

CASE STUDY

Terreal

Terreal is an international manufacturer of clay building products with its head office in France. In the UK, a small team promotes and sells clay roof tiles and terracotta rainscreen cladding.

CLADDING & SHEETING

Breathing new life into buildings

Faced with 11 aging and energy-inefficient residential tower blocks in Malmes, City South Manchester Housing Trust had a dilemma: demolish and re-build or refurbish and upgrade? After considering all the available options, the Trust decided to refurbish the existing towers using 7,000m² of Terreal's Blizzard terracotta rainscreen cladding for much of the external facade, which was specified and supplied by Lancaster Brick and Tile.

Having made the decision to refurbish the 11 tower blocks, the City South Manchester Housing Trust's key aim for Phase One was to improve the appearance of the residential blocks and to bring their energy efficiency up to the standards of the 21st century. When Living Stone secured the contract for Phase One of the £25m, three-phase project which included refurbishing 11 of the towers, Architects 2E of Manchester stated that its strategy for St George's Court, The West Court, Westcott Court and Ladbroke Court was to "provide an architectural rebranding of these 1960s apartment towers to create a substantial, timeless visual identity".

Like many other projects of this type, the design team decided to use external cladding to provide a visual rebranding, improve the appearance of the buildings and at the same time provide the necessary thermal insulation. Another major reason the client decided to go for an over-cladding refurbishment was the fact that the towers could remain in situ while the works were carried out around them, with little or no disruption. They chose a finish that was a neutral, earthy, warm, and durable, possessing the ideal self-cleaning ability to achieve the client's brief.

Blizzard is a small-dimensioned, terracotta rainscreen facade, which is equally suitable for new build and refurbishment projects. It is made from lightweight, precast, interlocking, dimensioned products, which are attached to the building using a simple, fast, and secure system. The cladding is fixed to the building and is held vertically against the wall and the fixing system while the solidity of the terrace creates a high resistance to wind.

Another important factor for the client was the adaptability of the facade to the different dimensions of the towers, which is achieved by using a range of precast and aluminium clips, which are quick and efficient on-site installation.

A familiar name

Terreal will be a familiar name to roofing contractors through its range of roof tiles which have been available for many years. However, due to its success in its native France and also the company's track record in providing rainscreen products in the UK, the company has been able to expand its product range to include rainscreen products in the UK, too.

Despite the economic climate, the rainscreen system and the Piraxa S11 which is available in sizes up to 1500mm at just 50mm thickness is a product that has responded to the market and proved popular with architects.

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CONTRACT OPPORTUNITIES

TERREAL TERRACOTTA

Dear XXXXXX,

Thanks to the successful introduction of Terreal rainscreen cladding into the UK market, we have a substantial specification bank. We require new installers throughout the country.

Contact us now to take on new and profitable contracts, benefiting from:

- Easy installation
- A unique range of colours
- Great value for money

Best regards,

CONTRACT OPPORTUNITIES

Thanks to the successful introduction of Terreal's terracotta rainscreen cladding in the UK, we now have a substantial specification bank. Therefore we require new installers throughout the country.

- Terracotta Rainscreen
- Easy installation
- Unique colour range
- Cost effective

Call Ray Sciberras for opportunities in your area
07681 827 038

TERREAL TERRACOTTA

national.com

Objectives

- Raise the company profile with cladding contractors
- Create awareness of terracotta rainscreen products among architects
- Support sales efforts to increase specifications

Solution

Terreal UK has a small sales team with big ambitions. Keystone Construction Marketing acts as Terreal's marketing department, providing on-going marketing advice and support. To ensure the budget stretches as far as possible, we have created a detailed, year-long communications plan.

Services

- Magazine Adverts
- Press Releases
- Case Studies
- Website Advice
- Search Engine Optimisation (SEO) Advice
- Copywriting
- e-Mailshots

For more information call **020 3326 0429** or email info@KeystoneCM.co.uk

“ One of our biggest objectives was to get on page one of Google using SEO. We followed Keystone's advice on the matter and we're now high on page one of Google for our primary keywords. We were considering using an SEO consultant which would have cost a few thousand pounds over a year, but Keystone's advice meant we don't need one. ”



Martin Fewtrell,
Sales Director – Terreal UK