

in the know

Part fact, part fun, all Sto.

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Bettering the best StoArmat Classic Plus QS

As part of a drive toward continuous improvement, Sto reviews even its most popular and successful products to see if further advances can be made – it is now the turn of StoArmat Classic.

Following two years of trials and testing, StoArmat Classic Plus is being introduced into the UK market, providing better coverage and easier application without any increase in price.

The grading of the aggregate particles has been changed in the new formulation, meaning that the effect is to increase the coverage from the same volume of product. Applicators involved in trialling the new version found that it comes off the trowel more smoothly and that there is more working time before the material skins over – a clear advantage when working on larger elevations.

Stewart McEwan, Director of Sto applicator McEwan and Co, who was on site during trials comments: *"We use StoArmat Classic a lot – it's a great product, so we were interested to see what changes had been made. It was really nice to work with on site, with a creamy consistency meaning it covers the mesh better than its predecessor and it seemed to give greater coverage for the same amount of product. It's a good progression."*

StoArmat Classic Plus provides the same cement-free formula, the same great impact resistance and the same flexible finish as StoArmat Classic, but with improvements that are clear when the product is applied.

Introduction will take place in two stages. From 1st October any orders for StoArmat Classic QS will be fulfilled with the new Plus product. From 1st January the standard StoArmat Classic will be replaced.



Please note the change to **Article numbers**

StoArmat Classic QS – article numbers 00254 – 019 (white) and 00254 – 020 (tinted) are being replaced by StoArmat Classic Plus QS – article numbers 09021 – 008 (white) and 09021 – 007 (tinted).

From January StoArmat Classic – article numbers 00250 – 037 (white) and 00252 – 038 (tinted) are being replaced with StoArmat Classic Plus – article numbers 00250 – 039 (white) and 00505 – 040 (tinted).

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Get to know Training with Sto

All of our customers can benefit from our dedicated training programmes. Our established training centres in Glasgow and Basingstoke are shortly to be joined by our flagship purpose-built training centre in Birmingham. Look out for more detail in the next issue of *In The Know*.



Say 'hello' to Jo

Jo Ebel joined Sto back in June as a Technical Consultant for the South. Prior to joining Sto she was working as Head of The Green Deal and ECO for a tier two contractor, meaning she has a thorough understanding of the industry from a contractor's perspective and understands what our applicators need and expect from Sto.

Over the past few months Jo has met with most of her applicators and also remains in touch with the contractors she has previously worked with. She understands just how important it is to build and maintain relationships with applicators and is en route to knowing Sto's extensive product range and, having previously worked with Sto's competitors she knows the industry inside and out.

Jo's spare time is spent walking her two Newfoundlands named Woodford and Pepper which sounds like a job in itself!

If you're operating in the South and are yet to meet Jo, give her a call on **07720 149566**.



Introducing Phill

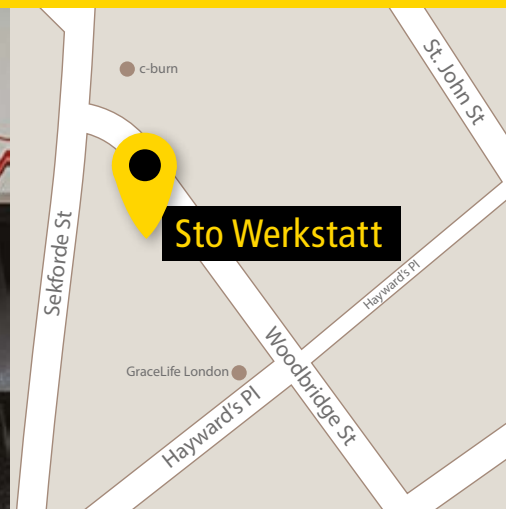
Taking over as Technical Consultant for the North West region is Phill Mattatia who has spent the summer months working with his predecessor Jim Adams prior to his retirement.

Phill originally joined Sto in 2013 to work on refurbishment projects being generated under the Government's ECO funding scheme. His views on the subject of Government U-turns and abrupt changes in policy can be imagined, but probably shouldn't be printed!

Now moving to take over the North West, Phill will be focusing on applicators and main contractors, and has spent the last few weeks travelling the region meeting as many of Sto's customers as possible. With over 12 years' experience in the construction sector, Phill has observed first-hand the changing dynamics of specification.

With a keen interest in Mancunian football and golf, Phill is very much a people person and is sure to make an impact in the region!

If you haven't met him yet, give Phill a call on **07741 242465**.



Let's go to Werk

Sto's brand-new venue

The Werkstatt (meaning workshop in German) is Sto's new venue in Central London - part exhibition space, part showroom, part meeting venue, the Werkstatt is a welcoming and inspirational venue. Situated in the heart of Clerkenwell in order to attract as many architects as possible, it is available for our customers to use if they need a central London location for a meeting.

A programme of events will also take place during the year, so look out for more information to come.

If you would like to use the Werkstatt for a meeting please speak to your Technical Consultant.

Sto is Shortlisted

Great West Quarter

Drive into London on the M4 and it will be hard to miss the huge Great West Quarter development that has been under construction for several years.

Plastering Contractor (Stanmore) was appointed to apply StoTherm Classic M across six of the buildings included in the multi-use development.

A large project in itself, the installation was complicated by the inclusion of a nine storey artwork by renowned UK artist Alison Turnbull – now one of the largest pieces of public art in Europe. Inspired by the Sto colour chart it includes 388 colours available from the StoColor range. Bringing the design to life was a technical and practical challenge.

To ensure a smooth rendered finish, one layer of 1.0mm Stolit topcoat was applied to the basecoat and mesh, then two coats of white StoColor Maxicryl paint to give a blank, smooth canvas for the mosaic. Every one of the 388 colours required three to four coats of paint with time to dry between each coat with the artwork taking six months to complete.

Sto's technical team visited the site regularly to give advice and support and the finished result is a testimony to the skill – and perseverance – of the site team.



Endike School

StoTherm Mineral external wall insulation system with Sto-Rotofix Plus was specified to form the distinctive façade surrounding the new Endike school in North Hull – with the façade actually incorporating the words 'Endike' creating a truly unique finish.

StoTherm Mineral was specified by Space Group Architects to provide a seamless render façade and StoSilco render was applied as the school is about four miles from the coast and will help to protect the façade against weathering.

Sto-RotoFix was used with square-edged, mineral-fibre installation boards, which allowed for a cavity between the boards and the facade to overcome any irregularities, allowing for post installation adjustment and providing a shorter installation time.

The installation was carried out by SCS of Wakefield.



INCA Awards 2014

Thursday 16 October 2014 | Sheraton Park Lane Hotel, Mayfair, London

A change in direction for **Sto UK**

Sales and Marketing Director **Wolfgang Gerner** completes his first year with Sto and discusses the changes that applicators should be seeing over the forthcoming months.



Having worked in building products all my working life, I was delighted to move to Sto this time last year because of the great reputation of the brand and its potential in the UK market.

We make great products – everyone recognises that and it was the main reason that I wanted to work for Sto. If you're going to shout about a product then, as far as I am concerned, you want to know that you are shouting about something that really is better than everything else on the market.

With no doubt over the quality of the product, my job is to look at the routes to market and how we service our customer base. I need to make sure we are matching the quality of the product with the quality of our service.

Historically Sto has built strong contacts with architectural specifiers and our products enjoy the confidence of some of the biggest names in the architectural community.

Architects may (and do) specify Sto products, but unless the main contractors and their preferred subcontractors have as much faith in the company as the architect then the product that ends up on the building could easily be made by someone else.

And the best way to build that faith is to make sure we know our customers properly. I am a great believer in the value of individual relationships. We all listen and talk to people we know rather than to faceless organisations, so I am putting huge emphasis on improving our relationship with our applicators and main contractors.

You will have noticed the new marketing campaign we have launched, but perhaps more important are the changes we are introducing within the company.

The last twelve months have seen us make tough choices as we re-engineer our business to make it more responsive to our customers and the benefits are starting to emerge. We are actively asking our customers for feedback on our service levels and asking our sales and technical team to focus on our applicators.

As Sales and Marketing Director these relationships are ultimately my responsibility, so I want to know what you think. Any comment on our service, whether good or bad, can be directed to me. I am always available either by email w.gorner@sto.com or on **07884 585368**.

I know Sto

All of our customers will have seen the first stage of our attention-grabbing marketing campaign devised by our new creative agency Alive. Remember the Sto bucket?

Our objective is to engage with our applicators and main contractors as feedback received suggested that we could be in danger of losing some of our human touch, so we are working hard to make sure our relationships and our customer service lives up to the quality of our product.

The first stage of our campaign was the memorable Sto bucket mailer sent to all of our applicators to re-introduce their local Sto contact. Following on we are launching a new advertising campaign, with the first adverts appearing in **Construction News**, highlighting the relationships with some of our key customers.

