

'World of Ardex'



July 2012

Issue 8
Australia and New Zealand Edition



Pictured above: One Eleven St Georges Terrace, Perth, Western Australia.

The team at Ardex like to hear from our customers - write to us with questions about our products or tell us about your experiences using Ardex - simply mail your questions and stories with your name and telephone details to the marketing department at the Australian or New Zealand Head Office and we will send you a \$100 gift card when your question/story is published.

Articles this issue.....

Projects

- One Eleven St Georges Terrace, Perth.
- Christchurch, NZ.
- Russell Island Jetty Community Project.
- Shangri-La Hotel The Shard, London, UK.

Products

- Forticrete Launch.

Other News...

- Ardex joins Facebook.
- Product Guarantee.
- Training Academy.
- Perth Charity Cruise.



www.ardex.com

New Products

Ardex Australia recently introduced the new Forticrete range of products that are available through selected outlets. See page 4 for a brief introduction to the range.

Apologies

Please accept our apologies for the lateness of this issue. The next issue of the World of Ardex will be emailed early September. If we do not have your email please contact Lyn Cridland on (02) 9851 9166 or email lyn.cridland@ardexaustralia.com.



Ardex moves with the times - we have now joined the world of Social Media.

Recently Ardex Australia joined Facebook - our existing Youtube Channel will be complimented with a Facebook presence where you will be able to read about our products, in addition to projects that Ardex is involved in. We aim to include different videos, photos and case studies, plus the Ardex Team would also like to use Facebook as an additional channel to hear from our customers.



So join us and 'Like our Facebook Page'.

www.facebook.com/ArdexAU



ARDEX AUSTRALIA GUARANTEES.

The value of a manufacturers product warranty or guarantee varies enormously and its value cannot be judged by the period it is valid for, but by what it covers during the period.

The Ardex Australia Guarantee or Warranty covers the:

- **repair or replacement of the product PLUS;**
- **the costs of re-installation of the product PLUS;**
- **the costs of replacement of any immediate covering such as tiles or carpet.**

Some manufacturers only cover the replacement of the material (eg waterproof membrane) which they then discount by the years the defective material had been installed.

The cost of a floor leveller, waterproof membrane, tile adhesive and grout represents a very small percentage of the total cost of any repair job resulting from a manufacturers defective product. A guarantee or warranty that only insures the job for repair and/or replacement of the defective product (ie. waterproof membrane) regardless of the period it may be, is next to worthless.

So next time you consider a product guarantee, make sure you look past the term of the guarantee and into what it covers.

Ardex Australia offers either a Product Warranty or a SystemARDEX Warranty on all Ardex products.

Product Warranty

A product warranty is applicable on all Ardex products for a period of between 10 - 20 years depending on the product. Ardex warrant that their manufactured product is free from defects as well as being suitable for the purpose for which it is intended, that is as long as it has been applied in accordance with the Ardex published literature.

SystemARDEX Warranty

The SystemARDEX Warranty is project specific and warrants that the SystemARDEX combination of products that forms the total system are free from defects, are 100% compatible and the system combination is suitable for the purpose intended.

The SystemARDEX Warranty is designed for applications involving multiple Ardex products that form a system for a particular purpose. For example, floor surface preparation prior to laying vinyl may include up to five different Ardex products and the total SystemARDEX combination would be warranted as being free from defects, totally compatible and suitable for a particular project application.

For an extended warranty or one that includes an installation of non-standard product combinations (eg product combinations that are not detailed in our published data sheets) you need to contact the Ardex Technical Services Department on 1800 224 070 prior to the installation for our best recommendations.

If you require further information, a Product Warranty Request Form or a SystemARDEX Warranty Request Form to be sent to you please contact lyn.cridland@ardexaustralia.com.

ONE ELEVEN ST GEORGES TERRACE, PERTH, WA.

One Eleven St Georges Terrace is a medium sized office building that has been prominent on the Perth skyline for some time.

Located within the CBD, One Eleven St Georges Terrace waterproofing had reached its use-by-date many years ago.

Attempts had been made to maintain the existing two layer torch on system including over coating with acrylic membranes but ultimately a new waterproofing system was the only long term solution.

When Mick and Simon Douglas from Waterproof Products WA were asked to look at a replacement system for this roof they immediately thought of ARDEX TPO.

As with any replacement of an existing waterproofing system one of the biggest problems is the removal of the old membrane especially from high rise buildings with limited access.

With ARDEX TPO this is no longer a problem as the TPO sheets can be simply installed over the existing membrane with a minimum of preparation.

On this particular project the old waterproofing membrane was covered with 600 x 600 concrete pavers which in most cases, would need to be removed and stored while the work was carried out.



Pictured above: The old waterproofing membrane was covered with pavers.

Pictured below: Waterproof Products WA had to work around drains and other fittings to install the ARDEX TPO at One Eleven St Georges Terrace.



By using ARDEX TPO the movement of the pavers was minimised as the membrane could be fitted a section at a time and the pavers simply relayed over the membrane immediately after the area had been installed.



Working around plinths, vents, drains and other fittings proved to be no problem using ARDEX TPO as the material can be formed and moulded to complete a watertight seal and any exposed edges were finished using Ardex pressure seal.

TPO is one of the fastest growing low maintenance forms of roof waterproofing in the world and will prove an effective long term and low maintenance waterproofing system for One Eleven St Georges Terrace for many years to come.



Pictured above: Leister Varimat V2 pictured on the roof of One Eleven St Georges Terrace, Perth.



Pictured above: Completed roof with ARDEX TPO at One Eleven St Georges Terrace.



We have recently extended our range of products to include the new FORTICRETE. Forticrete is manufactured by Ardex and like the remainder of our range is produced using trusted formulas and backed by technical support. The all Australian made range features vibrant packaging, includes easy and simple to read logos plus provides multilingual descriptions.



This new range is available now (Vitrobond only available in WA).

For further details and Product Datasheets visit www.ardexaustralia.com or ring your Ardex Representative or contact Lyn Cridland on (02) 9851 9166.

Glue: Rubber Modified Tile Adhesive

- Flexible
- Wall and floor tiling
- Internal and external with satisfactory falls
- Excellent coverage



Fortiflex: One Part Rubber Modified Tile Adhesive

- Good workability
- Excellent coverage
- Wall and floor tiling
- Internal and covered external



Fortiset: Cement Based Tile Adhesive

- Good workability
- Suitable for a range of tiles
- Floor tiling
- Internal use



Super Fortiset: Polymer Modified Tile Adhesive

- Improved bond strength
- Wall and floor tiling
- Internal and external

Fortiscreed: Premixed Sand Cement Screed

- Easy to use
- Internal and external



Vitrobond: Cement Based Tile Adhesive (WA only)

- Economical
- Suitable for a range of tile types
- Wall and floor tiling
- Internal and covered external

BEAUMONT TILES, FYSHWICK CELEBRATES 30 Years.

Ian Forster, Regional Managing Director (*pictured second from front on right hand side*) recently presented Bernadette & Gary Jones (*pictured front*) of Beaumont Tiles at Fyshwick with a Certificate of Commitment for being a dedicated and loyal customer of Ardex Australia for 30 Years. The staff at Beaumont Tiles at Fyshwick, the Ardex NSW and ACT Sales Team, in addition to Ian Forster all enjoyed a delicious dinner to celebrate this momentous occasion.



ARDEX AUSTRALIA TRAINING ACADEMY.

Ardex have recently relocated and expanded its training facility next to its Head Office at Seven Hills, NSW.

The new Ardex Australia training facility has two presentation or theory rooms in addition to a large demonstration area. Each of the areas have been designed to incorporate state of the art Audio Visual and IT functionality.

The concept of designing and creating the Ardex Training facility came about after many years of Ardex Australia offering courses to trades and industries. The courses have become more popular over time as technologies have improved and industries have changed. Ardex Australia is ahead in its field and able to keep the trades as up to date as possible in an ever changing world.

The Ardex Training facility staff are also working closely with TAFE (the government training provider) who have been able to offer the support of the Training facility to TAFE SWSi to be used for their delivery of the Certificate 3 Waterproofing Training.

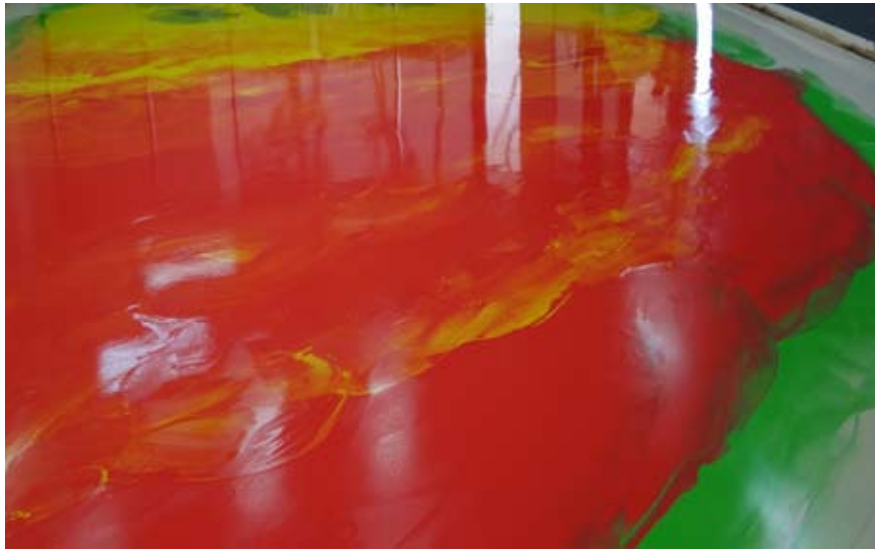
This enabled the students to gain hands on knowledge of Ardex products and what they are used for. TAFE NSW will also be using the Training facility for their students that are involved in their flooring industry courses.

In the coming months there are many more courses that will be open for both trades and retail staff to help them build their knowledge and practical skills.

The Ardex courses will include industry experts in each field and offer new and exciting concepts.

If you would like to know more about the Ardex Training Facility or our courses please contact your local Ardex Sales Representative.

Pictured below: Ardex Australia's Training Academy featuring the extraordinary colours available in the ARDEX PANDOMO range.



Pictured above and below: The Ardex Training Academy Floor.



Pictured below: Sections of the Ardex Training Academy.



Pictured above and left: This Ardex employee may need a little training on mixing our products!

RUSSELL ISLAND JETTY COMMUNITY MOSAIC, QUEENSLAND.

The Russell Island Jetty Community Mosaic incorporated comments and suggestions from local artists, volunteers, community members, Redland Bay residents, school children and Aunty Margaret Inselin, Elder of the Quandamooka people of Minjerribah (North Stradbroke Island) who provided the story of Kanaipa, which we know as Canaipa today.

Many years ago, the people of Russell Island had an altercation with their Aboriginal tribes. After the altercation, Kanaipa (indigenous name for Russell Island) was strewn with many spears. Hence the name Kanaipa - place of many spears.

Ardex Australia were delighted to be involved in this project by assisting with products and training for the mosaic volunteers which included residents and local school children.

The colours of the words in the mosaic were selected so that they echoed the colours of the indigenous flag - the yellow represented the sun and the constant renewal of life, whilst red depicted the earth and our relationship to the land. These colours were particularly applicable to the Russell Island mosaic, due to the abundance of sunlight and the prevalence of red soil on the island and in the Redlands area.

Pictured below: Russell Island Jetty Community Mosaic.



The mosaic can be read as a timeline and the indigenous meaning of the mosaic recognises the traditional owners in the beginning and then moves forward with the school principal leading the "School of Fish" into the future. The central drama of the whistling kite hunting for food (the crab) represents the daily hunt for lifestyle in addition to providing for the family. These activities are watched by most of the other animals as there is a high percentage of retired folk on the island. The dugong is off blissfully doing his own thing, unconcerned about his surroundings.

SHANGRI-LA HOTEL THE SHARD, LONDON, UK.

Ardex' BAL products secured the prestigious tile adhesive specification at the latest luxury five-star hotel development at Shangri-La The Shard, London.

Standing at over 1000 foot (300 metres) it's height will make it one of the tallest buildings in Europe and with the unique pyramid shape it will alter the skyline of London. It's inspiring architectural design is likely to be as unique and recognisable as that of other notable buildings such as the Gherkin, Big Ben and the London Eye.

Pictured below: Artists impression of the Shangri-La Hotel The Shard, London.

Working in partnership with a commercial tiling contractor, the contract includes over 12000 sqm of tiling and covers all areas including the reception, lobby, lifts, bathrooms and recreational facilities such as the leisure and spa areas.

BAL Rapidset Flexible and BAL PTB Flexible have been specified for this project with the selection primarily based on the quality that a trusted brand name like BAL brings and the products ability to enable the contractors to work quickly across large areas. The fast setting and inherent flexible properties were also an important criteria to consider, particularly when working with large format tiles such as the type this scale of project demands.

The Shard glass fronted building will have 185 deluxe bedrooms with a prime position overlooking London Bridge and is due to open in 2013.



ARDEX ANNUAL CHARITY RIVER CRUISE - PERTH, WA.

Earlier this year, the Ardex team in Western Australia held their annual charity river cruise on board the Moonlight Express. The event was themed as the James Bond Casino Royale and was attended by a large number of Ardex customers and staff, whose mission was to be the player for the evening with the most Bond bills at the end!

Two roulette and one blackjack table with their staff were the enemy - the staff provided a wonderful evening with lots of laughs.

The majority of people attending dressed in traditional James Bond attire - sporting Black Tie and James Bond gadgets. During the evening Ardex staff and their customers searched for the deadliest dressed male and female.

A silent auction progressed during the evening for sporting memorabilia as everyone gambled the night away. The food served during the event was delicious and the martini fountain a huge success. The night finished with a dance off which resulted in nearly everyone on board dancing - many of whom continued to dance and gamble after the official event finished.



Pictured above: Moonlight Express River Cruise



Last year the event raised \$8000 for the Strike a Chord Foundation. For this year's event the Ardex team in Western Australia asked people to make a donation to the charity of their choice. Everyone on board had a great time and are all looking forward to next year's event.

ARDEX NEW ZEALAND

Green by Choice



The New Zealand Institute of Architects 2012 Conference was held at the Viaduct Events Centre earlier this year. Ardex New Zealand's 'Living Roof' display created a great deal of interest amongst the 600 plus attendees who visited the exhibit during the three day event.

Pictured left and below Ardex New Zealand's 'Living Roof' display.



Crack Repair

With the ongoing earthquakes in Christchurch the demand for concrete crack repair products is greater than ever.

A local engineering firm had multiple cracks through their tilt slab concrete building. Pictured on the right the crack has been ground out and then Ardex New Zealand's Miracle Bond has been used to secure the injection ports in place.

After being repainted it will be impossible to tell that the building was ever damaged.





Ardex Technical Services

Ardex is committed to providing the highest level of technical support – from product training to customised system recommendations. Ardex have a dedicated team of technical experts based at our head office in Seven Hills to help you at any stage with:

- System recommendations
- Problem investigation

If you need help with anything out of the ordinary, if we don't already have the answer Technical Services will investigate it for you.

The team can be contacted on:

New Zealand
Toll Free: 08002ARDEX
0800 227 339
Email: techinfo@butynol.co.nz

Australia
Phone: 1800 224 070
Fax: (02) 9838 7817
Email: techinfo@ardexaustralia.com

Ardex Data Sheets

Ardex Data Sheets provide users with invaluable information for correct installation and mixing procedures for each product.

If you would like any Technical Datasheets, they can be found on our website at www.ardexaustralia.com or alternatively emailed or mailed to you – please contact Lyn Cridland on (Aust) 02 9851 9166 or email: lyn.cridland@ardexaustralia.com

Training and Professional Development

Please call your local Ardex office for information on upcoming Waterproofing, Tiling and Flooring courses.

Sales Office Contacts

Your local sales office can help with any requests for Technical Data Sheets, in addition to stock questions, Material Safety Datasheets and pricing.

NEW ZEALAND
Christchurch – Head Office
32 Lane Street, Woolston.
Ph: (03) 373 6900
Email: techinfo@butynol.co.nz

Auckland
12 Fairfax Avenue, Penrose.
Ph: (09) 580 0005

Wellington
16 Fitzherbert Street, Pentone.
Ph: (04) 568 5949

AUSTRALIA
New South Wales/ACT – Head Office
20 Powers Road,
Seven Hills, NSW, 2147.
Ph: (02) 9851 9100
Email orders:
nswsales@ardexaustralia.com

Victoria/Tasmania
27 Dennis Street,
Campbellfield, VIC, 3061.
Ph: (03) 8339 3100
Email orders:
vicsales@ardexaustralia.com

Queensland
30 Kenworth Place,
Brendale, QLD, 4500.
Ph: (07) 3817 6000
Email orders:
qldsales@ardexaustralia.com

Western Australia
69 Vulcan Road,
Canning Vale, WA, 6155.
Ph: (08) 9256 8600
Email orders:
wasaes@ardexaustralia.com

South Australia
13 Toogood Avenue,
Beverley, SA, 5009.
Ph: (08) 8406 2500
Email orders:
sasales@ardexaustralia.com

Privacy Statement

Ardex aims to provide its customers with premium products and services. To achieve this, we aim to make efficient use of the personal information we collect or hold.

In doing so, we also want our customers to have complete confidence that any information collected or held will not be mistreated. Ardex is committed to ensuring all personal information held will remain confidential and have established a Privacy Policy which recognises this. The Privacy Policy can be found on the Ardex Australia website or alternatively phone (02) 9851 9166 and a copy will be mailed to you.

Further to this, Ardex will handle all personal information in accordance with the Privacy Policy Act 1988, National Privacy Principles.

If you do not want to receive further editions of the 'World of Ardex' please complete your name and address details below and return it to the Marketing Department, Ardex Australia, Reply Paid 796, Seven Hills, NSW, 2147 (no postage stamp required if posted in Australia).

Name: _____
Address: _____

State: _____ Postcode: _____
Phone: () _____
Mobile: _____
Email: _____

Pictured below: The Ardex Western Australian manufacturing plant. Ardex Australia have manufacturing plants in Sydney, Melbourne, Brisbane, Perth and Adelaide.

