



STAIRCRAFT INNOVATOR

Our Solutions Fit Your Needs

WELCOME TO OUR 2ND ISSUE

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EDITION:**

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- ◆ Turning Ideas Into Reality PAGES 2 & 3
- ◆ New Sales Support Office PAGE 4
- ◆ Christmas Order Schedule PAGE 4

**COMING
SOON**

NEW Pre-Start Site
Kit for Stairs &
I-Joists

BREAKING NEWS...

NEW DELIVERY APP NOW AVAILABLE

GIVING YOUR TEAM:

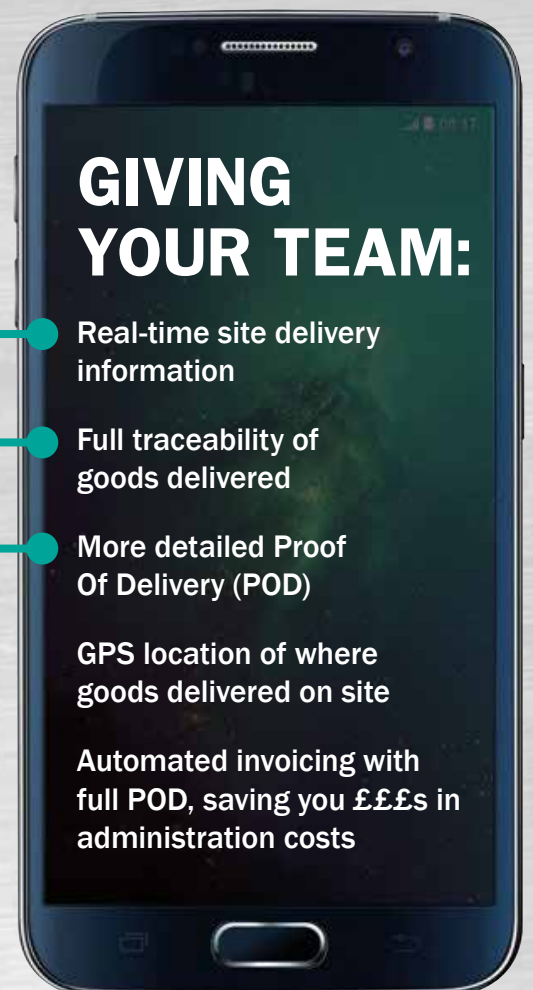
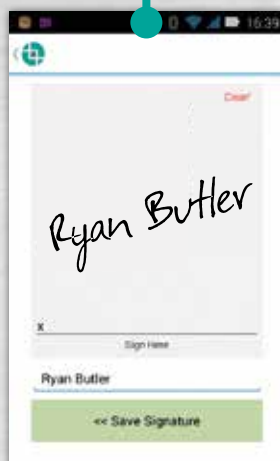
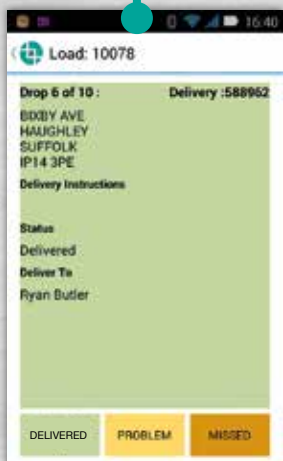
Real-time site delivery
information

Full traceability of
goods delivered

More detailed Proof
Of Delivery (POD)

GPS location of where
goods delivered on site

Automated invoicing with
full POD, saving you £££s in
administration costs



Meet Dr Luke Whale, Technical Director

Thank you for your comments and positive feedback from our first issue. You told us you'd like to hear more about our approach to Innovations...so we have dedicated pages 2 & 3 to sharing 'Turning Ideas into Reality'.

TURNING IDEAS INTO REALITY

ON A GOOD DAY!

MOST DAYS!!



I've been assisting companies to bring new construction products to market now for over 30 years. Over this time, I have come to realise what it takes to deliver truly successful innovations to market.

We are proud of our approach to innovation and are often asked how we successfully introduce so many cost-neutral innovations to our customers.

In a nutshell, to paraphrase one of the great inventors, Thomas Edison, it involves "1% inspiration and 99% perspiration". - Dr Luke Whale, Technical Director



Here's an illustration of the perspiration required:

We have recently been working to deliver **3 new innovations** involving:

1200

hours development
time by internal
team



£28K

on external testing
costs



£70K

on modifications
and additions to
production equipment



270

hours on bespoke
software
programming



**Cost neutral innovations
for our customers**



**Improving on-site
installation**



**Keeping tradespeople
safer on site**



Staircraft's level of commitment to innovation has made them one of the most successful and prolific of the construction innovators I have come across.

- Oliver Novakovic, Technical and Innovation Director, Barratt Developments PLC



THE VERACITY OF ALL OUR INNOVATIONS IS ASSESSED AGAINST THE STAIRCRAFT 'STEM' SYSTEM REVIEW PROCESS:



- S** SAFETY = is it **Safe** to make and use?
- T** TIME = will it save our customers and our business **Time**?
- E** EFFICIENCY = will it make our customer more **Efficient** and can it be produced **Efficiently**?
- M** MONETARY = will it save our customers and our business **Money**?

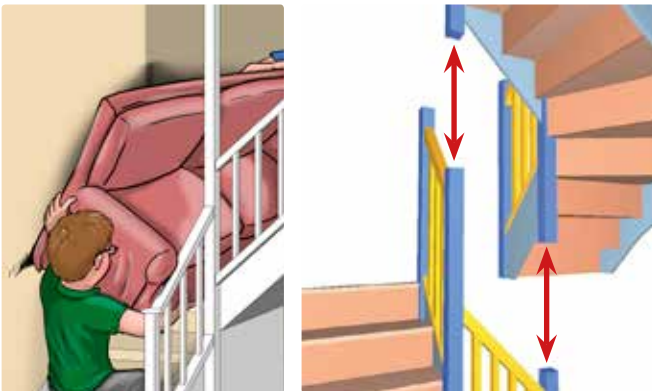
Our innovation pipeline continues with **5 products in development** which will be industry 'game-changers', so there's no let up on the perspiration front for the foreseeable future. The following 2 innovations are already in the market-place so if you've not switched over yet, there are project cost savings **immediately** available to you.

1. TRUstair SUPPORT BRACKET

Removes the need for storey newel posts.

RECOGNISE THIS PROBLEM?

TRUstair SOLUTION




ARCHITECTURAL BENEFITS

- ◆ More space beneath stairs for storage, office space etc
- ◆ Greater access above stairs to move furniture and large objects
- ◆ Design freedom = no stair support posts needed

SITE BENEFITS

- ◆ Factory drilled wall string fixing points = simpler and quicker installation
- ◆ Factory fixed support brackets = no need for additional site work
- ◆ No long supporting posts = stairs easier to manoeuvre and install

ASSURANCES AND OPTIONS

- ◆ Underside of stair can be lined with sloping or stepped soffit
- ◆ Can be used on single and double winders
- ◆ The brackets are CE Marked 
- ◆ NHBC accepts the use of TRUstair support brackets as part of Staircraft's staircases when designed to meet NHBC Technical Requirements

2. TRUfloorsystems I-JOIST HOLE REINFORCEMENT

Factory fitted hole reinforcement block and integral end seal.



SVP REINFORCEMENT BENEFITS

- ◆ Allows soil vent pipes to be routed through joists immediately adjacent to external walls **at no charge**
- ◆ No separate trimming zone needed = less material, less hangers, quicker installation = **less cost**

HRV REINFORCEMENT BENEFITS

- ◆ Factory fitted 135mm circular or 70 x 230mm rectangular reinforcement block fitted anywhere along the joist length to enable unconstrained routing of heat recovery ductwork - **at no charge**
- ◆ Provides flexibility to position pipes within I-joists, comparable to metal webbed joists

ASSURANCES AND OPTIONS

- ◆ The **best performing** I-joist hole reinforcement devices on the market
- ◆ Greater flexibility to position pipes and ducts wherever needed, including near supporting walls
- ◆ Independently tested
- ◆ NHBC accepts the use of TRUfloorsystems I-joist hole reinforcement as part of Staircraft's floor systems when designed to meet NHBC Technical Requirements



GOOD NEWS TO SUPPORT YOUR BUSINESS

We are delighted to announce some important structural changes designed to provide the highest level of customer service to you, your site and your office teams. In the last edition we shared our 6 ASMs (Area Sales Managers) and their new regional areas. We now have a New Sales Office supporting our ASMs, enhancing the relationship between both our teams.

SCOTLAND

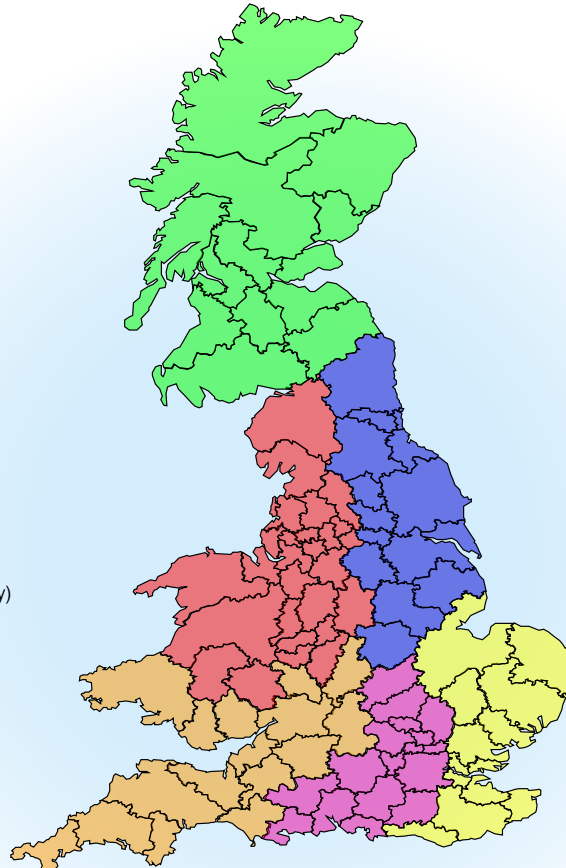
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IMPORTANT
Your regional contact team
is linked to the geographical
location of your buying office,
not your site office

IMPORTANT INFORMATION

DECEMBER ORDER CUT-OFF & CHRISTMAS TRADING

Last Order Date for 2016 Delivery: Stairs 21st November, I-Joists Floors 28th November

Last Delivery Date: 19th December 2016

Office Closed: 20th December to 3rd January 2017

Production Shut-down: 20th December 2016 to 9th January 2017