifications for underfloor heating which can be easily integrated with any home heating system. For more information visit www.grant.eu

How your customers can avail of Grant's Multiple Package Solutions offering

1. Send their planning drawings to heatpump@grantengineering.ie
2. A member of the Grant team will be in touch to discuss requirements
3. They will receive full property specifications with recommended products all available from Grant



Multiple Package Solutions.

Building a new house?

Your heating system's overall efficiency can be significantly improved by **combining multiple technologies**. By installing an air source heat pump, high performance cylinder and effective heat emitters (such as aluminium radiators, fan convectors or underfloor heating) a home's heating system can be taken into a new class of efficiency. And, what's more, you can get **all of these products from Grant**.



Think Heating.
Think Grant.

To avail of our **free of charge** heat loss calculations, send your planning drawings to **heatpump@grantengineering.ie** or call **057 912 0089**





Innovative products available from Calpeda Pumps

Creating engineering-led solutions comes from a unique mix of innovative pumps complemented by a team of in-house specialists offering design advice and technical support at every stage of a project, including domestic, commercial, industrial or specialist applications. As part of the Italian pump giant, Calpeda SPA, Calpeda Pumps (Ireland) Ltd can also boast of continuous product development, a typical example being the Calpeda Aquarius tank system.

This is the latest example of the innovative products available from Calpeda Pumps (Ireland). For over 20 years the company has built a strong reputation for delivering customised pump solutions to meet the requirements of a wide range of projects and applications.

Calpeda Pumps (Ireland) designed this unique pump and water storage solution and it is manufactured at its premises in Blanchardstown. Calpeda Aquarius is designed to meet the demand for a self-contained, integrated pump and water storage solution and is suitable for applications such as houses, apartments, retail, commercial, hospitality, nursing homes, sports clubs and gyms. It also holds the prestigious Guaranteed Irish symbol of accreditation.

Displaying its versatility, there are multiple tank size options in capacities ranging from 100lt to 2000lt, and a number of

different pump sizes with pressures up to 12 Bar and flow of 183 litres/minute. Tanks can be interconnected for larger storage capacities as appropriate.

The variety of tank sizes and shapes means that Calpeda Aquarius is suitable for a wide array of applications in a variety of house types and locations. Being locally manufactured means that project-specific solutions can also be created. Initial installation and future servicing is kept simple. Everything relating to the pump is incorporated into the self-contained special screw-on/off lid. Servicing is also straightforward and, if the need arises to replace it, the lids are interchangeable, so the installer simply needs to extract the old pump and drop in the new unit. Every tank is manufactured from non-toxic, high-density polyethylene and certified for use with drinking water. The materials used are all non-corrodible and are UV, mould, algae and lichen resistant, while every tank is fully pressure tested and certified prior to dispatch. The range of Calpeda Aquarius tanks come complete with secure access lids, a screened vent, and dry-run protection built in as standard. The pumps use jacketed motor technology in order to prevent heat transfer to the stored liquid, while pressure control options are possible via the patented Calpeda IDROMAT and EASYMAT variable speed controls.



Guaranteed
Irish



Calpeda Aquarius® Tank System

Features and Benefits

- Very quiet operation (48DB)
- Ideal in areas where mains pressure is low or inconsistent
- Certified for use with drinking water
- Over 30 different pump options
- Jacketed motor technology
- Dry-run protection built in as standard
- Pressures up to 12 Bar and flow of 183 litres/minute
- Forty different water tank size options (100lt to 2000lt)
- Pressure control options
- Outlet drain connections of 1 1/4" and 1" fitted as standard
- Tanks can be inter-connected for larger storage capacities
- All units fully leak and pressure-tested, and certified

“Calpeda Aquarius is designed to meet the demand for a self-contained, integrated pump and water storage solution.”

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Phase 3

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Ancofer launch exciting 2019 catalogue



With over 20 years as trusted suppliers of off-the-shelf and custom bathroom supplies to the hardware industry, Ancofer, the home of Western Bathrooms, launched its exciting 2019 catalogue earlier this year. As Ireland's only manufacturer of acrylic baths, whirlpools and spas, their experienced designers and craftspeople continue to deliver innovation and sophistication to the Irish and UK markets. With thousands of homes already enjoying the luxury of their products, they are pleased to introduce the next generation of baths, spas and whirlpools.

The 2019 catalogue emphasises clean, elegant lines, with a keen eye on form and function, bringing new life to traditional designs. They are also delighted to introduce modern, eco-friendly designs to the market. Harnessing the latest in whirlpool technology, the range brings a touch of luxury to every home's bathroom regardless of size or shape.

Ancofer is a 100% Irish-owned company founded by the late Tom Davy, and continues to operate as a family company to this day. From the hands of their skilled craftspeople in Mayo to bathrooms, their experienced sales team can be trusted to guide customers through the process from design and manufacture to delivery. The 2019 brochure is available from ancofer.ie and their specialist advisers are available to discuss your specific needs at **+353 (0)94 963 0850**.

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The Lir Collection

A new and exclusive range specifically aimed at the contract build market; available at bulk purchase prices.



► Swan

Width: 775 mm
Length: 1720 mm
Depth: 410 mm

◄ Signet

Width: 695 mm
Length: 1690 mm
Depth: 385 mm



Ancofer

THE HOME OF WESTERN BATHROOMS



Liffey ▶

Width: 900 mm
Length: 1500 mm
Depth: 370 mm



Emerald ▲

Width: 700 mm
Length: 1700 mm
Depth: 360 mm



◀ Windsor

Width: 700 mm
Length: 1525 mm
Depth: 365 mm

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baths and bathroom products to the hardware industry*

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South Coast on a Mission

South Coast Sales was formed in 1990 with a mission of supplying quality products coupled with outstanding service. They started with Philmac products, which they demonstrated to end users at trade shows all over the country. Gradually they built up the Philmac business to be the market leader in the industry. They supply Co-ops, Builders Providers, Plumbing stores & Hardware stores all over the country with a next day service.

Over the years they have added more quality brands such as South Brass Fittings, South Plumbing Products, Ideal Immersions, PF Press Multilayer Pipe and Fittings. Farho heaters were added in 2008 which has seen them grow into the Electrical Wholesale sector too. In 2018 they added the Ideal Infra-Red heaters to their growing list of products. Today South Coast continue to offer the same next day service that they did from the beginning which ensures that their customers need only stock the minimum quantities.

They have listened to their customers and grown their range of products with their needs in mind and will continue to do so going forward. The company continually strives to provide Top Brands and the best service to all their customers.



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As a market leading innovator and the world's largest manufacturer of electric heating products, Glen Dimplex remains at the forefront of current and future developments and trends within the heating, hot water and ventilation space.

The current housing crisis has seen a surge in the number of apartment developments in recent years, paired with the 2019 building regulations which focus on reducing carbon and energy rates by 65% and 70% respectively, the need for a more energy efficient and cost-effective heating solution is more prevalent than ever before.

The high levels of insulation required by the building regulations means that new apartments have very small demands for space heating, in fact hot water accounts for more energy in new apartments today than space heating. Compared to traditional wet systems which require large centralized boilers, combined heat and power and require large volumes of water to be pumped around the building to meet very small amounts of heat in individual apartments, Glen Dimplex has developed a smart electric heating solution that ensures each homeowner has control over their own stand-alone heating system.

Developed here in Ireland, Glen Dimplex can deliver heat wherever there is an electric connection, it is this level of flexibility that allows up to 40% lower capital costs and greater efficiencies across apartment developments.

As electricity moves to low carbon sources of generation, and with significant drops in emissions targets expected by 2030, electricity will become a universal and versatile source of low carbon energy. By installing the Dimplex Q-Rad space heating system with the Dimplex Edel hot water tank, along with Xpelair MVHR, the new nZEB targets are easily achieved.

To find out more about the Dimplex heating and hot water solution, or any Dimplex product, contact us on **01 842 4833** or email salesireland@glendimplex.com or visit: glendimplexireland.com

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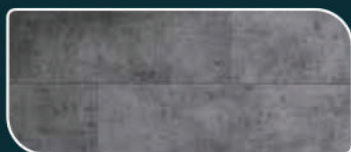
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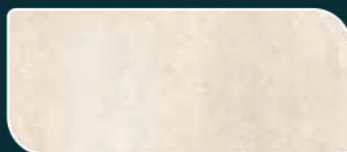
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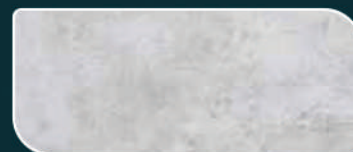
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