

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.

Terreal UK

CLADDING & SHEETING

Breathing new life into buildings

Forced with 11 aging and energy-inefficient residential tower blocks in Hulme, 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 7,500m² of Terreal's Bizard terracotta rainscreen cladding for much of the external facade, which was specified and supplied by Lancaster Brick and Tile.

...bringing made the decision to refurbish the three residential tower blocks, the City South Manchester Housing Trust was keen to improve the appearance of the buildings and to bring them back to the standards of the 21st century. When Lancaster Brick and Tile was approached to supply the rainscreen cladding for the towers, it was a relief for the Trust that the rainscreen cladding was made in the UK.

...The rainscreen cladding was chosen for its ability to improve the appearance of the buildings and at the same time provide the necessary thermal insulation. Another major reason for the decision to go with rainscreen cladding was its ability to be installed on existing buildings without the need for a full external wall reconstruction.

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CONTRACT OPPORTUNITIES

Go to the website > Forward to a colleague > Contact us >

CONTRACT OPPORTUNITIES

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,

Ray Sciberras
07881 827 039
ray.sciberras@terreal.com

TERREAL TERRACOTTA

terrealinternational.com

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
07881 827 039

TERREAL TERRACOTTA

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 PROVIDED

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

For more information call **020 8680 5275** or email info@KeystoneCM.co.uk

Results

“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