

Welcome

Welcome to the last issue of our newsletter for 2009.

As more and more New Zealand businesses head offshore for products and production, here at Fraser Brown and Stratmore we are committed to staying a 100% NZ owned and operated manufacturer.

Our commitment to developing and manufacturing products in NZ is further enhanced by the appointment of Dr Demetri Christoforou, a specialist coatings chemist. We've profiled him over the page.

Also in this issue, we talk to Everitts Site Supplies, our distributor based in Silverdale. Plus, we get to grips with KIM waterproofing technology and our new anti-graffiti system.

We will be bringing you new and exciting product developments in the New Year and look forward to working with you in 2010.

From all of us at Fraser Brown and Stratmore, we wish you a great Christmas and a Happy New Year.

- Hamish and John Stratmore



Conquering the concrete industry

Everitt Site Supplies was established in August 2000 when Steve Everitt spotted a niche in the market that supplies services to the construction industry.

"I've been in the industry for over 25 years, so I've done my time 'on the tools'. One day, I realised there was a need for an independent 'on site' concrete consultation and delivery service for commercial construction sites," says Steve.

Having no ties to any particular product range gives Everitt Site Supplies' customers the assurance that they will receive honest, independent advice.

Specialising in concrete forming and finishing products from all the major manufacturers, including a full range of site 'consumables', Everitt's main point of difference is that they'll "bring the warehouse right to your site!"

Everitt's warehouse is based in Silverdale and around 80 percent of their customers operate within the Auckland region. "Mind you, as our clients move on to other projects around the country, we'll often stay with them and venture further afield," Steve says.

"We have shipped product further north, as well as into the South Island and out to the Pacific Islands. Our advice is always only a phone call away and as for the product, we will get it to you any way we can."

Over the years, Everitt's have increased their involvement in supplying forming and finishing concrete products for contractors specialising in floors, walls and columns, both pre-cast and poured on site.

It's a competitive industry, and Steve acknowledges it's a challenge at times. "We think our model works well. We're dedicated to adding value. It's about more than just selling products."

Whilst they're agents for a wide range of concrete products, the FBS range plays an important part in Everitt's offerings. "The Fraser Brown and Stratmore range fits nicely with this model, specifically concrete release, curing, retarders and epoxy," says Steve. "So we are pleased to have the distribution rights for their products."

Having spent some time in this industry, Steve has worked with FBS in a variety of ways over the years, so while the current working relationship is new, Steve cut his teeth in the industry with the FBS product range, supplying it throughout Auckland during the late '80s.

"That's when I first met John Stratmore and was impressed by his passion for the chemistry of the products. Here was a guy that didn't just sell product... he develops it, tests it, adjusts it and perfects it."



NEWSFLASH!

PROTECTA-SIGN anti-graffiti system

We've just released a new sign and painted surface protection system for graffiti called PROTECTA-SIGN. This can be applied to traffic signs, entrance signs, bus shelters, murals, tiles and even school walls and lockers. We will discuss it in depth in our next issue, but if you would like to know more now, please contact us for more information.



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

Meet the team

DR DEMETRIUS CHRISTOFOROU

Product Development/Technical Manager

We are delighted to announce that Dr. Demetrius Christoforou Ph.D (or 'Demetri' as he likes to be known, pictured below, on right), has joined our team at Fraser Brown and Stratmore to take on the role as John's right-hand man.

Although Demetri is new to concrete, he believes his previous role as Research and Development Chemist in the paint industry stands him in good stead for his new position. And with a Ph.D in Chemistry from Canterbury University, we reckon he's going to be good!

"The chemistry of paint can be applied to many FBS products," says Demetri. "Epoxies are an obvious example. There's a lot I hadn't even considered, but the principles are easily transferable across industries, so it's familiar work."

Demetri will be working alongside John in his 'lab' developing new products, improving existing products, streamlining production, and working on quality control.

"John and I hit it off immediately," says Demetri. "He's practical and likes to get his hands dirty, just like me. I expect I'll be learning a lot from him and hope to teach him a few new tricks too."

As well as being 'hands on', Demetri also likes to keep up with the latest technology and plans to spend some time researching what is on offer around the world.

"I'm keen to identify niches in the market and come up with products that nobody else has thought of," says Demetri. "In fact, I've already come up with some ideas around products we already have in operation and how they can be improved."

"Demetri understands that FBS customers are always looking for new ideas and we're excited to have some fresh blood in our team to offer new perspectives," says Hamish Stratmore. "Welcome aboard, Demetri."



Beating graffiti

Grffiti is a scourge on property owners and a blight on our cultural landscape. It damages and reduces the value of residential and commercial buildings, and no, it's definitely not art, unless permission has been given to the artist to use the space.

Fortunately, we've got a solution. AQUELLUX AG Antigrffiti System is an aqueous silane system that repels water and paint to form an anti-graffiti treatment, which is still permeable to water vapour.



This demonstrates how paint runs off the surface on AQUELLUX AG treated surfaces

When applied on surfaces such as concrete, sandstone, polished marble and granite, AQUELLUX AG builds a protective shield that makes it oil, water and paint resistant, making graffiti easily removed using the AQUELLUX AG Graffiti Remover.

Treated surfaces remain generally unchanged in appearance with AQUELLUX AG and we recommend you coat exposed surfaces with AQUELLUX AG primer beforehand.

The AQUELLUX Antigrffiti system is perfect for non painted, non plastered surfaces because it lines the pores of the building surface without sealing them and best of all, it's a cost-effective graffiti protection system.

KIM-pared to the rest

Krystol Internal Membrane (KIM) is unlike any other Integral Crystalline Waterproofing (ICW) admixture. It doesn't contain calcium, stearates, sodium or silicates. When added into 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. The crystals grow from partially reacted cement particles and can travel many centimetres through the concrete.

When added to fresh concrete, KIM becomes an integral part of the concrete, making it waterproof from the inside out for the life of the concrete.

Research has shown that KIM concrete admixture dramatically reduces shrinking in concrete, which results in significantly less cracking. It has proven performance to mitigate water penetration; it can self-seal minor cracking and also produces concrete

with higher compressive strength.

KIM is the only integral crystalline

waterproofing admixture to have a BRANZ appraisal and has been appraised as an alternative solution in terms of the New Zealand Building Code of Compliance.

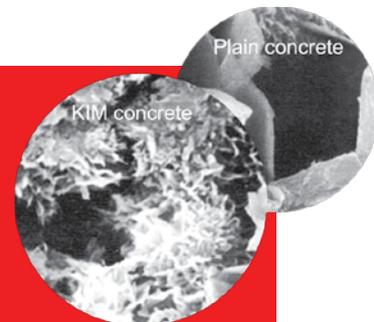
When used as directed per the BRANZ appraisal, KIM meets the requirements of:

- B2 DURABILITY: Performance B2.3.1(a) not less than 50 years.
- E2 EXTERNAL MOISTURE: Performance E2.3.2 and E2.3.3.

KIM reduces labour and material costs when building, saves time on construction because it's ready to go in the concrete, protects reinforcing steel from corrosion and of course, has the ability to grow Krystols years after application, preventing subsequent water damage to the structure.

It has been used to enhance structures all over the world – from apartments to aquariums, walls to water reclamation plants. Put simply, this concrete admixture blows other waterproofing solutions, well, out of the water!

For more info, visit www.Kryton.com.



FRASER BROWN & STRATMORE LTD

Products for concrete and construction

info@fbsltd.co.nz

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

Allco Agencies Limited
PO Box 101 903 NSMC
Ph 09 448 1185
www.allco.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