

# INSIDER

Apr 2011  
Issue 16

The Souk,  
Abu Dhabi,  
see Page 9



Maybole  
Factory  
expansion

Page 2



New SAS  
Direct  
Website

Page 5



Bridgend  
Factory  
photos

Page 10



Meet:  
SAS Dubai  
office

Page 12

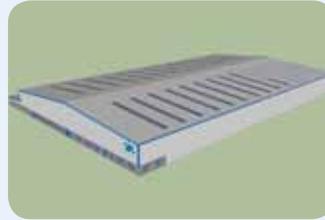
## SAS Maybole factory to be extended

Maybole has recently won planning permission to extend its manufacturing facilities. To be constructed on a previous landfill site, the 7,500m<sup>2</sup> extension will increase capacity for its range of Architectural Metalwork products.

The expansion at Maybole is a result of significant growth and demand for our high quality, innovative, bespoke Architectural Metalwork for projects within the UK and our growing export markets. It shows our on-going commitment to invest and develop our UK based manufacturing facilities.

The investment not only secures existing jobs at Maybole but we also expect to recruit around 40 additional staff once the site is fully operational enabling us to continue to play a pivotal role within the local community.

SAS International has been manufacturing at Maybole for 25 years. The products manufactured includes metal ceilings, Integrated Service Modules, acoustic baffles and wall panelling, service bulkheads and rafts, column casings and bespoke metal solutions.



## Commodity products for the Middle East

SAS International has launched a range of commodity products, available from stock, ready for collection or delivery direct from its local depot in Dubai.

Products now available include our popular International white T-grid, as well as System 150 and 130 clip-in and lay-in metal ceiling systems.

The development of these resources in Dubai will service our customer base even further to meet the needs of contractors coordinating interior fit-out projects for the Middle East market.



## Steel Tubeline

Meeting project cost and durability demands SAS International has introduced a new range of Tubeline. Until recently Tubeline has only been available in aluminium tubes; Bridgend has invested in tooling, enabling us to manufacture a cold rolled steel version.

To further support sales growth, both in the UK and in the Middle East, a sample box has been produced containing a black, white and grey tube section. If you require a sample please contact the marketing department.



## CHAS compliance

SAS Project Management have recently completed and passed the Construction Health and Safety Assessment Scheme (CHAS). CHAS is an industry wide pre-qualification assessment to a nationally recognised standard.

Each month thousands of contractors and consultants (suppliers) apply for work with public and private sector organisations (buyers). To win work, they must meet the buyer's health and safety standards.

Accreditation to the scheme is designed to identify us as health and safety compliant and is a prerequisite for some main contractor's pre-qualification assessments.



## New punch Laser

SAS Maybole has recently invested in and installed a new combined punch and laser machine. The new machine has been purchased to further support project demands of export work and short run / short lead time refurbishment work in the UK.



## Bridgend training rooms

SAS International has recently completed the construction of a new training suite at Bridgend.

The new training suite at Unit 2 includes two dedicated lecture rooms and facilities. They will allow us to train staff and external customers. Further details will be published in the next issue of the Insider.

## Team SAS International plans Porsche Carrera Cup GB title bid

Team SAS are back this year and are teaming up with James Sutton, Michael Meadows and Red Line Racing to mount an all-out challenge for the 2011 Porsche Carrera Cup GB.

The two-car team will race under the Team SAS with Red Line Racing banner and is aiming at both the drivers' and teams' titles in what promises to be the most competitive season in the history of the Carrera Cup GB.

Red Line Racing has won four of the eight drivers titles and been in the top three in each of the eight past seasons. After winning the drivers title in 2007 James Sutton returns to lead the team and will be partnered by Meadows, who goes into his second

season of Carrera Cup GB after winning the Carrera Cup Scholarship for 2010.

The Porsche Carrera Cup GB runs alongside the MSA British Touring Car Championship at the most important and prestigious race meetings in Britain. The 10-weekend schedule features 20 races at all of the leading race circuits in Britain, including Brands Hatch, Silverstone, Oulton Park and Donington Park.

SAS International has also recently sponsored a Lechner Racing car in the Porsche GT3 Cup Challenge Middle East. The 12 round calendar started at Yas Marina Circuit in Abu Dhabi in November and returns back to it for the final weekend on the 8th and 9th of April.



ceilings | partitioning | doors | glass | drylining

## SAS Press



New Member Profile  
(Spec Finish – January 2011)

## New starters

Since the last issue of the Insider a number of new staff have joined the team at SAS Direct. We would like to welcome all of them on board and introduce you to some of them:



**Roger Genis** has been appointed National Operations Manager. With 23 years of industry experience, Roger joins SAS Direct from CPD Distribution Ltd where he was involved in Branch Management. Having worked in both the distribution and manufacture of interior products he brings a wealth of experience to the company. Whilst with CPD he managed several branches over a ten year period and was instrumental in growing the business.

**Nigel Williamson** has been appointed as Partitioning Technical Sales Manager. Nigel joins the team based at SAS Direct Headquarters in Reading. During his time at CPD, Nigel was Technical Sales Manager for the Tenon product range covering both the UK and overseas; he started his career in the partitioning sector over 35 years ago installing office partitioning and has worked as Technical Director for many leading partitioning companies.



**Helen Shrimpton** has been appointed Depot Manager at SAS Direct Reading. (For details about Helen's appointment, see the article on the SAS Direct Reading Depot, on the next page).

## SAS Direct HQ opens

SAS Direct opened its new HQ in December at Reading which will support its nationwide network of depots.

The HQ will oversee all SAS Direct activity with a dedicated team of staff offering product and technical advice of the highest standard. Serving as the central warehouse and distribution centre, the SAS Direct team at Reading will ensure that customers can purchase products from a substantial stock at depots for both pick up and next day delivery throughout the UK.



## New lorries

SAS Direct has significantly expanded its fleet of lorries, to further enhance its nationwide delivery service. From April 2011, an additional ten 26 tonne vehicles will dispatch stock from depots across the UK, for next day delivery.



## SAS Direct opens new depot in Reading

SAS Direct has recently opened a new depot in Reading at Suttons Business Park, servicing the Home Counties and London. The Reading depot stocks a full range of ceiling systems, partitioning and doors along with associated ranges including plasterboard and dry lining products. In addition, the opening of the new depot created ten new jobs for the local community.

The new depot also marks the appointment of Helen Shrimpton as the SAS Direct Reading Depot Manager. Helen brings with her a wealth of sales experience and knowledge of the interior fit-out industry joining the business from CPD Distribution Ltd where she was area sales manager of three depots for the past four years. Prior to this Helen worked at CCF Ltd Reading for 17 years. During this time Helen progressed from the role of sales co-ordinator to area sales manager of Reading, bringing with her knowledge of the local business area.

## SAS Direct launches new website

A new website for SAS Direct, [www.sasdirect.co.uk](http://www.sasdirect.co.uk), was launched at the end of 2010. The new website has been designed to reflect the full product offering of SAS Direct along with technical information, latest news and depot locations.

Building on our manufacturing strength, the new site includes all of SAS International's commodity products and partitioning systems and doors. Individual product pages include product literature, technical information and image photo-book downloads.

Large product imagery features on the home-page along with the latest news and information about SAS Direct. The website has been designed to work with all internet browsers, including non-flash enabled smart phones.

A user friendly depot locator on every page shows the location of all the current SAS Direct branches including depot manager names and opening hours. While contact telephone numbers for the depots are displayed on each product page.

As SAS Direct grows the news pages of the website are regularly updated with the latest news and press releases. The blog format of the pages assists with SEO (search engine optimisation) and, as with major news sites, allows visitors to 'like' a story and post to social networks.

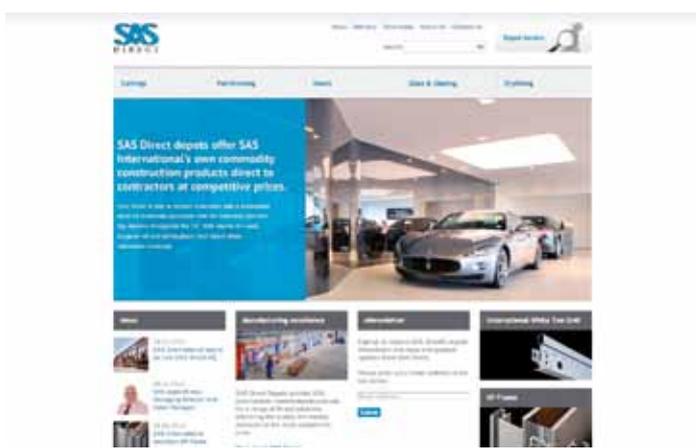
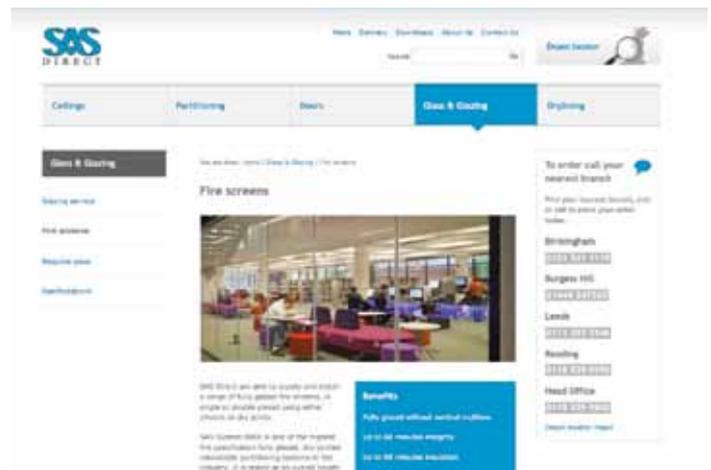
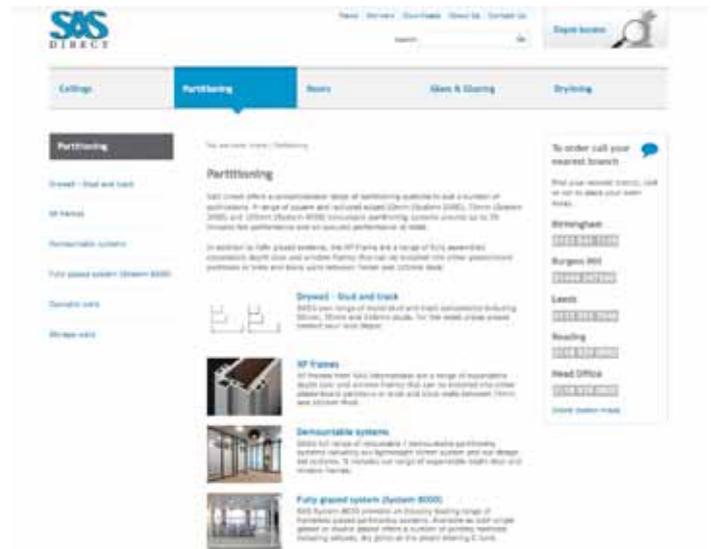
The website has been promoted through numerous channels informing the market of the new site. Adverts have been produced with the website as their main message as well as using online banners to communicate our website online.

Regular e-Newsletters promoting the site and the latest news are being e-mailed out monthly to SAS Direct customers.

## SAS Direct increases size of Birmingham depot

We have recently increased the capacity of our Birmingham depot less than a year since its official opening in April.

Following sales growth, Andy Howitt and his team had outgrown their original unit and SAS Direct has purchased the adjacent unit, doubling the depot facility in size to 10,000 sq feet. This will allow additional stock to be stored for purchase, for collection and next day delivery, enhancing our service offering in the region.

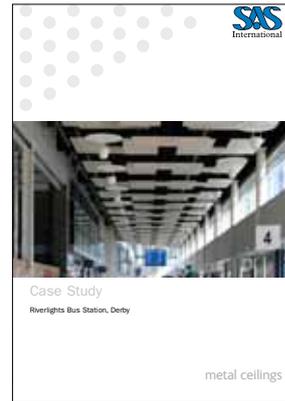


# SAS Press



Left to right: Materials focus: Metal Ceilings (Artichoke, Australia – October 2010); Metal Ceiling Systems – Meeting the challenges of modern commercial environments (Architecture Australia – September 2010); Commodity Ceiling Solutions – Tee Grid (On The Surface, Australia – October 2010); Middle East 'still a strong market' (Construction Week Big 5 Preview, UAE – November 2010)

# New Case Studies



Riverlights Bus Station, Derby



H3 Sixty, Bahrain

# New Double Hook system

We have recently introduced a new Double Hook system for our System 205 and 600 ranges.

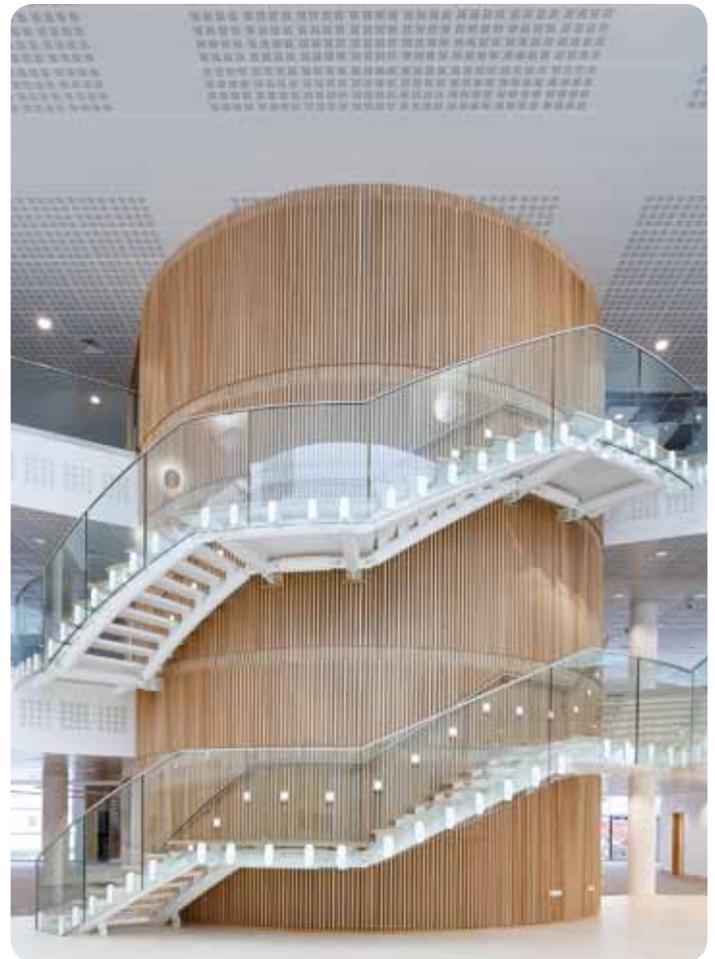
The ceiling panels and rafts from these ranges are now demountable from either side, meaning this small, but significant, alteration will lead to greater speed of installation and ease of access for essential maintenance.

System 205 is specifically for use in corridors. With the new Double Hook System a minimum gap between the panel and wall of 15mm can be achieved. This modification also ensures greater panel alignment for a flush finish.

Total access to the ceiling void and services is provided with the ceiling tiles ability to pivot down either side to provide free access for ongoing maintenance. The practicality of the Double Hook System makes it suitable for environments where regular corridor service access is required, such as hospitals.

This Double Hook adaptation to the System 600 acoustic lighting rafts or modules provides additional access flexibility for an already versatile product.

# Latest Project Photography



Above: Ordnance Survey – System 150

Left: Warwick Digital Labs – Acoustic Rafts



## SAS Press



Right: *Specifier Doors and windows* (Building – September 2010)

## New XP Frame video

To further support sales of the XP Frame we have just completed a new 60 second video highlighting its major benefits.

The new video can be found on the home page of the SAS International website. A full list of our videos can be found at [www.sasint.co.uk/videos](http://www.sasint.co.uk/videos) or on our YouTube Channel <http://www.youtube.com/user/SASIntGroup>.

The XP and SAS International White tee grid video's now play in the reception or trade counter of all SAS Direct branches, the videos are also promoted on the home page of the new SAS Direct website, [www.sasdirect.co.uk](http://www.sasdirect.co.uk)



## Tax-free partitioning from SAS International

Partitions from SAS International are gaining an increasing amount of interest, not only because of the need to maximise usable and available workspace; they may also in certain circumstance qualify for tax allowances with new qualifying standards which came into effect in 2010.

Tax relief for relocatable partitioning have been allowable since 1958. From April 6 2010 terms have been updated, the new Annual Investment Allowance (AIA) provides 100% relief on the first £100,000 of qualifying expenditure and then 20% above. Prime Chartered Accountants for the Association of Interior Specialists (AIS) has cited partitioning that was intended to be movable qualifies as plant and machinery, and is therefore eligible for this allowance, and not seen as part of the building where no tax relief is available.

SAS International has developed a number of relocatable and removable systems. Our innovative C-Joint, which has received industry-wide attention, provides a clear yet robust finish for partitioning joints. This near invisible dry joint allows for changes to be completed quickly and easily without the need to cut away silicone, saving vital time and cost on installation. Complementing our range of partitioning systems and doors, it provides options to create both aesthetic and flexible interiors.

Relocatable partitioning is ideal to help create private meeting rooms, a reception area or maximise usable space to incorporate a new or separate department into an existing floor. The additional benefit of the tax relief available means that for 2011 it will be increasingly recognised by businesses as a cost effective choice.



# SAS Press

# New Case Studies



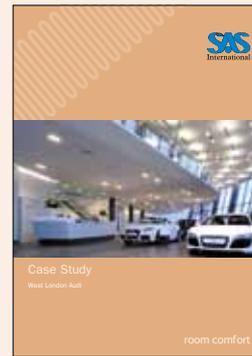
Above: The energy-efficiency capabilities of chilled beams to cut carbon (Modern Building Services – February 2011)



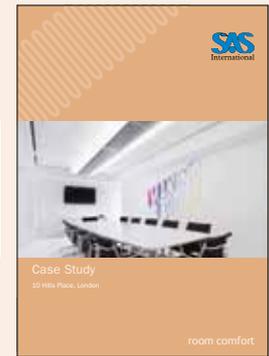
Essex & Suffolk Water



QCDA



West London Audi



Hills Place, London

## Essex and Suffolk Water

SAS International Integrated Service Modules (ISM's) fitted with Passive Chilled Beams have been installed at the newly built operations centre for Essex & Suffolk Water. Situated at the existing Hanningfield Water Treatment Works near Chelmsford, architects FaulknerBrowns were selected after a national competition to design this purpose built premises.

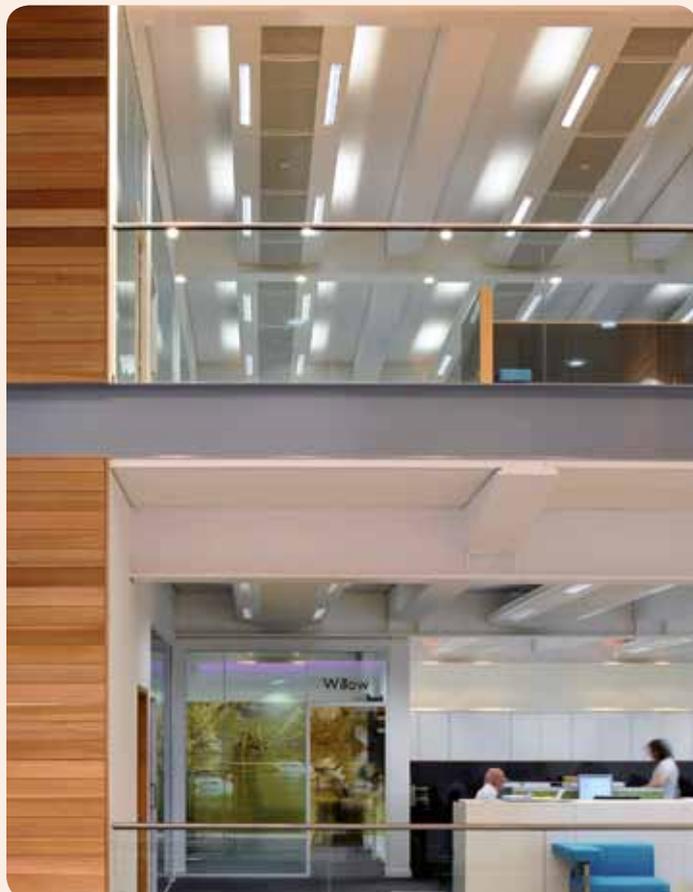
FaulknerBrowns architects, Hoare Lea and SAS Project Management worked closely to provide a building with an 'Excellent' BREEAM environmental rating. The three-storey building incorporates a range of innovative sustainable features boasting a water source heat pump, which utilises water from the nearby Hanningfield reservoir to provide heating and cooling throughout the building. Working with the client and the water treatment team, the design team has been able to use reservoir water to help cool and heat the building, resulting in substantial savings in running costs and demonstrating Essex & Suffolk Water's commitment to the environment.



Steve McIntyre, a Partner at FaulknerBrowns Architects comments; "The design of Sandon Valley House for Essex & Suffolk Water implements the design principles set out in the British Council for Offices (BCO) guide. We have designed an office workplace that combines best practice in office design with a number of environmentally sustainable building systems, such as reservoir heating and cooling. The design has resulted in increased workplace productivity and a building solution which is extremely energy efficient – these issues were key components of our client's original brief."

"The use of Passive Chilled Beams, from SAS International, help to create an excellent internal working environment for improved staff comfort and satisfaction resulting in enhanced productivity", adds Steve McIntyre.

Jenny Abel, Facilities Team Leader at Essex & Suffolk Water adds; "Sandon Valley House is such a fantastic place to work. The office environment is light, fresh and airy and has a real buzz around the place. The temperature is really comfortable and very easy to adjust if needs be. The beams across the ceiling not only work well but look great too. Integrating the chilled beams and lighting also creates a simple and clean design. Sustainability is at the heart of the design of Sandon Valley House so the energy efficiency of the Chilled Beam system is key to us."

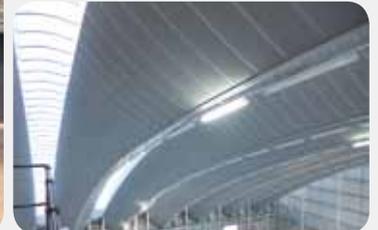


# SAS Press



Above: Patient Services – BedPod (MEP In Healthcare – November 2010)

# Latest Project Photography



Clockwise from left: One New Change – Expanded Mesh • Warwick Digital Labs – Acoustic Baffles • Royal Opera House, Essex – Bespoke Ceiling

# The Souk, Central Market, Abu Dhabi



Bespoke lighting and service channels as well as metal ceiling solutions were provided by SAS International for the new Souk in Abu Dhabi's Central Market.

With many unusual shapes and specifications involved in The Souk's design, SAS International was actively involved in the design and manufacture of these high quality architectural metalwork solutions for both internal and external applications.

Ensuring the highest standard throughout was essential as, still partially under construction, Abu Dhabi's Central Market has already become a landmark in the city. Hailed in the architectural world for its unique mix of modern and traditional architecture, the development is located at the heart of the city's commercial district and on the site of the Emirate's oldest bazaar which was destroyed by a fire in 2003. The major redevelopment of

the site by developer Aldar has seen new life breathed into the market area and a range of commercial and residential opportunities for investors. Forming the heart of the Central Market development, The Souk is a new shopping area that emphasizes Middle



East architecture with a modern twist, including a retractable roof.

Leading international architectural firm Foster + Partners was appointed in 2006 to design the new development. The emphasis was on sustainable design, with every aspect from lighting, cooling and materials used considered to ensure an environmentally friendly construction.

Thirty-five different types of metal ceiling lighting channel and sixty-five different service channels supplied in two shades of grey; they were installed throughout the project with the lighting channels installed along the edge of all the main walkways. The powder coated paint protects the products to withstand the highly corrosive external weather conditions that the Central Market site is subjected to due to its location of less than 1km from the sea. Special infill panels were also manufactured for use between light fittings with bespoke welded corner pieces.

Bespoke SAS International System 600 rafts were supplied for the two lift lobby areas. The panels, finished with a brass coating, incorporated acoustic pads in the rear of the tile to provide acoustic absorption.

A good understanding of the materials being supplied and other trade integration was key to a high-quality installation. The manufacturer closely co-ordinated with main and sub-contractors throughout to ensure the products supplied met the project needs and contributed to the final high quality finish demanded.

# New Case Studies



Heathrow Terminal 4, London



Skype Headquarters, Luxembourg



The Souk Central Market, Abu Dhabi

# Bridgend factory

We recently completed a photo shoot at Bridgend for a new brochure; please find a brief selection of some of the images taken. We would like to thank all the staff for their help and support on the day.



# A Day in the Life

Malcolm Stamper



When I sat down to write this I had to overcome a major challenge, finding a typical day! As Marketing Manager every day is different; I am very lucky being able to see the entire business as a whole, but also knowing (or being known by!) a large number of staff across the different sites.

My mornings vary depending on where I am going to be working – I'm based at Reading, however my laptop travels everywhere with me. I live just outside of Newbury, Berkshire but I tend to be on-site between 8.00 and 8.30am, whether that is Reading, Bridgend, Apollo Park, Burgess Hill or London.

The commute to Reading tends to take anywhere between 30 minutes to 70 minutes however I try and spend a few minutes with my two children before heading out of the door, subject to them being up themselves.

The day generally starts in front of my laptop, with the first job distributing emails that are sent overnight to any of our enquiries@ email addresses or from our websites to the appropriate staff. With the Middle East working week starting

*There is always a changing list of priorities that need to be completed, each with different time scales...*

on a Sunday, we receive enquiries six days a week.

The marketing department is one of the few departments that works across the entire group and involves all external marketing for SAS International, SAS Direct and HCP not only in the UK but also Ireland, Europe, Australia and the Middle East. This results in every day being very different, one moment we can be working on a metal ceiling tender for a project in the Middle East and the next arranging signage for SAS Direct, providing images to an architect or sales executive for a new project, or working on new literature and brochures.

There is always a changing list of priorities that needs to be completed each with differing time scales; on top of supporting numerous internal requests, we are responsible for maintaining our six websites, e-shots, new brochures and case studies, PR activity and CPD presentations to architects. The work is always varied, with a long list of priorities to complete, however Nicola, Laura, Emma and I have learnt how to juggle the large number of on-going projects

## Long Service Awards 2011

Name	Location	Start Date	Service
Mark McElhinney	All Sites	22/10/1990	20
David Maiden	Bridgend	22/10/1990	20
Sam Williams	Reading	21/01/1991	20
Andrew Kirkpatrick	Maybole	14/09/2000	10
Paul Day	Reading	13/11/2000	10
Alan Excell	Reading	29/01/2001	10
Richard White	Reading	26/02/2001	10
Donald McWhirter	Maybole	19/03/2001	10

With the snow back in December, a number of snowmen appeared across the country. Congratulations to SAS Dublin for their snowman, shamelessly promoting the SAS Insider!



## Your Insider

The Insider is published every quarter to bring news across the entire SAS group. We encourage your feedback and contributions. Please email anything you feel appropriate to sasinsider@sasint.co.uk and we will try to include it in the next issue.



## Caption Comp. 16:

Andrew Jackson and Paul Collins

Every site recently enjoyed their Christmas parties, however can you suggest what Andy Jackson and Paul Collins may be thinking?

The best entry will receive a £25.00 voucher of their choice and will be printed in the next issue. Send all entries to sasinsider@sasint.co.uk



## Caption Comp. 15:

John Sheldon

We had a number of entries for the last caption contest however the winner of a £25.00 voucher is Josh Hillman from the Dubai Office.



# Meet the Team: SAS Dubai office

## Q&A

	How did you end up working at SAS and what is your current role?	The best thing about working at SAS?	And the worst?	If you could change one thing about working at SAS what would it be?	First job?	Hobbies?	Your proudest achievement and why?	What is your favourite music?	Favourite food?
Alex McNess	 I had been a Customer of SAS for 20 years and was invited to join SAS Dubai in late 2009. I am the Director / General Manager for the Dubai Office covering the Middle East and India Regions.	Chasing and winning Projects, when the odds are stacked against us.	Difference in Time Zone and Distance from the UK, when you need an urgent answer or delivery.	Finding an easier way to secure payments, other than Letters of Credit!	Trainee Site Manager / Surveyor.	Golf, swimming, Motor racing and travelling the world.	My family – goes without saying.	Anything but Country and Heavy Metal.	Proper English Fish and Chips.
Mike Collins	 I applied for a sales executive's job working in the Northern Region of the UK. I knew that SAS was planning to get involved in more overseas projects and now my current role is International Sales Manager based in our Dubai office.	Getting involved in some really high profile and challenging international projects.	I don't like the driving here in the Emirates; it's fast, furious and dangerous. However I have just got another speeding ticket, so perhaps I'm getting better.	Speed up on decision making time.	Sales Co-ordinator with British Gypsum.	Football – watching only now, and reading historic novels.	Seeing both my sons graduate from University. The job is important, but it's the family that really counts.	Almost anything really – golden oldies through to the latest pop and some classicals too.	If I had to make a choice, it would be Italian or Chinese.
Josh Hillman	 I didn't feel I had reached my full potential working a 6 hour a week at Waitrose, so I decided to look for a job in the Wokingham Times. Applied for the Trainee Designer's position and got it! I'm now Design Manager for the UAE office.	Seeing the UAE office bloom... From working out of my apartment and the boot of Mike's car, to now having a fully working office with 8 employees.	Getting work calls on a Friday... It's our day off people!!	Being able to avoid all the nutcase drivers to and from the office everyday. I think a 3 day working week would do the trick.	Paddling pool attendant / life saver.	Fishing, cycling, skiing, beer and women. Not necessarily in that order.	Not crying when I broke my leg in a bundle at school. The reason speaks for itself.	All sorts... From Cuban Jazz to Prog Rock, and everything in between.	Easy. Sunday roast. Done.
Salish Thavalappil	 I used to work with Mr. Alex McNess, my current role is SOP Administrator.	Supportive colleagues and good atmosphere to work.	Office location	As I'm new to the company, it's too early to answer.	My own business of Wedding Event Management.	Cricket, Football & Tennis.	I'm still waiting for that moment.	Various.	Indian cuisines.
Giuseppe Caron	 I replied to an online job advertisement. My current role is Export Sales Manager Middle East for Partitioning.	Well-known company in the market for ceilings, hence a big challenge for me to develop the local market of partitioning.	There are not 'worst' things in any company, there are only different points of view.	How could one change a group with thousands of people? Everyday we just have to achieve our goals and work as a team and relate to different minds and thoughts.	Ski teacher.	Sports, photography, cooking.	Project Manager for Hotel Armani in Dubai. I was part of the story of the tallest building in the world.	Any kind of music.	I love tasting all kind of food, especially Asian food.
Pervez Hashmat	 I gave my CV to Alex and enquired if there were any vacancies. I am Currently the Driver and Warehouse Assistant for the SAS Dubai Office.	The Staff.	Working in the warehouse during the summer months.	Needing help in the warehouse.	Textile Helper. Machine Mechanic.	Football, watching Cricket.	Getting my Dubai Driving Licence.	Old songs.	Fried chicken.
Jaya Anthony	 Was looking out for a better opportunity and got a call from Alex with whom I had worked previously; was selected and landed up in SAS. Current role Administrator & PA.	Good working environment and people.	Sometimes work becomes too hectic and you do not have a clue where you are heading to...	Set up more working procedures.	Sales Coordinator for Modi Xerox, India	Listening to music, browsing the net and watching movies.	My daughter Karen.	Western Pop and Hindi movie songs.	Chinese and Indian cuisine.
Jenevive Moras	 Recently joined SAS as the MENA (Middle East North Africa) Project Coordinator.	We've got an environment where you can make things happen fast. There's plenty of open space – and open minds. We also have a shared obsession with getting every last detail right.	I have just started so nothing.	Too new to comment.	As a Teacher in India.	Travelling and exploring new places; reading, gardening, dancing.	My greatest achievement is my child and family. Being a good mother, a good wife and connected as much as possible.	Jazz, Classical Music.	Anything that tastes good, Seafood (Chinese / Intercontinental)