



# FRONTLINE



Jeff Oliver of Ambience Tiling has used 75 points to claim his Stick With ARDEX reward, a DEWALT 5" Angle Grinder.

## STICK WITH ARDEX

The Stick With ARDEX promotion which has been running since August is due to finish on 31st December 2010. To help claim for those rewards you really want, ARDEX is giving DOUBLE POINTS for purchases of MPP, X77, Abaflex and X56 for November and December only. Superflex and FG8 Grout, (the other two products involved in the promotion) still only earn 1 point.



Claims for rewards can be made up until 31st March 2011. Earn as many points as you can before the end of the year and reward yourself!

If you have any queries relating to the Stick With ARDEX promotion, call us on 0800 2 ARDEX or email promotions@ardexnz.com.



## TRAINER TIPS with Lyn Scott

### Further Licensing Information

To become a Licensed Building Practitioner, the first step is to download an application form from www.dbh.govt.nz. There are two forms - if you do not have a National Certificate you should download the 26 page form. If you do have a National Certificate you should download the 12 page Qualified Practitioner Form. Work your way through it. Give as much information as you can of your roofing career, photos of jobs you have completed, training certificates etc. Good luck!

### Undertile Butynol

Launched earlier this year, Undertile Butynol, is now being specified by architects on plans. Unfortunately not enough applicators have been trained to use this product. This is a great opportunity to increase your business and turnover with inside work. No weather worries! If you would like to take this opportunity give Wendy a call on 373 6940 to register for a training course in the New Year.

### End of Year Clean Up

You all invest substantial money in equipment and tools so a good end of year clean up is time well spent. Run lots of solvent through your sprayers, leave the tips in a small jar of solvent and cover the sprayers with CRC or equivalent. Make sure you clean and sharpen hand tools. When you start back after the break start up will be assured.

I wish you all a very Merry Christmas and a well deserved break!

Lyn Scott, ARDEX Product Trainer

## Another year ends

2010 has been an extremely busy year for the ARDEX New Zealand team and we sincerely thank you all for your continued support. The launch of Undertile Butynol, Eco Butynol, TPO products, and the Flooring and Tiling trade events held recently offered great opportunities to meet many of you. We really appreciated your attendance at our events and we look forward to holding more successful trade and specifier events in 2011.

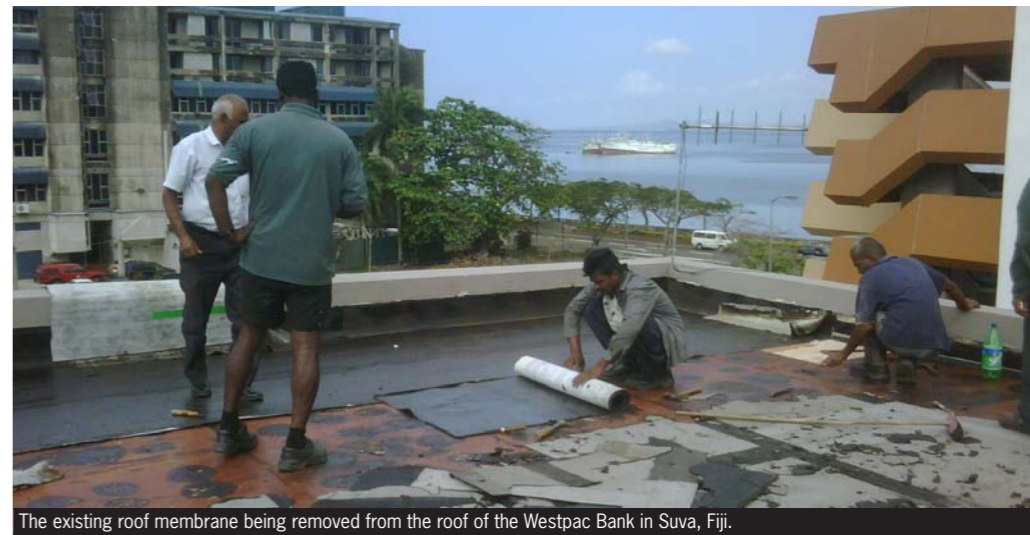
It has been a challenging year with the impact of the global recession still being felt. The Canterbury Earthquake also shook things up, but thankfully the outlook remains positive. We look forward to further growth with you all next year.

After 2 years as General Manager at ARDEX New Zealand, I will be taking on new challenges from January 2011 as Managing Director of ARDEX Singapore, with responsibility for South East Asia. ARDEX promotes from within and seeks to share expertise between different ARDEX companies. The new General Manager for ARDEX New Zealand, Mr Hendrick Goller, will join the team in Christchurch from 20th January 2011.

Hendrick Goller is currently the Marketing Director for ARDEX America and has been with ARDEX for over 10 years. His wealth of experience will be extremely valuable to the continued success of ARDEX New Zealand. I'm sure you will welcome him and give him your full support, as you have given me in the past two years. Hendrick is very much looking forward to meeting you in the New Year.

Best wishes for a safe and happy holiday season.

Regards,  
Xiaoyan Sugeng, General Manager



The existing roof membrane being removed from the roof of the Westpac Bank in Suva, Fiji.

## ARDEX PRODUCTS EXPORTED TO FIJI

ARDEX New Zealand's Graham Russell went to Fiji recently to meet with ARDEX applicators and distributors. ARDEX has been involved in a number of projects in the Pacific Islands.

The Westpac Bank in Suva required a new roof as the previous bituminous roof was leaking. A two layer system was used; ARDEX Shelterbit Fibreback Base Sheet followed by Shelterbit Mineral Torch Applied Membrane.

ARDEX has a 20 year relationship with local company East West Engineering Ltd and the applicators are very competent in ARDEX total roofing systems. This, combined with the ease of supply from ARDEX New Zealand, ensures that ARDEX products are regularly specified for projects in the Pacific Islands. ARDEX Shelterbit Mineral Torch Applied Membrane was also used to re-roof The Sheraton Denarau Villas in Nadi, Fiji.



The Sheraton Denarau Villas in Fiji have a Shelterbit Mineral Roof.



The Westpac Bank in Suva has been re-roofed in Shelterbit Mineral Torch On Membrane.



The completed roof of the Westpac Bank in Suva, Fiji

## CANTERBURY EARTHQUAKE UPDATE

The 7.1 magnitude earthquake that struck Canterbury in the very early hours of Saturday 4th September is likely to have long term impact for a large number of Cantabrians.

While the majority of staff have been fortunate to escape with no major harm to their homes, a few ARDEX employees in both the office and the factory are either going to have to rebuild or go through major renovations. Land in the worst affected areas is uneven, cracked and in some cases, still subsiding. The Earthquake Commission and insurance companies are trying to deal with the huge number of claims. Many people are still unsure what will happen to their damaged homes.

The earthquake was the same magnitude as the Haiti event which caused so much destruction and death. It is a miracle that the Canterbury earthquake caused no loss of life. Many believe that the time of day had a lot to do with this, as well as the fact that a smaller earthquake before the large quake woke a lot of people up. Locals can also thank the New Zealand Building Code for ensuring that homes and buildings are built to cope with such events due to the large amount of seismic activity in New Zealand.

Fortunately the ARDEX offices and factory escaped the quake with minimal damage. Racking needed to be replaced in the factory and there are a few cracks throughout, however there has been no structural damage. With the ground still shaking regularly as the 'aftershocks' subside, people

in the region are still on edge. In the ARDEX office we are constantly alert to any loud rumbling noises as these usually precede a quake. Often however it is just the noise of a truck or a forklift!

While unfortunate, this event does provide a much needed boost to the building industry in the region. A number of inner city buildings have been demolished and many more need major reconstruction work done. The ARDEX sales team are working with the city's architects to encourage the specification of ARDEX products in the rebuild phase. ARDEX looks forward to being part of the solution for rebuilding Canterbury after New Zealand's largest natural disaster in recent years.



ARDEX created a t-shirt to mark the event and have been giving these out to customers and associates. Cantabrians - we still have some of these to give away. If you would like one please contact Wendy on 03 373 6940. First in, first served!



ARDEX New Zealand Limited  
Head Office: 32 Lane St, Woolston, 8023, P.O. Box 19549, Woolston 8241, Christchurch, New Zealand. Ph (03) 373 6900, Fax (03) 384 9779.  
Sales Branch: 16 Fitzherbert St, Petone 5012, P.O. Box 38571, Wellington Mail Centre, Lower Hutt 5045, Wellington, New Zealand.  
Ph (04) 568 5949, Fax (04) 568 6376.  
Sales Branch: 12 Fairfax Ave, Penrose 1061, PO Box 12234 Penrose 1642, Auckland, New Zealand.  
Ph (09) 580 0005, Fax (09) 579 9963

www.ardex.co.nz



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# TRADE EVENTS

## ARDEX International Technical Manager Joins NZ Trade Events

ARDEX New Zealand Ltd was privileged to have Daniel Haendle from ARDEX Germany in the country recently. As the ARDEX Technical Manager based at ARDEX Head Office in Witten, Germany, Daniel solves technical enquiries from around the world and is involved in product development and research.

In November, Daniel joined the ARDEX Sales and Marketing team at the Christchurch office where he shared info on the latest tiling and flooring products out of Europe and helped train the NZ team. We then held four successful trade events (two in Auckland, two in Christchurch) where Daniel introduced and demonstrated a variety of ARDEX tiling and flooring products.

Thank you to everyone who attended. We intend to hold further trade events in other regions in the New Year.

### CHRISTCHURCH FLOORING EVENT - Wednesday 3rd November



### CHRISTCHURCH TILING EVENT - Wednesday 3rd November



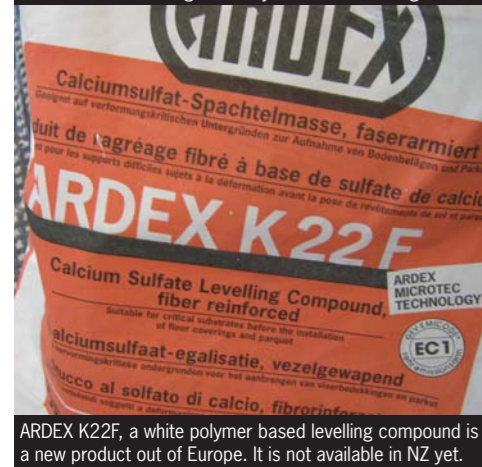
### AUCKLAND TILING EVENT - Thursday 4th November



### AUCKLAND FLOORING EVENT - Friday 5th November



Daniel Haendle demonstrates natural stone adhesives at the Christchurch Tiling Event. Lyn Scott is assisting him.



ARDEX K22F, a white polymer based levelling compound is a new product out of Europe. It is not available in NZ yet.

## PANDOMO



### OFF THE WALL

Fresh from his recent trip to ARDEX Germany and full of inspiration, Southern Region Sales Manager Ronald Rose donned some overalls and experimented with PANDOMO W1 in the Christchurch office in October. Ronald created a series of 'feature' walls in the office hallway. The walls display the features of PANDOMO very effectively and add some much needed colour into the office space. Perhaps Ronald should get out of the sales office and onto the tools more often!

The top images show a wall created with Pandomo W1 in a smooth texture, using 4.2 Bright for a Base Colour. The image to the left shows the 'slate look' that can be achieved with Pandomo. Pandomo W1 was used to create the slate texture, with a base colour of 3.9 Pure. Both walls were sealed with Stone Oil.



## CA 20P REPLACES BUTYNOL SEALANT

Effective immediately, Butynol Sealant for Butynol roofs and decks will be replaced with ARDEX CA 20P. Available in Black, White and (coming soon!) Grey. ARDEX CA 20P is a multi purpose construction adhesive and sealant. It is a silicone modified polymer which hardens in reaction with moisture. Extremely flexible, CA 20 P has a high initial tack and good bond strength, making it suitable for a wide range of applications.

Alternative sealants for Shelterseal and Shelterbit are being sourced at present.



## ARDEX SPONSORS BAY OF PLENTY RACER

ARDEX New Zealand Ltd is pleased to provide sponsorship to stock car driver Les Hepworth for the 2010/2011 season. Les is a roofer and waterproofer for Aquatight Roofing in Tauranga.

Les has been racing for five seasons. While Mount Maunganui's Bay Park is his home track he often races at Rotorua and Kihikihi and has also raced at 7 of the 11 North Island tracks.

Highlights of his speedway career to date include First Place in the best pairs Easter Extravaganza during the 07/08 season, and Second Place in the Plate Final New Zealand Stock Car Teams Championships during the 08/09 season. Last season Les won Fourth Place in the Bay of Plenty Championships and was also selected for the Bay of Plenty Stock Car Representative team.

We wish Les a safe and successful season.



Jennifer Price, Wellington Design Manager for Jacobsen Creative Surfaces welcomes attendees to an ARDEX trade night held at Jacobsen's Thorndon Quay branch on November 18th.

## JACOBSEN'S & ARDEX

ARDEX New Zealand Ltd is pleased to be working alongside the Specification Team at Jacobsen Creative Surfaces to design specifications on large commercial flooring and tiling projects.

To familiarise Jacobsen's staff with ARDEX products, a trade night was held recently in Wellington at their Thorndon Quay premises. Jennifer Price, Wellington Design Manager worked alongside ARDEX staff members Ronald Rose, Graham Russell, Willie Jensen and Nik Dunlop in presenting to the Jacobsen's group.