

# INVINCIBLE

## NEWS

Fraser Brown & Stratmore Ltd

APRIL 2010



## Welcome

Fraser Brown and Stratmore is committed to taking the lead in innovation and product development in the construction and roading industries.

We are members of the Cement and Concrete Association, and we recently became associate members of Roothing New Zealand. We believe that there is plenty of scope to challenge the status quo in terms of the way we build things here and our membership in these organisations gives us a useful forum for debate and influence.

The issues relating to the reinforcement of concrete and asphalt are something we are particularly interested in at present. There are a number of excellent alternatives to traditional steel reinforcing in concrete, and right now we're introducing some interesting reinforcing products for asphalt, something that has been noticeably absent from the New Zealand roading and construction marketplace.

In early March, we hosted visitors from FORTA in the United States, who presented seminars on concrete and asphalt reinforcing using hi-tech reinforcement systems.

FORTA offers specific concrete and asphalt fibre reinforcement systems that can be used in a wide variety of concrete and asphalt applications and provide considerable savings and improved performance in both concrete and asphalt situations.

We made sure we had the attention of the right people – including representatives from government agencies, engineers, asphalt manufacturers and many others within the concrete industry.

It's exciting stuff, and if you are interested in learning more about FORTA products, give us a call or visit [www.fortacorp.com](http://www.fortacorp.com)

## Meet the team

**DENIS MARRA**  
Northern Regional Sales Manager



Based in Auckland, Denis Marra is Fraser Brown and Stratmore's Northern Regional Sales Manager. Having held the position for nearly eight years, Denis covers the upper North Island, an area from Taupo to Kaitiaki.

"We have three distributors based around the region and I'm always looking for more," says Denis. "It's great to know they're out there selling our products on our behalf."

Having a reliable base of distributors doesn't mean Denis sits around in his office all day. He's almost always on the road, visiting many of his hundreds of clients in rural and provincial towns, dropping off supplies and pre-cast materials and making sure they have everything they need.

Although Denis hadn't worked in the concrete industry before joining us at FBS, he's learnt a lot and has a lot of respect for concrete as a product.

"Before I started working in concrete I didn't realise just how fundamental it is to our modern world," says Denis. "I was amazed to discover that concrete is the second most consumed commodity on the planet, second only to water."

Denis has a good knowledge of our products but is always keen to learn more. "I'm especially interested in the technical side of things," says Denis. "If there's a seminar or lecture on, I'm always keen to attend."

## Making a concrete problem watertight for Novak+Middleton

In our last newsletter, we announced the BRANZ appraisal of KIM - Krystol Internal Membrane – a concrete waterproofing admixture that is going to change the face of concrete construction in New Zealand.

Here, we talk to Novak+Middleton Architects – they've recently seen the benefits of using KIM on a major apartment block project they've been working on in Wellington.

Novak+Middleton Architects have operated in the Wellington region for nearly 20 years and are regarded as one of the best residential architecture firms around. More recently, they have also been developing their portfolio in the commercial sector, which has helped their business grow during the challenging times in the residential property market over the last couple of years.

You'll find properties designed by Novak+Middleton all around New Zealand.

"The bulk of our work is in Wellington,"

says James Solari, Associate at Novak + Middleton. "But we also undertake projects around the country, from as far north as Kerikeri to Wanaka in the south."

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PRODUCTS FOR CONCRETE AND CONSTRUCTION

PO Box 35-136 Naenae Lower Hutt 5041

PH: 04 567 8436 FAX: 04 567 7232 EMAIL: [info@fbsltd.co.nz](mailto:info@fbsltd.co.nz)

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Novak+Middleton's success stems from the simple fact that their service and delivery are exceptional.

"We have an excellent standard of design, which we apply to all of our projects, and we make sure we are closely involved throughout the life of the project," says James. "We work closely with our clients not only to achieve their dreams, but to create an outstanding building. We want satisfied, happy clients at the end of the day, which is our best form of advertising."

Novak+Middleton have been working with Fraser Brown and Stratmore for a few years now and have found our products meet all their needs, especially in relation to a residential apartment development project in Torrens Terrace, Wellington.

"The design of the complex included the use of exposed concrete as a primary external finishing material," says James. "We wanted it to have more of an industrial feel by keeping the concrete in its natural state and didn't want waterproofing membranes showing."



James had already heard about Kryton's KIM crystalline waterproofing admixture and approached Fraser Brown and Stratmore to see if we could help.

"From our point of view, it's the perfect product. It achieves what we were looking for," says James. "There are other products on the market, but KIM is superior and we know the technology works."

We spent a lot of time working with Novak+Middleton on the details of the project and getting the design right, as well as seeking building consent from the council.

"We needed a lot of support from Fraser Brown and Stratmore to convince the council that KIM could do the job, and spent quite a while working through the consent process," James said. "They were really helpful."

The development is now well underway and phase one is almost complete.

"We have applied KIM to the external concrete balconies and walkways and it's working well," says James. "In fact, I've actually seen the KIM admixture in action when some

cracking was experienced during the handling of the precast panels."

"I was quite concerned about the water penetrating through the concrete, but KIM certainly did the job," says James. "There were signs of water transferring through the cracks initially, but as the product was exposed to moisture the cracks were sealed and we haven't seen water since."

James has the utmost respect for Fraser Brown and Stratmore's products.

"They have the technology to back them up and have always been very forthcoming with solutions and advice to help us achieve our results," says James. "We'll certainly be working with them for a long time yet."

## KIM

### Krystol Internal Membrane

When added to fresh concrete, KIM produces millions of needle-like hydration crystals that form into a crystalline structure of long prisms to fill the capillary voids and micro-cracks of concrete, making it waterproof from the inside out for the life of the concrete. It is the only BRANZ appraised crystalline waterproofing admixture for concrete appraised against clauses B2, E2 & F2 of the NZBC (refer BRANZ Appraisal).



## GOT A CURLY QUESTION FOR US?

Here at Fraser Brown and Stratmore, we pride ourselves on our ability to create new and often unique solutions to our customers' problems.

All too often in a construction or roading project, the most obvious product doesn't perfectly meet the specific demands of the job.

Our in-house product development service is available to our clients and we love a good challenge. Other manufacturers aren't always willing or able to take on one-off and small-run jobs, but we believe that this kind of work is important and we are keen to see what sort of innovative response we can make to your specific problems.

You might remember Demetri and John, our product development experts, from our last newsletter. They have been busy out in their 'lab', developing and testing new products and coming up with solutions for our clients with interesting challenges.

Here are examples of work we've recently completed for some frustrated clients, plus a couple of really interesting ones in the pipeline:

- A re-useable tile adhesive for WelTec students to practise their tiling skills on the same wall with the same tiles over and over again.
- A water-based concrete sealer for use on internal concrete structures.
- We're developing a thin, fast-curing epoxy for use on the Auckland Harbour Bridge that can be injected into a small gap to bond two surfaces together.
- Demetri is working on a new epoxy-mortar formulation that is fast curing, easy to mix and water tolerant.

Put us to the test. Talk to us at the specifying stage of a project – we can provide some clever and cost-effective solutions for your construction project.



### FRASER BROWN & STRATMORE LTD

Products for concrete and construction

[info@fbsltd.co.nz](mailto:info@fbsltd.co.nz)

[www.fbsltd.co.nz](http://www.fbsltd.co.nz)

**FREEPHONE 0800 835 699**



#### AUCKLAND

Everitt Site Supplies Limited  
PO Box 342 Silverdale  
Ph 09 426 8101  
[www.everitts.co.nz](http://www.everitts.co.nz)

#### SOUTH ISLAND

Concrete Plus Limited  
PO Box 11 333 Christchurch  
Ph 03 343 0090  
Fax 03 343 0202

Concrete Plus Nelson Limited  
2 Vivian Place, Nelson  
Ph 03 546 4169  
Fax 03 546 5572

#### REGIONAL SALES

##### MANAGERS

**Northern:** Denis Marra  
Ph 09 535 3139  
Cell 027 245 9003

**Southern:** Rob Willems  
Ph 03 546 4169  
Cell 0272 357 447