

BG Tips

Newsletter



New training facility for branches



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Additional ways to increase your sales!

BG Tips is British Gypsum's newsletter for the merchants. Inside you'll find useful information, hints and tips to help boost plaster and drylining sales, so please pass around to colleagues.

British Gypsum on the road

Not content with having the industry-leading training facilities at East Leake, Kirkby Thore, and Erith, the British Gypsum Drywall Academy is putting its technical expertise on the road.

The Drywall Academy has always had a focus with merchants, either by providing bespoke displays inside branches, or by providing staff and customer training days. The new training facility allows British Gypsum to provide your branch with professional demonstrations in the yard or car park, for both customer open days and staff training.



To help you promote activities in your branch we can provide demonstrations and hands-on training, enabling your customers to see the benefits of using the latest cost and time saving drylining systems, as well as how to improve the quality and profitability of their work.

Some of the systems we'll be able to display include:

- How to build partitions using **GypWall CLASSIC**
- Lining walls with **GyLyner UNIVERSAL**
- Fixing ceilings using the **Casoline MF** system

And we will be on hand to offer advice on any of your customers' drylining queries.



If you'd be interested in having the Drywall Academy visit your branch, whether to support an open day or event you're having, contact your local Area Sales Manager to discuss how we can support you.

Are you up-to-date?

We've been busy updating our range of literature and merchandising to help you improve the level of information available to your customers. Why not take a look at what you could display in your branch?

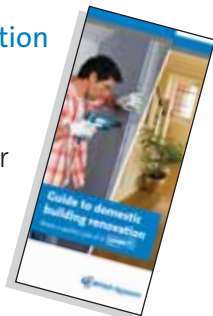
If you'd like to use some or all of this support, simply fill out the form overleaf and fax it back or pop it in the post.

Handy guides to help your customers

You can order the following guides in a pack or in pre-stocked literature holders.

Guide to domestic building renovation

To keep your customers up-to-date with some of the Building Regulations, as well as key areas for renovation, this guide will come in really handy.



Installation guide

From **Drilyner BASIC** 'dot and dab' to the more complex **GypFloor SILENT**, this installation guide provides a practical step-by-step guide to choosing and building the perfect systems.



Finishing guide

To achieve those beautiful walls and ceilings, this guide provides a perfect introduction to plaster skimming and drylining.



Guide to Part L and Section 6

This guide gives an overview to improving thermal insulation in renovation and conversion work. Complete with the Gyproc ThermoLine board selector and system chooser, it will help guide your customers in the right direction.



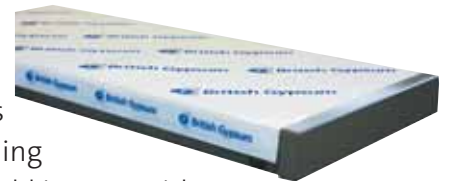
Useful tools to promote your products

Literature holder

If you haven't got one already, this will do just the job. It will hold all your British Gypsum guides, and you've no need to worry as it comes pre-stocked.

Shelf covers and floor stickers

If your branch has a dedicated drylining display, why not add impact with our British Gypsum branded shelf covers and floor stickers, to give a strong focus on the range of plaster and drylining accessories you stock?



Plasterboard selector poster

Help your customers decide which Gyproc plasterboard to use with the selector poster.



Stockist banners

Why not promote the British Gypsum and Thistle product ranges you offer with our banners.



MORE INSIDE

BG Top Tips

To gain more from your plaster and drylining sales, our top tips for the summer will give you some ideas to generate additional sales revenue.

Did you know that focusing on plasterboard and plaster accessories can increase your added value sales by up to 20%?

1. Potential sales of higher value accessories can be lost, particularly where products such as jointing compounds, sealers and primers, drywall screws and tapes are located in different parts of the showroom.

By merchandising and displaying the full range of accessories together, it acts as a useful reminder for customers to pick up all the products they need in a single visit.

2. When customers order their Gyproc WallBoard, it's worth trying to understand whether it's the most appropriate board for their job.

Depending on where they are working, there is a full range of high performance boards that can be used to meet specific requirements, such as improving thermal or acoustic insulation. The guide to domestic building renovation can help guide them in their choice.

Gyproc ThermalLine SUPER installed in the Gyplyner UNIVERSAL system



3. Fully trained staff are your biggest asset, and make a significant difference to how your customers utilise your branch as a primary source of information.

British Gypsum runs dedicated merchant training courses to help get new starters up to scratch or act as a refresher on the latest products, systems and regulations. Our Pure Practical course can be booked for individuals or small groups to help target areas you need to focus on. The Drywall Academy can now also come to you with our mobile training facility, for both staff training and demonstrations for your customers.



To find out more about our training courses, contact the Drywall Academy on 0844 561 8810 or visit www.british-gypsum.com



Literature and merchandising order form

To order British Gypsum literature and merchandising tools, please tick the relevant boxes, fill in your full contact and address details and fax or post to the address below. Please only send a maximum of one form per branch.

Merchandise	Dimensions	Pack size	My order (please tick)
British Gypsum literature pack (containing all leaflets)	1 box	30 x 6 leaflets	<input type="checkbox"/>
British Gypsum literature holder (containing all leaflets)	40cm x 65cm	1 holder	<input type="checkbox"/>
British Gypsum shelf covers	100cm x 40cm	Contains 2 covers	<input type="checkbox"/>
Gyproc accessories floor sticker	50cm x 30cm	1 sticker	<input type="checkbox"/>
Gyproc plasterboard selector poster	84cm x 59cm (A1)	1 poster	<input type="checkbox"/>
British Gypsum banner (indoor and outdoor use)	80cm x 50cm	1 banner	<input type="checkbox"/>
Thistle plaster banner (indoor use only)	200cm x 90cm	1 banner	<input type="checkbox"/>

Your details:

Name _____

Position _____

Merchant & Branch _____

Address _____

Telephone _____

Email _____

Fax to:
0115 945 1924

Post to:
FREEPOST MID17398
British Gypsum
Head Office
East Leake
Loughborough
LE12 6HX
No stamp required.

News in brief

British Gypsum voted among the UK's leading Business Superbrands for 2009



British Gypsum is one of the UK's leading business brands, according to business professionals and the organisation, Superbrands UK.

The company is one of only eight construction product manufacturers to make the seventh annual Top 500 list of Business Superbrands, alongside other leading brands, including Tarmac, Blue Circle and Corus.

From an initial list of several thousand UK business-to-business brands, the process identified the top 500 brands in the UK.

Voted a Superbrand for the second year in a row, British Gypsum has moved up an incredible 54 places to 271st position. British Gypsum Marketing Director, Adam Richold, explains how the company's ongoing focus on customer satisfaction and innovation has led to their success.

"Our vision is to be the UK's best building materials supplier and that means giving customers an outstanding experience. Whether it's help to overcome a design issue, sustainable solutions to meet specific performance criteria, or help to reduce and manage waste, our aim is to give customers the confidence that they have been given the best solution and the best advice available."

Return your pallets and earn some cash!

Did you know that British Gypsum plasterboard pallets can be returned?

Not only is this beneficial for the environment, but it's also beneficial for your branch. For every full size plasterboard pallet returned, we'll credit your account with £4, and £2 for Gyproc HandiBoard pallets.

When placing your next order, inform the British Gypsum customer service advisor of the number of pallets to be collected. These details will appear on your delivery note, so the haulier will know to return them. If the driver can't take them away there and then, you can contact the Customer Service Department at British Gypsum to arrange for a separate collection.

Once pallets are returned and deemed reusable, a credit note will appear in your monthly account.

If you're still unsure, why not mention this when placing your next order, to help add a little extra in your account and do your bit for the environment.

Hardwearing plaster for hardworking buildings

Thistle Durafinish is a new gypsum finish plaster specially formulated to provide excellent resistance to accidental damage. Designed to provide additional protection above and beyond traditional plaster finishes, it's ideal for busy environments where walls are at continual risk from damage, including corridors and stairwells in schools, hospitals, hotels and social housing.

Whether new-build or conversion, improving the durability of walls reduces downtime and maintenance costs, and provides a lower installed cost solution to traditional alternatives.

Available in 25kg bags, Thistle Durafinish is applied like regular finish plasters in a 2mm thickness, drying to a grey finish. It can be ordered in individual bags or full pallet quantities.



Congratulations to Karen Clarke at Sheffield Insulations in Manchester.

Karen won the Tom Tom One Sat Nav in the last edition's brain teaser competition.

