

Issue 26

insider

February 2015

manufacturing world-class interiors



For this issue of the Insider we look back at 2014, an exciting year of growth



Cover story:



Curved innovation, page 16-17

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Happy New Year everyone! 2015 is set to be another great year for SAS International following the success of 2014.

In this issue we focus on what we have achieved as a company over the past 12 months. It is important to review our successes, and downfalls, in order to continuously improve our service to our customers. Our Chief Executive, Todd Altman, delves further into this by looking at his first four months with SAS and the year ahead.

In addition, the main feature on pages 12-13 reviews projects, people, investment, products and communications. This is a snapshot of what we achieved together in 2014.

A notably significant project from 2014 for SAS International and Project Management is the striking Gateway Pavillions in London's Greenwich Peninsula. Research and development, teamwork, innovation and expertise led to the beautifully curved Tubeline manufactured and installed for this project. Thank you to all those involved. There is a case study on pages 16-17 and a further extended case study will be available in print and digital format from the marketing department imminently.

We still remain exceptionally active in our export markets, securing projects in Ireland, Saudi Arabia and Spain, while also being on site in Abu Dhabi and Jakarta (pages 8-11).

Throughout the year the buzz phrase 'Environment Product Declarations' or its abbreviation 'EPDs' has been used in our internal and external communications. As a way of explaining what they are and what they mean to our industry, there is an overview on pages 14-15.

At the end of the year, we communicated our Christmas wishes to our customers via email. The money we saved by not sending cards was donated to 'Tackle' Prostate Cancer charity. We are hoping to fundraise for Tackle during 2015. You can read more about this charity on page 7.

Further recent fundraising events by SAS staff for an impressive six other charities are shown in Team SAS pages 25-28. Well done to everyone involved.

Finally, on pages 30-31 you can read about our Toolroom team based in our Bridgend factory. Cider appears to be a popular beverage!

This is your publication - so please keep sharing your ideas, stories and feedback with us throughout 2015.

Rosa
Rosa Lenders, Editor

The Insider brings you news from every part of the SAS group. We would like to have your feedback and contributions, including your views about the changes we have made to the Insider. Our email address is sasinsider@sasintgroup.com



Moving SAS International forward into 2015

2015 is a really exciting year for SAS International. This is the year that we will all pull together and reinstate our core values of 'Service, Quality, Innovation and Dependability'.

I have spoken to many of you throughout my first 4 months in the business in order to understand your aspirations for SAS International. You, like me, want to be part of a successful business which is developing and growing, providing excellent service and products to our customers, and opportunity for all employees to develop their skills and careers.

Recently I announced the structure of the SAS International Management Board, and this was the start of the implementation of our strategy to achieve success. We have now kicked off the Business Improvement Team and I'm genuinely excited by the opportunities we have to reduce waste and make our business more competitive and easier to deal with for our customers.

Our strategy is simple, we need to differentiate SAS International from our competitors by being better than them, and the best that we can be. This is not new, this is how Eddie built SAS to be the fantastic business it is today. However, we need to redouble our efforts to reduce complexity in our processes and make SAS International the first choice for specifiers, property owners and our installation partners. This means we have to all challenge waste whether it be of time or resources. Each area of the business will have challenges and objectives which will cascade through to you. I will enjoy hearing your views on

these challenges. As always you can talk to me directly on taltman@sasint.co.uk or send a note to feedback@sasint.co.uk.

Our large international projects in Kowloon and Muscat are now receiving product from the factories and will contribute hugely to our business this year. I'd really like to thank all our colleagues who are working overseas on sites for their commitment and diligence. Our Project Management business is also planning a busy year as we have won important work on projects requiring the skill and expertise of our design, project management and installation teams. Our offices in Australia and Dubai will develop and grow in 2015 and together with our supply to all our export markets we hope to continue the major success we are achieving in selling our products around the world. We must remember that when we export our products our service, quality and dependability is even more critical, and costly if we fail.

Service, Quality, Innovation and Dependability

In the UK we remain the market leaders in our core products, and this is a position we must defend and cherish. We have clarified the management structure for UK Project Ceilings and incorporated our radiant and chilled ceiling offer into the product range. It is my view that

this change will help us improve the service to our customers and quickly challenge and improve any issues which require change.

Through our work in SAS Direct and project partitioning we will deliver increased sales and more work for our Apollo Park manufacturing plant which has seen huge improvements in service, quality and on-time delivery in recent months. Thank you to all involved in this and keep up the great work!

In manufacturing we aim to improve lead times and on-time delivery performance, and all our sites will drive improvements to achieve this. We have excellent factories and equipment as well as skilled people in all areas. The challenge that our operations management teams are committed to is using these resources more effectively.

Most importantly, what about the people in our business? You know from my announcement at the start of January that we want to put a Human Resources Director on the SAS International Management Board and raise the profile of good management of our most important resource. We have skilled and committed people working in SAS International and we aim to provide the ongoing training and knowledge to people who can in turn progress in their careers. SAS International is a family business, and we are all part of the family.

I sincerely hope you are energised by the improvements we will be delivering together this year, and once again thank you for being part of SAS International.

SAS features high in RIBA's Stirling Prize List

Every year the RIBA Stirling Prize is presented to the architects of the building that has made the greatest contribution to the evolution of architecture over the past year in the UK. This year the winner was Liverpool's Everyman Theatre by Haworth Tompkins architects.

SAS International supplied interior solutions to an impressive four out of six projects shortlisted for the 2014 prize.



Library of Birmingham – System 150 finished in Strontium Gold (see case study on page 18-19 of this Insider). Architect – Mecanoo.



Everyman Theatre – Haworth Tompkins architects, winner of the Stirling Prize Awards 2014



The London School of Economics' Saw Swee Hock Student Centre – Multi-coloured Vitreous Enamel wall linings installed by SAS Project Management. Architect – Twomey Architects.



The Shard – System 120, 130, 330, 600, HCP trench heating and System 8000 partitioning specified on more than 25 floors! Architect – Renzo Piano.

SAS products shortlisted for 44 entries in BCO Awards



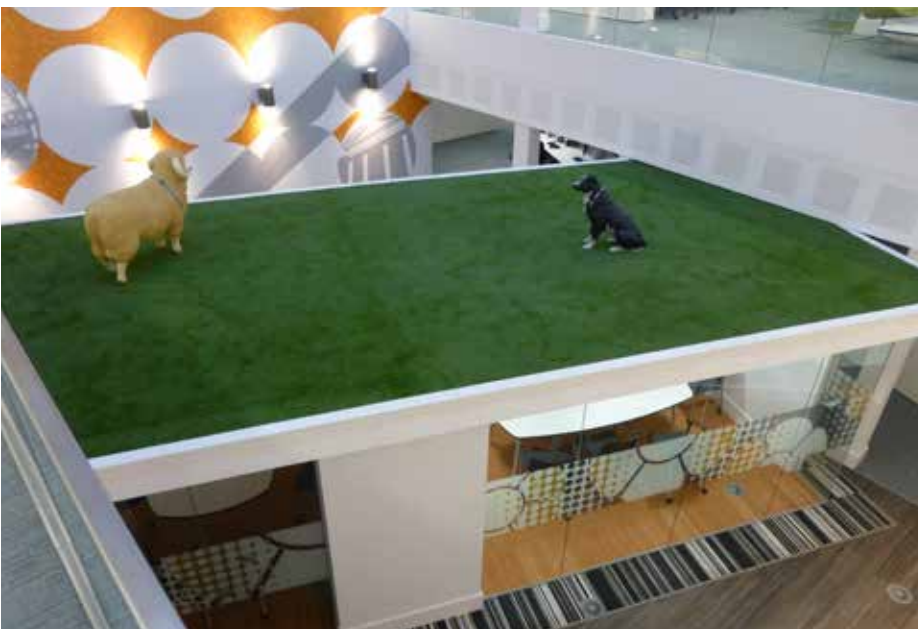
The National British Council for Offices (BCO) Awards took place at the Grosvenor House Hotel in London, on Tuesday 7th October 2014. Rewarding design excellence in office spaces, SAS International was a proud Gold sponsor of the Fit-out of Workplace category.

In fact SAS International provided product for 44 of the shortlisted entries for the Regional BCO Awards. Of these Regional winners, three went on to become National winners.

(Left) The impressive redevelopment of One Eagle Place in London boasts 7,887m² of System 130 Alugrid and won the Commercial Workplace Award. The project architect was Eric Parry Architects.



(Above) Arthur J Gallagher's office space in the Foster & Partners' designed Wallbrook Building in London won the Fit-out of Workplace Award and features 17,093m² of System 130 Alugrid. The interior designer for the project was Scott Brownrigg Interior Designers.



(Left) The Council House, Derby, won the Refurbished/ Recycled Workplace Award. Supplied for this project was 1,429m² of System 130 and System 330 metal ceilings and 700 linear metres of System 8000 partitioning. SAS International worked closely with Titan Interior Solutions and the architects and interior designers Corstorphine + Wright to achieve the required acoustic and fire performance. A bespoke deflection shroud was also designed and manufactured at Bridgend for this challenging project.

Middle East Architecture Awards recognise best in the GCC

The winners of the seventh Middle East Architect Awards were revealed in November 2014 at a gala ceremony in Dubai.

Recognising the best projects and architects from throughout the GCC, SAS International was proud to sponsor the 'Commercial Project of the Year 2014' category.

The winner was Skidmore, Owings & Merrill (SOM) for Al Hamra Tower. Tannar Whitney of SOM collected the Award from David Booth, Technical Sales Manager, SAS International. Reaching a height of 412m, this iconic, award-winning skyscraper is the tallest building in Kuwait.



Pictured left is Tannar Whitney of SOM, the winners, and right is our Technical Sales Manager David Booth.

#DesignPopUp in Edinburgh

In Autumn last year SAS International participated in a special #DesignPopUp at Dovecot Studios in Edinburgh. More than 300 visitors from Scotland's architecture and design community attended #DesignPopUp during its three-week run.

This provided a great opportunity for SAS to engage with architects in order to develop its market in Scotland further; 90% of visitors to #DesignPopUp were architects, designers and specifiers drawn to Dovecot Studios to sample for themselves the diversity of what was on show.

Exhibitors included Domus Tiles, Allgood, Artemide, Milliken, Bute Fabrics, Shadbolt, Crosswater, Bene and Mapei, so SAS International were in good company. The next #DesignPopUp events will be held in Aberdeen in March, Glasgow in June, and Edinburgh in October 2015.



CPD presentation for the Australian market



For both architects and engineers, Continuing Professional Development (CPD) is a requirement for members of their respective professional institutions.

The marketing team has produced a new CPD presentation on metal ceilings. This CPD presentation is especially tailored for architects in the Australian market and approved by the Australian Institute of Architects.

SAS International is now a member of the Australian Institute of Architects and part of the Refuel CPD Provider Network. This Network will

promote SAS International's CPD presentation direct to its 12,000 members. The marketing team will also be promoting the new CPD presentation via e-shots, PR and advertising.

This activity not only helps build SAS International's profile in this important market, but also educates architects on the advantages of specifying metal ceilings products: for example, applications, designs, performance and sustainability benefits.





Active Chilled Beams now on ETL scheme

It has been confirmed that active chilled beams are now on the Energy Technology List (ETL). Clients are entitled to claim under the Enhanced Capital Allowances scheme for products on



the list. The ETL is managed on behalf of the Department of Climate Change (DECC) by the Carbon Trust.

This is good news for SAS International. It means scope for increased sales and development of active chilled beams.

The ETL is an important reference source for recommended energy efficient products you can see more at <https://etl.decc.gov.uk/>

Business Process Improvement for Doors at Apollo Park

SAS International has recently increased its capability at Apollo Park to sell and manufacture doors for its partitioning systems. A project has now begun to look at business process improvements to support this. This project looks at improving quality and service through effectiveness of processes. While the aim is to further increase the volume of product manufactured, improving clarity throughout the customer order process will also be a focus.

The new process will be more efficient and allow SAS to provide a better service to customers. For example, providing a delivery date for doors

within 30 minutes of placing an order (in 80% of situations), and within 4 hours on the remaining more bespoke orders.

Training is underway in January, and will be rolled out at Apollo Park and SAS Direct depots.

Geraint Lewis (see the Insider 25, page 28), Louise Evans and Kye Edwards are leading the project. Rachel Ketley and Sarah De Bank have also joined the project team. To date, over 50 employees have contributed their time, knowledge and enthusiasm to the project – thank you!

SAS donates to Tackle Prostate Cancer

Tackle Prostate Cancer is extremely grateful to SAS International for supporting our work last December.

SAS chose to donate the money it would usually spend on Christmas cards to Tackle, sending a seasonal email to its customers instead.

As a patient-led charity, we don't receive any statutory funding and are entirely reliant on raising our own funds for our vital work. This includes over sixty member groups offering support to patients and their families across the UK, while campaigning for better treatment and early diagnosis.

40,000 men are diagnosed with prostate cancer and 10,000 men die of the disease every year in the UK, which is why Tackle has made early diagnosis its priority. If you are over fifty, you are eligible for a PSA test - ask your GP for more information.

If you would like to make a difference and support Tackle further, here are two great ways you can help:

Easy Fundraising

New Year's Resolution! When you're shopping online, please raise funds for us by using EasyFundraising. Every time you buy something the retailer will make a donation to Tackle and it won't cost you, or us, a penny. Go to tinyurl.com/pwhbzg5, follow the links and name 'Tackle Prostate Cancer' as your nominated charity. It's easy, free and available for all the major online retailers.

Cycle to the Moon

We are planning a cycling event to raise money for Tackle. Why not get out there and get fit with some friends or, if you prefer, stay indoors and keep warm on your exercise bike! However you choose to do it and however many miles you cycle, it's all part of our plan to get everyone cycling to contribute to the grand total of 252,000 miles from Earth to the Moon.

Thank you, SAS, for supporting us at Christmas time - please get in touch via the details below.

Rowena Bartlett, Chief Executive

www.tackleprostate.org

 @TackleProstate

 /tackleprostate

tackle
prostate cancer

System 400 and System 350 supplied to Qassim University, Saudi Arabia



Over 17,000m² of ceiling systems are being supplied for a new build project at the public Qassim University in the Al-Qassim Province of Saudi Arabia. The Medical Colleges will feature

System 400 'Mega tiles', which are a popular choice in the Middle East and manufactured in Bridgend. The Maybole factory has also supplied System 350 for the project.

The main contractor for this project is Jawdat Contracting Company. SAS ceiling solutions were specified as they met the requirements for fire rated ceilings - tested under BS476 Part 23 – 90 minutes.

Office refurbishment in Madrid features System 140



'Antiguo Edificio Telefonica' officially named 'Madrid Business Capital', was built in the 1990s. After its release by Telefonica, the five-floor building is being refurbished by owners, Rioja Torre Real Estate.

Architects Jasantos arquitectos specified System 140 with a 22% open area perforation. System 140 has a specific appeal for the European market and was also specified for its quality.

The hook on ceiling tiles, manufactured in Bridgend, will be suspended from an I-Bar rather than J-Bar Grid system in the fit out.

System 330 for London's Zig Zag building



Designed by Patrick Lynch, of Lynch Architects, the Zig Zag building offers over 17,500m² of new commercial office space, with private terraces on seven floors and a communal roof

terrace offering views of the Royal Parks and famous London landmarks.

The Zig Zag Building will be one of two buildings to replace the former Kingsgate House on Victoria Street, SW1. Developer Land Securities

specified System 330 (1400mm) tiles supported with C-Profiles to create a linear appearance and to achieve a high quality, aesthetic finish in the fit out. Main contractors are Lend Lease with Carlton Ceilings carrying out the installation.



Yahoo's new base in Dublin showcases System 8000 DG

System 8000 DG (double glazed) partitioning with full height flush glazed doors will be a feature of Yahoo's new home on three floors of the office complex at the Point Village in Dublin.

Specified by Michael Collins Architects, System 8000's ability to achieve high acoustic performance, and seamless plasterboard (drywall) integration secured this specification. Additionally SAS International were able to provide a fast-track fit out. The sub-contractor is Castle Ceiling & Partitions, and main contractors are Walls Construction.



ADNOC HQ, Abu Dhabi, proceeds with System 330

In the last issue of the Insider we reported that long-standing client ADNOC had specified System 330 for its new headquarters. David Booth, Technical Sales Manager – Middle East, has advised that the installation project is well underway with the majority of the primary grid and field tiles being installed.

The ceiling design is based on a 1500x750mm System 330 tartan grid, but has some unique challenges. The large quantity of both field tiles and technical tiles (specially designed for the project to accommodate a whole range of building services) necessitates careful logistical planning.

The SAS technical support team in Dubai have been making regular site visits, assisting with the supervision of the installation, helping knowledge transfer, and achieving a high-quality finish. The Dubai team have been very involved from the start of this project, working with ADNOC's architectural team to achieve the optimum outcome.

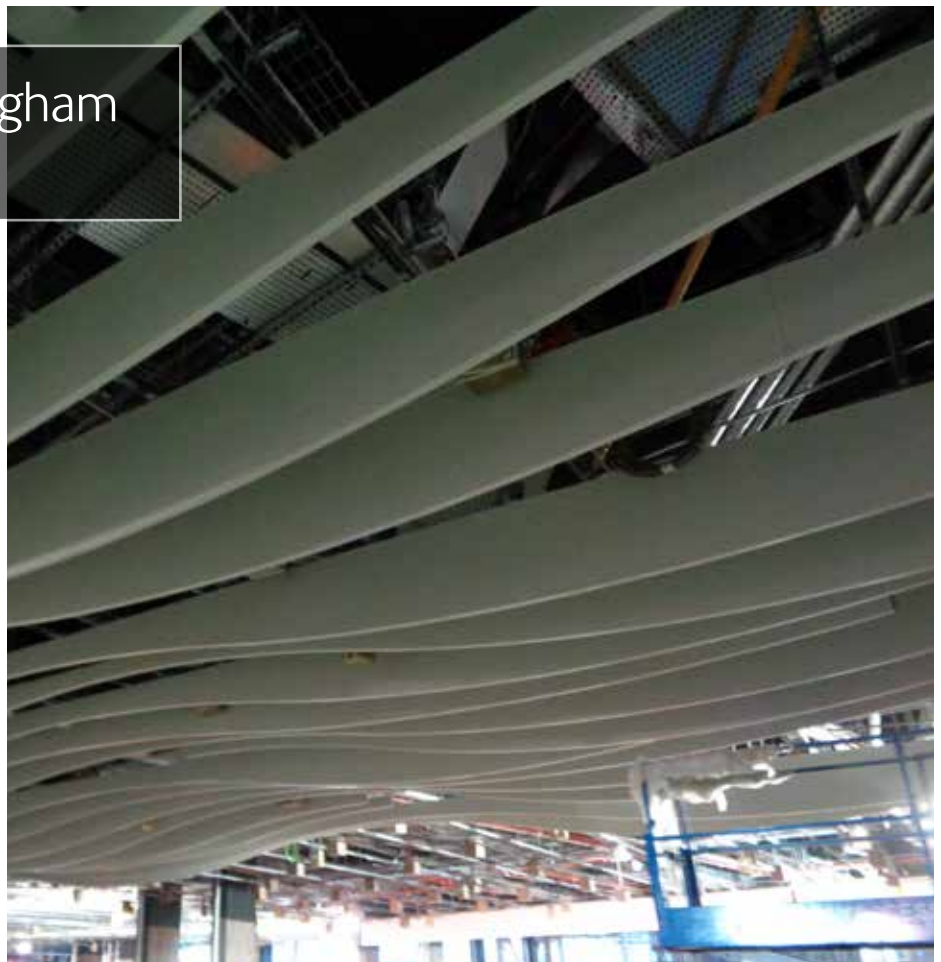


Next SAS stop, Birmingham New Street Station



Acoustic Baffles are being installed in the second phase for Birmingham New Street Station. The System 500 Baffles, manufactured at Maybole, will feature above the station concourse. SAS Project Management has been an integral part of the team for this extensive refurbishment project, with main contractor Atkins/MACE for client Network Rail.

Other SAS International products supplied for the fit out of this important transport project include SAS bulkhead panels for platforms; System 330 for the platform and lobbies; System 320, ceiling disks and plasterboard ceilings for the retail areas (see the Insider 22).



Chilled Integrated Service Modules and Acoustic Rafts are the answer for Equinix Data Centre, Slough



The newly built office space for Equinix Data Centre has been designed by architects TTSP. SAS Project Management is on site for main contractor Laing O'Rourke Construction South where 60 SAS chilled integrated service modules have been specified to meet demands for occupant comfort in the workplace. The curved steel panels are perforated below the beam, and are 3.9m long.

The large space between floor and soffit led to consideration of rafts and chilled beams. Acoustic control was also a specific consideration, which led to the specification of SAS Acoustic Rafts.

The curved panels are being manufactured at Maybole, and the System 600 rafts at Bridgend.

For the minimalist, modern interior, another challenge was the consideration given to lighting design. To help achieve the right outcome, the rafts include nose cone luminaires. Integrating seamlessly with the beam, these provide continuous lighting along the whole length of the beam.

The M&E Contractor is Crown House Technologies Ltd and M&E Consultant, Hoare Lea.



ADMA OPCO in Landmark Tower, Abu Dhabi feature System 150

System 130 supplied for new Australian Embassy building, Jakarta

SAS International's Dubai office continues to reach out to new markets. Deliveries of System 130 have been supplied from Bridgend for the iconic new Australian Embassy in Indonesia's capital city, Jakarta.

This will be Australia's largest embassy in the world. Located within extensive landscaped grounds, the project involves the construction of a five storey chancery, an official residence for the Head of Mission, staff accommodation and recreational facilities.

Mike Collins, International Sales Manager, worked closely with fit out contractors Interdesign of Jakarta, along with joint venture main contractors PT Leighton - Total, to meet the challenges of high security issues, acoustic requirements and the proposed installation programme.



The architects are Denton Corker Marshall.

System 130 has been specified with an Alugrid suspension system. The ceiling panels will be fitted with high performance acoustic inserts throughout the main buildings to provide high levels of privacy. Alugrid also allows the flexibility to position demountable partitions.

The ability to supply fit-out projects quickly from local stock has been a key factor in helping SAS Dubai's operation to secure some major projects in the region.

Working in conjunction with local fit out contractors, Abu Hussein LLC, the Dubai team has secured a major order to supply another iconic tower in Abu Dhabi. Designed by architects Pelli Clarke Pelli, the Landmark Tower, at 72 storeys, is currently the tallest tower in the Emirate and provides a new home for ADMA OPCO - the Abu Dhabi Marine Operating Company.

Over 12,000 m² of System 150 is being installed for this landmark project.

Projects

- Greenwich Marketing Suite, London
- The Shard, London
- Barangaroo South, Sydney
- Heathrow Airport Terminal 2B, London
- Muscat International Airport, Oman
- West Kowloon Rail Station, Hong Kong
- King Abdulaziz International Airport, Jeddah
- ADNOC HQ, Abu Dhabi

Restructure/HR



84% INCREASE IN DESIGN RESOURCE



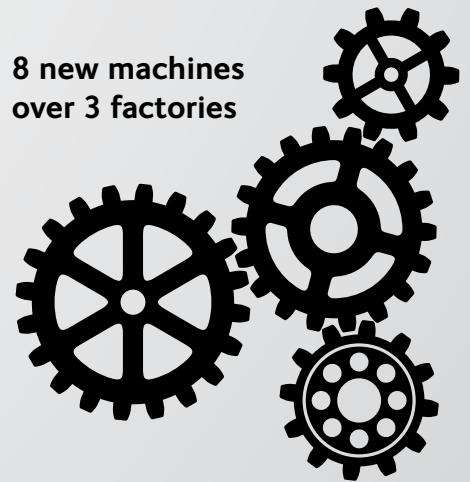
Number of people joined SAS Dubai **4**



New starters - 88

Investment

8 new machines over 3 factories



INCREASE IN MANUFACTURED PRODUCTS

Bridgend

17%

Maybole

68%

Apollo Park

10%

+1  Extra day's holiday



PENSION FOR ALL

Products

ONE brand new system

GLASS WALL LINING
WITH BOMB BLAST OPTION



+1 office
+1 warehouse
+7 staff

3 product developments


- TUBELINE
- METAL WALL LINING
- BAFFLES

Communications



1 business briefing to whole company

1 internal comms and employee engagement survey




TWO insider magazines

2 customer surveys



22 case studies produced



36 EMAIL CAMPAIGNS SENT TO CUSTOMERS



Digital

website visits / sessions



106,379

NEW VISITORS
70.3%

Returning visitors

29.7%

20th February
647 sessions



480 Tweets



1,040 followers
LinkedIn



Achievements

4 Awards Sponsored



20 Awards Won




ONE MP visit (Bridgend)

37% increase in new business opportunities

28 countries we supplied product to



16 CPDs presented to architects

12 Charity events staff involved

16,450 Drawings produced for metal ceilings



All you need to know about EPD's



A full quantitative life cycle assessment of a manufacturer's system or product

Specifiers can easily acquire the environmental impact of a finished product and compare it to similar products using an EPD

Standard and bespoke products can be assessed

Increasingly demanded by planning authorities

Manufacturers can incorporate EPDs into product data templates that drive BIM OBJECTS

A lifecycle analysis assesses the environmental impacts of a product from extracting raw materials through to its disposal

A tool used by specifiers when responsibly sourcing products and materials

Contribute to building rating tools such as BREEAM, Green Star, LEED and SKA



SAS instrumental in realising innovative design for new Greenwich landmark

At once solid and transparent, the eye-catching new Gateway Pavilions are the first completed project in developer Knight Dragon's ambitious vision for the Greenwich Peninsula in London.

For this flagship project SAS Project Management worked closely alongside Marks Barfield Architects, the award-winning team behind the creation of another London landmark – the London Eye.

Teamwork at SAS International was essential in realising the architects' bold design aspirations. Development sessions took place across a number of SAS International's teams to help resolve the design, manufacture and installation challenges of this project.

Gemma Collins, Director at Marks Barfield Architects, says: "We required a high quality product and a company which was willing to collaborate in order for our idea to develop from concept to finished product.

"SAS International was open to pushing the parameters of its product; testing the complex geometry required and exploring the manufacturing process through a series of mock-ups, allowing us to satisfy ourselves that this product could be used in a new way in order to achieve our vision, whilst maximising the efficiency of materials."



Both product innovation and the ability to work with a complex building geometry were critical to realise the solution. The ceiling solution installed not only spans two curved glass pavilions externally but also is expressed internally forming a distinctive, highly-visible feature in the double height space, over 7m above ground level.

The Pavilions' canopy soffit traces a 'magnetic field' pattern, linking the 'poles of attraction' of each building and forms one of the key architectural features of the project.

The design was developed by testing the brief against the various site constraints. Because of the curve of the canopy linear tubes were not an option; SAS International evolved the Tubeline ceiling system to meet the brief.

An innovative approach

Batches of tubes in 22m sections were rolled together at Apollo Park using specialised equipment in the form of a CNC Tube Roller, capable of producing splines. Each batch had different radii and each tube had to be cut into sections and manually reassembled and coated with 'Golden Beach' Polyester Powdered Paint.

This was a highly complex and manual process, involving a great deal of factory resource working together to meet the tight manufacturing deadline.

The tubes then had to be manipulated on site by the SAS Project Management team during the install.

An engineer plotted precise coordinates onto the supporting suspension system using a control station that emits a point laser, for the exact location of every tenth tube. Tubes within this batch were then manipulated to follow a correct curve or direction.

A modular plate was produced to mount to the internal walls to precisely follow the curve of the building core. The alternating vertical tubes and oak slats are mounted into individually located recesses in the curve plate to hold their exact position. The horizontal tubes then radiate out.



An acoustic treatment was also important for the interior. Acoustic absorption materials were mounted onto the soffits of the building's interior, before the tubes were installed on the strut channel grid.

To accommodate the metal tubes and the black fly mesh used for the exterior, SAS International designed a brand new concealed bracket to suspend the tubes away from the mesh and cope with the high wind loads. To achieve this, a rapid 3D prototyping method was used to create the bespoke fixing bracket (see R&D Update The Insider 25).

From early paper sketches, a 3D doodler was used for initial design concepts. Then using 3D printing the preferred design could be realised, and any final adaptations made before production. Once manufactured the successful bracket design was used for both exterior and interior fixings on the project.

A product mock-up was installed at Reading so that Marks Barfield Architects could see exactly how the Curved Tubeline ceiling system would work. Similarly a mock up was constructed to show how the concealed fly mesh specified for the exterior would look.

The ability to meet both the form and function of the design was a critical reason SAS International was chosen for the project.

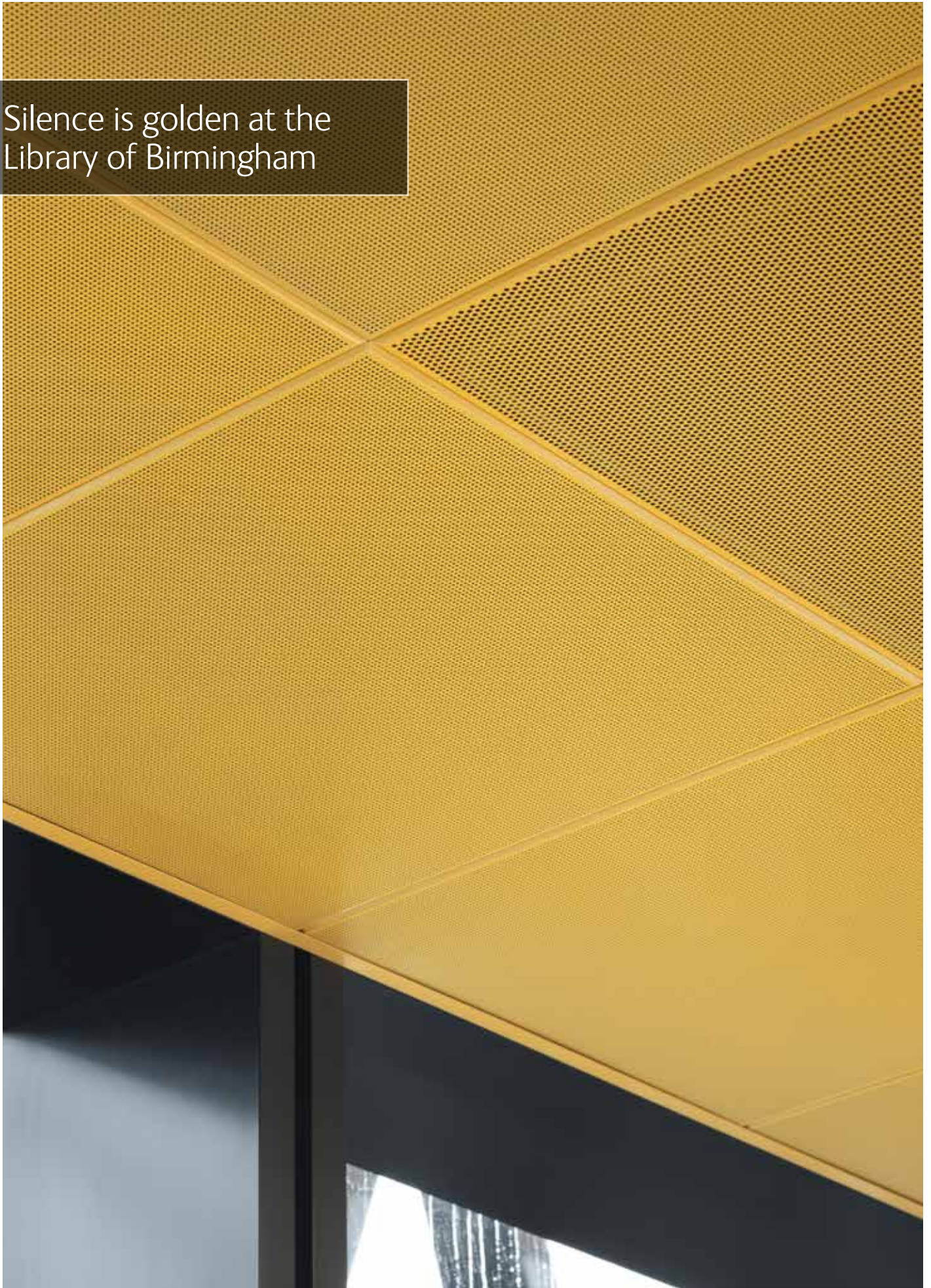
Gemma Collins, of Marks Barfield Architects, added: "SAS' in-house special projects team provided a professional installation team to deliver the project on site. They worked with us and Wates Construction to allow full integration of the mechanical services, allowing the concept not to be compromised and achieving the desired high-quality result.

"SAS International's commitment to work with us to an agreed common goal whilst pushing and testing the product means we would not hesitate to work with them in the future."

Interesting Facts

- The Pavilions act as a shop window to 7 million people who visit Greenwich or pass close by in a year
- The Pavilions' 82m long canopy is longer than the wing span of an Airbus A380
- Upper floors offer 360-degree views of the Peninsula
- Plans are in place for 190 acres of homes, schools, shops and galleries, together with 48 acres of parks

Silence is golden at the Library of Birmingham



The Library of Birmingham, conceived as a 'People's Palace' is a flagship project of Birmingham City Council. It is part of a 20-year Big City Plan to regenerate the city.

The 10-storey public library, designed by Netherlands-based architectural practice Mecanoo, is currently the largest in Europe at 31,000m².

The upper floors of the library look as if they have been wrapped in metal filigree. This delicate frieze is composed of two layers of circles which are actually curved aluminium box sections. The larger black ones represent Birmingham's industrial past; the smaller silver ones represent the craftsmanship of the Jewellery Quarter.

A 'golden box' for secure archive storage occupies two levels. Within these floors, the city's internationally significant collection of archives, photography and rare books are stored.

For this section of the building SAS International supplied 3,197m² of System 150 ceiling tiles, manufactured at Bridgend, finished in a 'strontium gold' colour. Installed as an eye-catching ceiling solution throughout the interior of these levels, the tiles complement the gold-clad feature of the exterior (see photo).

An acoustic treatment was an important factor for the interior of this area of the Library. The System 150 tiles were therefore supplied with an acoustic fleece backing.

It was important that the ceiling system not only provided the right aesthetic but was also functional.

However to maximise the airflow within the building a selection of tiles were supplied with a larger perforation and have no fleece. This enabled the air to be easily extracted through the ductwork behind the ceiling.

Due to the public nature of the building, this is also a high traffic environment. Therefore

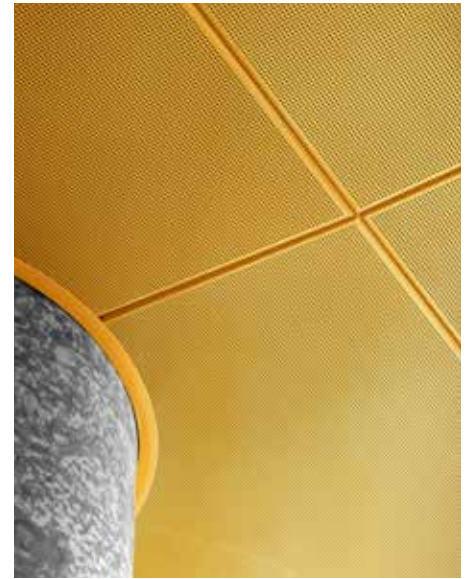
a durable solution was also key for this specification.

As a suspended ceiling solution System 150 allows for easy access to building services for maintenance purposes, and metal tiles are less susceptible to damage.

Birmingham Library has been praised for both its innovative design and positive social impact. The building has an 'Excellent' BREEAM rating and has won a number of awards including Project of the Year at Construction News Awards 2014 and three RIBA regional awards. It was also shortlisted for the Stirling Prize 2014.

The Main Contractor was Carillion Plc, with Capita Symonds as Project Managers. Titan Interior Solutions was the subcontractor.

A case study on this project is available on the SAS International website - Ed.





Audi Milton Keynes - System 200, System 8000 and Glass Doors



@Waterloo, London – System 130 and 300



Duff & Phelps, The Shard – System 8000 DG, System 120 and 330



Three Glasgow - System 130



Library of Birmingham – System 150



Qantas Headquarters, Sydney – System 310



PWC, One Embankment Place, London – System 330



Global Switch Data Centre, Sydney – System 330



Inovo, Glasgow – System 330



Imperial War Museum, London – Bespoke Aluminium Perforated Acoustic Soffit



Farr Institute, Edinburgh – System 130, 330, 600, Acoustic Baffles, Panels and Bulkheads

Ten things to consider when specifying metal ceilings

Thank you to Kevin Butler, Phil Taylor and Paul Collins for giving an insight into what architects and specifiers should consider when specifying a metal ceiling for any project. This is by no means an extensive list – if in any doubt, please speak to the technical team



1.

Make sure the ceiling meets the acoustic and fire requirements set out in BS EN 13964.



2.

Consider the perimeter of the ceiling system and specify trims to suit.



3.

Use a Polyester Powder Coating for a more consistent, durable finish.



4.

Think about how the ceiling will integrate with services such as luminaires, smoke detectors and grilles.

5.

Consider maintenance requirements of the ceiling system in terms of installation and ongoing maintenance. Especially if it takes two people to demount the panels.



6.

Be careful when specifying larger panel sizes – always check with the technical department when looking at panels over 0.75sqm in area to ensure visual deflection within the ceiling is controlled. Strong light sources may also affect the visual appearance of the panels.

7.

Consider the time and budget constraints of the project and specify solutions which can be delivered on time at the right price.



8.

Look at the large range of perforations available and choose according to the acoustic and aesthetic requirements of the project.



9.

Compare the proposed finish of the ceiling system to those of other visible surfaces on the project – do their RAL colours match?



10.

Different ceiling solutions work best in different environments – speak to the sales team to ensure the product specified is the best option for the scenario required.



How will www.sasintgroup.com be different?

We are now in the final stages of the new SAS website project. For Digital Corner, I wanted to highlight the most significant improvements made to our most important digital route to market.

The new website has three crucial objectives:

1. Feed increased leads and enquiries into the sales teams to help the business grow
2. Encourage interaction by providing high value content to our target market/ website users
3. Promote SAS International in a manner befitting our market leading, brand profile and status

Look and feel – Users make a decision on whether to use a website in under a second. Our website needs to offer instant visual appeal to encourage a user to a 2nd click. Ensuring our style of aspirational, design-led references draw people to explore the technical application detail is a crucial commercial consideration.

User experience and journey – How intuitive the website is to navigate is critical. The more logical and simple the navigation, the better the users' experience and positive the reflection on our brand.

SEO (Search Engine Optimisation) - Finding SAS online is really important. Search engines are continuously changing the ways in which to optimise page ranking. Remaining visible requires ongoing, high value content creation and strategic web design review.

Transparent measurables - Digital channels to market are hugely measurable. We can analyse content popularity, tweak and re-publish as necessary. Ongoing monitoring and continuous improvement is key.

Integration with e-marketing software, selected social media, and core business systems – Working smart is key for us and our website users. If all aspects of interaction with SAS is easy to use, users will use it. Our website development will ultimately develop with Syteline.

Content update – Digital copy has to be written a certain way to reflect how people read online and how search engines rank pages. All SAS content is undergoing a major rewrite to ensure it can be easily digested and found. We are also making more information available on SAS products and services. As information becomes a commodity, users will be able to access more of what they want, when they want it.

New and updated content creation is ongoing to remain relevant and establish SAS as a knowledge leader in our markets. Our longer term objective is to become the “go to” resource for all design and technical aspects within our core markets.

Tailored content to regions and individual users – Improved content and analysis means we can now tailor information for specific regions. This process will pinpoint individuals' information needs

and as we learn more about them. Longer term, each homepage will be unique to the visitor, depending on who and where they are.

Mobile Ready – The vast majority of us now have a smartphone or tablet device. Our users are no different and online activity via smaller screen devices is increasing massively. Our new website is fully responsive and will adapt to any screen size ensuring a consistent brand/ information experience. We're making sure we can be seen wherever and whenever a user needs information.

Lead Tracking – Customers still need to register to download technical and design documents and we can still track the activity. The way we have designed, updated and reorganised information should mean users can download more information.

Ongoing digital marketing planning

2015 is the year of long term digital planning for SAS. Please keep an eye out for developments in the channels we use: social, video and all the content updates.

Matt



New Design Studio for SAS Reading

SAS is pleased to announce the planned construction of a new technical/design studio at the head office in Reading in 2015.

The new studio will be built in Unit 31, on the ground floor under the existing mezzanine currently known as the Muscat Project office. This area will provide space for an additional 23 workstations, two offices, and a meeting/breakout area.

as closely as possible, improve communication, and encourage the sharing of ideas.

If anyone has any further questions please speak to Darren Knight, Senior Design Manager or Richard White, Design Director.

Both floors will ultimately form the design studio, with an array of projects being worked on throughout. This will create a highly creative environment for all designers to work together

Australia's Largest Architectural Firm

During November Josh Hillman visited the Hassell Studio in Sydney to present SAS International's metal ceilings and architectural metalwork products. The presentation was received by 15 Hassell employees. It included a general introduction to SAS International Australia, and looked at the high level service offered and quality products manufactured.

SAS are hoping to secure some further projects with Hassells in 2015.



Bravery at Apollo Park

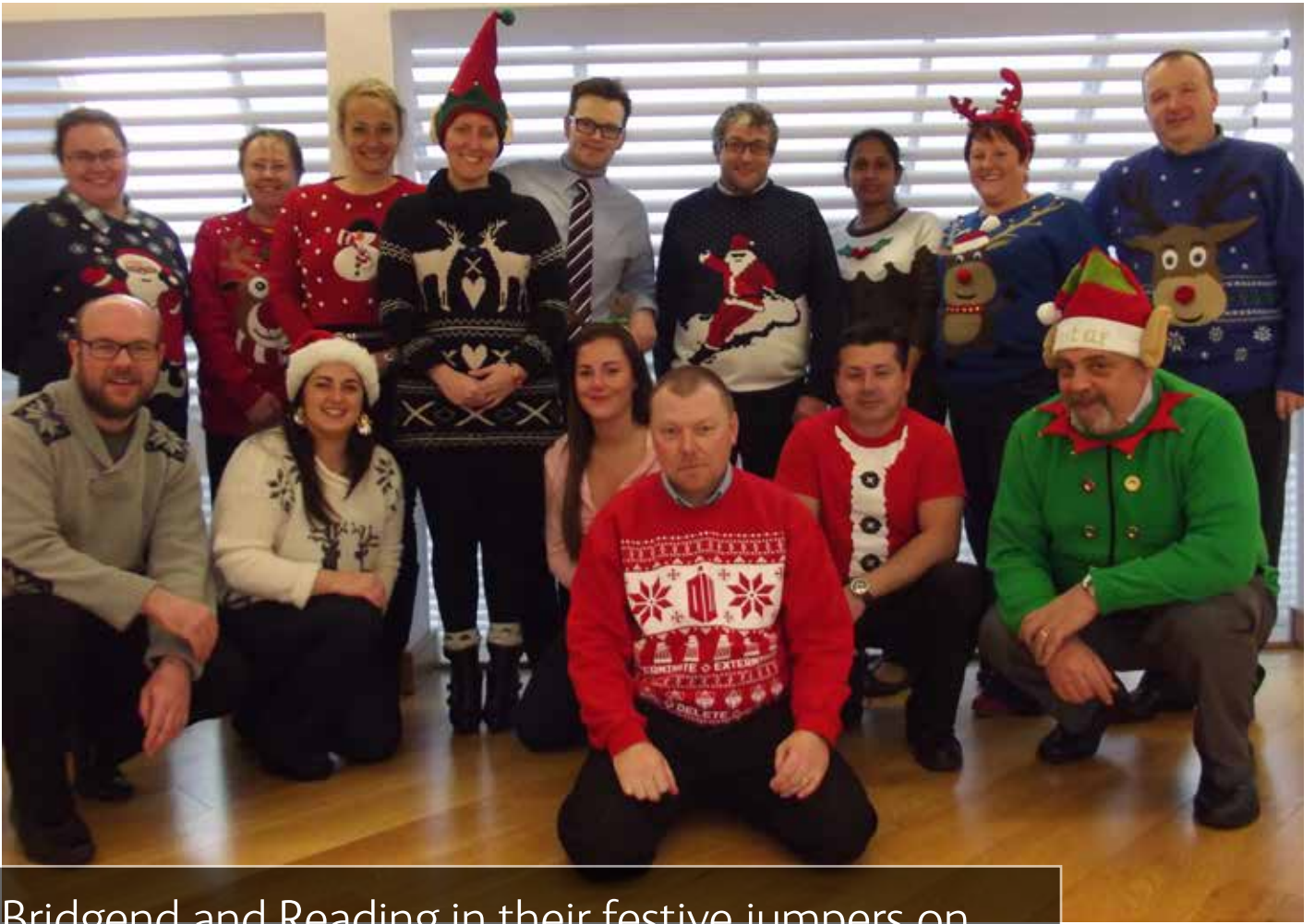
SAS would like to recognise the bravery of two of our employees, Maciek Pierkarczyk and Adam Willis.

Maciek and Adam found a man floating in the canal behind Apollo Park factory. Braving the torrential rain, they went into the canal, pulled out the man and performed CPR on him until paramedics arrived on the scene.

The man survived!

Both based at Apollo Park, Maciek is a Machine Operator in the Doorshop and Adam is a Material Handler in the Stores.





Bridgend and Reading in their festive jumpers on Christmas Jumper day, 12th December



Relocation Experiences - Josh Hillman

So, my relocation journey with SAS started some six years ago, leaving the UK for the Middle East. With family and friends constantly on my mind during the first few years, there were plenty of moments when I thought 'what the hell am I doing here!' Still I stuck it out... work was great, I managed to forge some fantastic friendships and was lucky enough to meet the girl of my dreams. Five years down the line, and the Middle East was starting to feel like home.

Somewhat out of the blue, I was asked to relocate again, but this time it was a bit further away... Australia.

Contracts were signed and the arduous task of shutting down our life in the Middle East ensued. Visas had to be cancelled (thank you Jaya & Pervez), as well as a huge host of other documentation.

We left the UAE on Thursday 27th March 2014 for Sydney. Sydney is expensive, very expensive and after losing several rental bids (yes, property is so sought after, you have to enter into a silent bidding war for rental accommodation) we found a place in Newtown, a suburb 4kms from the CBD.



I started with SAS Australia the Monday after we arrived. Despite working at SAS for nearly ten years, I was suddenly the new guy, with my colleagues having worked together for several years at Mikor. However, the team was extremely welcoming and I was quickly into the swing of things.

Setting up a new business anywhere in the world isn't easy. We found this out in the UAE several years earlier, where local customs and business methods differed hugely from what we were used to in the UK. With the experience gained from setting up the UAE office, we are hoping for an efficient start-up here.

Currently the Australian market is buoyant: however, it has been a mineral fibre dominated affair, so our efforts are focused on converting clients to have a metal mentality. With over

200,000m² of product currently being delivered to the prestigious Barangaroo project in Sydney and over 100,000m² of material spread throughout the six territories of Australia, it's been a positive start.

My responsibility, along with the team, is to continue this trend and concentrate our efforts on promoting the SAS brand and getting as many SAS products into up-coming specifications as possible. The challenges that lie ahead of us are both daunting and exciting; however we are looking to hit the market head on, at full gas!

In summary, if you're ever asked to relocate think long and hard about it... The common misconception is that the grass is always greener on the other side. Incorrect. It's green where you water it.

Bridgend's Macmillan Coffee Morning



On Friday 26th September, SAS Bridgend held a Macmillan Coffee Morning, bringing in baked treats, including cakes, biscuits, and of course, Welsh cakes.



Some brave bakers even competed in our SAS Bake Off, judged by Mark McElhinney.

Congratulations to Denise Lent, who won with her Piñata cake, and to Karine Pope, who came second

in the Bake Off.

Thanks to those who donated baked goods and money - we raised £359 for this very worthy cause.

Henley Half Marathon



Well done to the intrepid Team SAS who completed the Henley Half Marathon on Sunday 12th October.

Martyn Brand, Mathew and Hannah Teare, Matthew Gillas, Phil Smith, and Phil Taylor ran for Cots for Tots appeal, raising £980 (exceeding their target of £400).

Team SAS' timings ranged from 1hr 28 to 2hr 20 - fantastic times for a half marathon so well done to all.

Meeting at the Gherkin



SAS Sales Executive David Fry has had a very productive meeting at 30 St Mary Axe with Hany Abdelaziz, Manager at QD CPC who are installing ceilings at ISF Camp.

We have a large ongoing order for System 150 for the ISF Camp in Doha, Qatar, and Hany also visited our factories and other sites in London. It was great to welcome him to the city.

Running for Irish Cancer Society



Well done to Branch Manager Dermot Curran, who ran the Dublin Marathon on 27th October. He raised an incredible €1662 for Irish Cancer Society - a very worthy cause.

Wearing it pink

SAS has raised an amazing grand total of £1250 for Breast Cancer Research.

Colleagues at Apollo Park, Bridgend, and Reading wore pink to work on Friday 24th October, donating £2 each.

A special mention has to go to Davinder Pulahi, a Leadhand in the Grid Department, who matched the donations raised at Apollo Park.

Thanks to all those who took part in making this another very successful event.



Donate to the Stig for Christmas

SAS Reading raised a fantastic £307.34 for the Thames Valley and Chiltern Air Ambulance at Christmas.

Led by Sam Westwood in Sales Order Processing, Reading has far surpassed 2013's target of £100.00.

Staff could donate by buying delicious cakes, purchasing raffle tickets, and even giving to the Stig within the Christmas Scene.

Thanks to all those who donated and joined in the festivities for a great charity.



A big thank you to our Long Service Awards Winners.
And a big welcome to our New Starters.

25 years' service

Andrew Callard Bridgend
Starting Role: Production Operator
Current Role: Paintline Operator



Eric Caldwell Maybole
Starting Role: Press Brake Operator
Current Role: Press Brake Operator



Rob Benes Bridgend
Starting Role: Production Engineer
Current Role: Trench Heating Manager



Stuart Cartwright Apollo Park
Starting Role: Machine Operator
Current Role: Machine Operator



Wayne Pope Bridgend
Starting Role: Production Operator
Current Role: Paintline Operator

15 years' service

Harold Timmins Apollo Park
Starting Role: Sprayer
Current Role: Machine Operator

Kevin Langford Apollo Park
Starting Role: Line Loader
Current Role: Line Loader

Phil Smith Reading
Starting Role: Designer
Current Role: Sales Director

Nigel Cooper Bridgend
Starting Role: Production Operator
Current Role: Press Shop Team Leader

Roger Blackwell Bridgend
Starting Role: Line Loader
Current Role: Line Loader

Stephen Parker Bridgend
Starting Role: Assembly Operator
Current Role: Assembly Operator

10 years' service

Chris Beddoe Bridgend
Starting Role: Electrical Apprentice
Current Role: Maintenance Technician

Colin Whittall Apollo Park
Starting Role: Sprayer
Current Role: Lead Hand

Davinder Pulahi Apollo Park
Starting Role: Machine Operator
Current Role: Lead Hand

Duncan Ross Maybole
Starting Role: Quality / Environmental / Health & Safety Controller
Current Role: Quality Systems Controller

Lee Flay Bridgend
Starting Role: Maintenance Technician
Current Role: Maintenance Technician

Lorraine Knight Reading
Starting Role: Admin Assistant
Current Role: Estimator

Paul Ralph Apollo Park
Starting Role: General Operative
Current Role: Machine Operator

Sandy O'Brien Maybole
Starting Role: Store Person
Current Role: Store Person

Simon Mason Apollo Park
Starting Role: Sales Co-ordinator
Current Role: Design & Planning Engineer

New Faces

APOLLO PARK

Matthew Chance Production Engineer
Matthew Dobell Engineering Assistant
Shaun Harris Production Manager

BRIDGEND

Mark Evans Tooling Designer
Richard E Jones Planning Manager

DIRECT BURGESS HILL

Charlotte Norman Sales Executive
Martyn Powell HGV Driver
Ross Ford Glass Fitter

DIRECT LEEDS

Zbigniew Wywial Glass Fitter

DIRECT READING

Jonathan Hart Transport Administrator
Stefan Allen Forklift Driver

MAYBOLE

John Boyle Logistics Administrator
Steven Logan Quality Manager

READING

Andrew Giles Senior Designer
Elaine Fletcher Partitioning Sales Executive
Emily Blake Admin Assistant
Guy Williams Trainee Project Manager
Peter Ging Site Supervisor Muscat
Mark Packer Commercial Manager
Rees Nanney Estimator
Serena Chalk Sales Order Processing
Simon Humphrey Designer
Vaidy Srinivasen Designer
Vikki Primmer Project Developer

In this issue of the Insider we meet the Toolroom Team at Bridgend. They have given us an insight into what their jobs entail and also some of their interests outside of work, along with their favourite food and holiday destinations.



David Price

- Q** What is your role within the team?
- A** My role as team leader is to organise and prioritize the workload for the Tool room, ensuring we achieve the quality expected, work efficiently and meet our targets.
- Q** What do you do on a typical working day?
- A** During a typical day I liaise with other department managers to ensure tooling is available to meet their production requirement and working to our workload/ tool build schedules.
- Q** What do you like most about working at SAS?
- A** The work is varied and the satisfaction I get from the new tool builds or problem solving keeps the job enjoyable and interesting.
- Q** What do you find most challenging about your role/job?
- A** Responding to the production schedule and problems, working as a team we achieve this. No two days in SAS are ever the same!
- Q** What is your favourite food and drink?
- A** Italian and a cold cider.
- Q** Where is your favourite place for a holiday?
- A** Las Vegas - I recently got married there so this could change!
- Q** What are your favourite sports or sports team?
- A** I enjoy most sports but I'm a big rugby and boxing fan.
- Q** What are your hobbies/what do you like to do in your spare time?
- A** I enjoy going to the gym, mountain biking and a good day out.



Nathan Lewis

- Q** What is your role within the team?
- A** My role within the team is to carry out maintenance and repairs on existing SAS tooling within Bridgend and the other SAS sites as well as the manufacture of new tooling for various new projects.
- Q** What do you do on a typical working day?
- A** A typical day can consist of many different tasks ranging from dealing with production issues to the making and building of new tooling.
- Q** What do you like most about working at SAS?
- A** What I like most about working at SAS is seeing a product go from the design stage all the way to the finished product.
- Q** What do you find most challenging about your role/job?
- A** From starting off as an apprentice my role has changed within the team, giving me more responsibility which at times can be challenging.
- Q** What is your favourite food and drink?
- A** Indian and a cold cider.
- Q** Where is your favourite place for a holiday?
- A** Anywhere with better weather than Wales.
- Q** What are your favourite sports or sports team?
- A** I enjoy most sports but watching rugby internationals at the pub are my favourite.
- Q** What are your hobbies/what do you like to do in your spare time?
- A** In my spare time I play rugby for my local team and socialising with friends.



David Brimble

- Q** What is your role within the team?
- A** My role within the team is to try to ensure any tooling issues in production are dealt with quickly and efficiently, to minimise any possible down time.
- Q** What do you do on a typical working day?
- A** A typical day is dealing with any tooling issues that arise throughout the day. That could be regrinding perforator tooling, setting form tooling to required formats or making new tooling for various new projects such as Kowloon and Muscat.
- Q** What do you like most about working at SAS?
- A** What I like most about working in SAS is the banter amongst each other - it keeps you going.
- Q** What do you find most challenging about your role/job?
- A** After 17 years at SAS I'd like to think that I have encountered most of the challenges that are likely to occur in a "normal" working day, but I do still get surprised on occasion.
- Q** What is your favourite food and drink?
- A** A good curry and I do like a drop of Jack Daniels
- Q** Where is your favourite place for a holiday?
- A** Anywhere hot and sunny.
- Q** What are your favourite sports or sports team?
- A** I don't really have a favourite sports team though it goes without saying that when Wales are playing in any sport I definitely shout for them.
- Q** What are your hobbies/what do you like to do in your spare time?
- A** In my spare time I like to dabble in a little cage fighting.



Harold Batley

- Q** What is your role within the team?
- A** My role within the team is to keep the Perforation and Press Shop running as efficiently as possible so downtime is kept to a minimum.
- Q** What do you do on a typical working day?
- A** A typical working day is regrinding of perforation tools, setting press tools and making new tooling for latest projects.
- Q** What do you like most about working at SAS?
- A** I've only been at SAS a few years, but in that time I have made good friends, and when I'm busy, they are always ready to help.
- Q** What do you find most challenging about your role/job?
- A** There are a few challenges, the biggest is remembering all the different settings for the different tooling we have.
- Q** What is your favourite food and drink?
- A** A good steak with a cider.
- Q** Where is your favourite place for a holiday?
- A** I've had a few good holidays in Spain.
- Q** What are your favourite sports or sports team?
- A** Favourite sport is football and favourite team is Swansea City.
- Q** What are your hobbies/what do you like to do in your spare time?
- A** I like a good walk, swimming and a good night out. I enjoy watching my son playing football for Aberystwyth in the Welsh Premier League.




Jonathan Davis

- Q** What is your role within the team?
- A** I carry out maintenance and repairs to all tooling and machines. I set up and run the CNC milling machines to produce various tools and fixtures.
- Q** What do you do on a typical working day?
- A** A typical day can involve regrinding perforation tools and changing over press tools. If there are no problems with production, the CNC milling machines produce tooling for future projects.
- Q** What do you like most about working at SAS?
- A** Two days are never the same which keeps the job interesting. I also enjoy the banter within the team.
- Q** What do you find most challenging about your role/job?
- A** The most challenging part is providing premium service to all areas. I am solely responsible for setting the CNC which produces our perforation dyes.
- Q** What is your favourite food and drink?
- A** I like Mexican food and nothing quenches the thirst better than a cold fruity cider.
- Q** Where is your favourite place for a holiday?
- A** I have been to many places around the world, but nothing beats West Wales (when the sun comes out!)
- Q** What are your favourite sports or sports team?
- A** I follow MotoGP and have been to some circuits, I also follow Spurs (COYS!)
- Q** What are your hobbies/what do you like to do in your spare time?
- A** I enjoy spending time with my family and maintaining my many vehicles.



Matthew Perfect

- Q** What is your role within the team?
- A** My role is to carry out maintenance and repair work to all tooling in the factory.
- Q** What do you do on a typical working day?
- A** A typical day is regrinding perforation tools, altering forming tools and machining new tooling.
- Q** What do you like most about working at SAS?
- A** I really enjoy the banter in the Toolroom and working with a good bunch of lads. No two days are the same which keeps it interesting.
- Q** What do you find most challenging about your role/job?
- A** Only being here a short while, the most challenging thing is remembering how to programme the machines and also dealing with tooling problems I haven't worked on before - it's challenging but enjoyable.
- Q** What is your favourite food and drink?
- A** Chinese or Indian and a few cans of lager.
- Q** Where is your favourite place for a holiday?
- A** Anywhere as long as my kids are happy.
- Q** What are your favourite sports or sports team?
- A** My favourite sports to watch are UFC and international rugby.
- Q** What are your hobbies/what do you like to do in your spare time?
- A** I love going to festivals and gigs. I love live music and spending quality time with my family.



metal ceilings | partitioning | doors | room comfort | architectural metalwork

Head Office: SAS International, 31 Suttons Business Park, London Road, Reading RG6 1AZ, United Kingdom T: +44 (0)118 929 0900
For details of our offices worldwide please visit www.sasintgroup.com or email enquiries@sasintgroup.com

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