

Issue 21

insider

December 2012

INCREASING COMMODITY
PRODUCT SALES

manufacturing world-class interiors

As 2012 draws to a close, it's been another significant year for SAS International.



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To name just a few highlights, there has been the factory extension at Maybole, ongoing manufacturing developments at Apollo Park and Bridgend, the opening of SAS Direct depots across the country and now in Dublin, ongoing success in Dubai through our warehouse and office facility, and our Project Management team working on projects across the world.

In this issue of the Insider we have again looked across the business to touch on some of these activities, but this issue takes a special look at our commodity products offer which is contributing to further growth opportunities. Our commodity products include System 120 metal ceiling system, Tee Grid, our fast moving partitioning and door products, and the SAS EMAC Cold Rolled range (see page 18 for more on the launch of this product series).

As the new editor of Insider, I am also delighted in this issue to be including an item in the news pages contributed by our Chief Executive Designate, Siobhan McElhinney.

We are also delighted to have the all the stories that you have shared with us and feature what has been going on with you and yours – and thanks for the great photos too.

But it just wouldn't be the December issue without our very own wall calendar either. This year we have chosen to feature on the calendar just some of the landmark projects around the world for which SAS International has supplied interior solutions. Can you name them all?

And finally, myself and the marketing team would like to wish all of you a very happy festive season, and a really great New Year.

Rosa
Rosa Lenders, Editor

Insider brings you news from every part of the SAS group. We would like to have your feedback and contributions, including your views about the changes we have made to Insider. Our email address is sasinsider@sasintgroup.com

Our active role in trade associations

SAS International is working with a number of trade bodies to look at how the future of the interior fit-out industry is developing, and takes an active role in many core debates.

SAS Group Marketing Manager, Malcolm Stamper, chairs the Environmental Group of the Association of Interior Specialists (AIS). He recently helped organise and host a special discussion between a range of the Association's representatives, including designers, contractors and manufacturers, looking at how best to encourage clients to invest in sustainable solutions.

The discussion concluded that it is up to the industry to help convince clients to adopt sustainability, building on the successes that there have been so far. It cannot just be left to legislation.



Chief Executive Designate

We are delighted to welcome Siobhan McElhinney as Chief Executive Designate. Siobhan is primarily based at the office in Reading but will be visiting all of SAS International's facilities over the coming months. We will be featuring more from Siobhan in the next issue of Insider.

In the meantime, Siobhan has shared with us a bit about her background: "I worked for 16 years as a corporate finance lawyer in the City. For ten of those years I was a partner at law firm Kemp Little. My client work involved advising a range of businesses, from large multi-national companies to entrepreneurs, on buying, selling and investing

in UK businesses. I was responsible for managing the firm for a number of years. When I left I was the head of the Corporate team which was the fastest growing team in the practice. My responsibilities included business development, sales and client delivery.

When I'm not working my passion is my two beautiful daughters, Lahja (4) and Eliisa (10 months).

I'm delighted to join such a market leading and successful business. I'm looking forward to meeting everyone over the next few months and helping drive SAS International forward!"

Banking on Bridgend

The factory at Bridgend welcomed a delegation from the Bank of England in October who were visiting the region, and wanted to see the "second biggest exporter in South Wales".

SAS International's Managing Director Mark McElhinney, Marketing Director Andrew Jackson, and Finance Director Alyn Gammon were also on hand to welcome the Group which

included Spencer Dale (Executive Director and Chief Economist) and other representatives from the Monetary Policy Committee. The Committee, which advises the Government on issues including interest rates, met a range of business leaders during its two-day tour of Wales, accompanying the Governor of the Bank of England.

A representative of the Committee was also interviewed by a local radio in Wales and he mentioned SAS International's successes.

Tata Steel is the biggest exporter in South Wales, before you write in to ask us...

Meanwhile, contributions from SAS International have also been incorporated into the AIS's Guides to the Installation of Partitioning and to Suspended Ceilings, which encourage best practice.

We are also members of the Federation of Plastering and Drywall Contractors (FPDC). Recent activity with the FPDC has seen SAS International contribute to a lively discussion with other FPDC members in a special 'Roundtable' that was held.

This was the annual Roundtable industry debate with the FPDC's own magazine Specfinish and was sponsored by SAS International.

Looking at the theme 'What does it take to bring vision into reality?', the Chairman of the debate, Rudi Klein, who is Chief Executive of the Specialist Engineering Contractors Group, commented: "We often make designs too complicated and it changes all too often."

Concerns were also raised in this Roundtable about the procurement process and it was suggested that improving on this process could achieve a 15-20% savings in construction.

Take a look at the AIS best practice guides on the AIS website: www.ais-interiors.org.uk/publications/best-practice-guides and the report from the SAS International sponsored AIS focus group on sustainability on www.sasint.co.uk/press

SAS International's System 8000 is 'Highly Commended' in AIS Best Practice Awards

SAS International's System 8000 partitioning has received a 'Highly Commended' in this year's AIS Best Practice Awards.

Gaining a 'Highly Commended' in the Awards category for Product Innovation, SAS International's System 8000 partitioning solution has once again been shown to be leading the field in its market sector.

The Association of Interior Specialists' Awards recognise outstanding innovation in the commercial interiors industry and the winners were announced on the 13th November 2012.

The Awards were judged by a panel of experts appointed by the AIS. The Judges commented: "Ticks the boxes in terms of design as well as performance. There is an increasing need for quality glazed partitioning systems that make floorplates appear as open as possible."

STOP PRESS

It was announced as we were finalising this issue of Insider that the AIS and FPDC have begun formal discussions with a view to a merger. Whilst talks are at an early stage, both organisations are looking to combine their strengths to demonstrate leadership across the fit-out sector and provide greater value for members.



Award for One New Change, London

In the last Insider we mentioned that SAS International had supported the British Council for Offices 2012 Awards as Gold sponsor of the 'Fit out of Workplace Award'.

Awarded Best of the Best/National & Regional (London and South East), the winner was the exciting development One New Change in the heart of the City of London near St Paul's Cathedral.

An award for "a space or spaces within a building that will be judged on the interior fit out", this project for occupier K&L Gates received acclaim for "the boldness demonstrated by the client to

sign up early enough to allow the fit out design team to be able to integrate with the base build and shape many aspects of the building's design".

Global law firm K&L Gates became the first non-retail tenant of One New Change, designed by architect Jean Nouvel. A mixed-use building, SAS International supplied ceilings for the whole project.

The offices have been fitted out with SAS System 330 ceiling solutions. Meanwhile a bespoke ceiling solution with a concealed suspension system was produced for the retail corridors of the development, on its lower levels. Working closely with the architects it was designed so no visible fixings can be seen through the ceiling plane.





SAS Dubai hosts training for leading fit out contractor

Fit out contractor Summertown UAE visited our Dubai facility for product and installation training. The team from Summertown Interiors passed the training with flying colours.

Product and installation training at the SAS International Dubai training centre is available to any specifier or contractor who is interested, and is part of SAS International's philosophy of encouraging and enabling best practice.



System 8000 shortlisted for another award

SAS International has been shortlisted for a Construction Marketing Award (CMA) for 2012, in the category 'Best Product Launch'. Organised by the Chartered Institute of Marketing Construction Industry Group (CIMCIG) the Awards recognize and showcase creativity, innovation and effectiveness in marketing and/or business development strategy. SAS International has been shortlisted for the launch of our new partitioning solution System 8000. The Awards winners will be announced in December.

New Commodity Products brochure

In this issue of Insider there are a number of articles which will look at our commodity products range. The marketing team is also producing a new Commodity Products brochure, which will be published in early 2013... watch this space.

Commodity growth in Ireland

While the construction industry in Ireland has had a challenging time generally, it's been an exciting time for our SAS International base in Dublin, which has seen the appointment of a new Sales Manager for our partitioning systems, Karl Rose, to help meet demand for our interior solutions.

Karl is based at the SAS International site on Blanchardstown Corporate Park, and from this hub SAS International provides a dedicated service for architects and designers in Ireland.

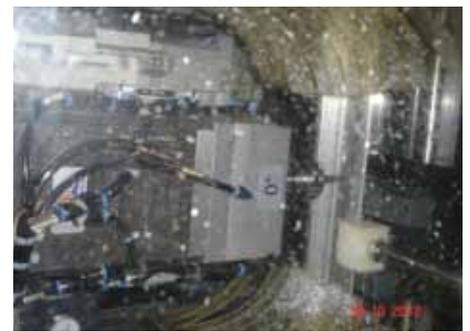
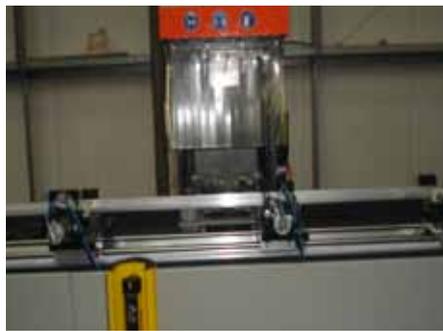
At the same time, a new Distribution Manager has also been appointed in Dublin, and we welcome Dermott Curran. With the opening of a new SAS Direct depot in Ireland it means that our commodity products are also available from stock, direct to the contractor.

There's more on how SAS Direct has been evolving on pages 14-15.

Apollo Park has set up a new CNC machining centre. As many of you know, CNC stands for computer numerical control. Elements of a 3D design can be created in a computer with a CAD/CAM programme, and then the component or part is cut automatically using a router or other cutters.

Investment in new machinery at our facilities

SAS International's Group Engineering Manager, Paul Smith, says: "Effectively the Elumatic SBZ is a four-axis machine. It is used to cut grooves or slots in aluminium profiles for example in our System 8000 head and base tracks, or in door frames to cut hinge recesses or accommodate lock boxes.



"Importantly the investment in the machine opens up all sorts of opportunities for SAS. It means we add another element of flexibility to what we can offer the customer, and therefore are well placed to meet their specific requirements."

The machine can be programmed off-line from the engineering office which eliminates costly delays on the shopfloor. The side by side work centres on the machine also allow for the setup of the next work piece whilst the machine is still running.

Meanwhile a compressed air system has been installed at the new Maybole factory.

Compressed air in manufacturing is as important to the lifeblood of a factory as any of the essential services. SAS Internal has invested in a state of the art system that actually manages itself to provide the most efficient method of compressed air supply, says Paul Smith.



Southwark Council
Partitioning: System 8000 SG



Wakefield Council
Room Comfort: Chilled beams

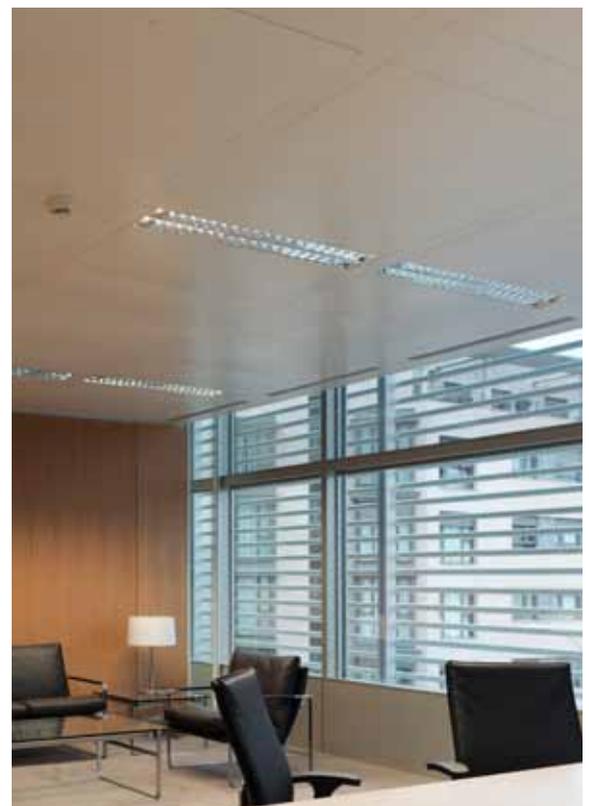


Private client, Brighton
Partitioning: System 8000 DG



Birmingham Medical School Reception and Barnes Library
Project Management – waveform ceilings and acoustic rafts.

Photos from recent projects are available, here's a selection



Banco Popular, Madrid, Spain
Metal ceilings: System 330

SAS International to supply Phase 2 development of Heathrow Terminal 2

Architectural practice Nicholas Grimshaw & Partners Ltd has been developing a new satellite pier for client BAA at Heathrow Airport: Terminal Two Concourse B.

This is part of Heathrow's Eastern Apron redevelopment, and follows the 'toast rack' layout established at Terminal Five.

The T2B project, as it is known, was split into two phases. SAS International supplied metal ceiling solutions for Phase One, which was completed in November 2009. Now we have secured an order to supply a range of solutions for Phase Two.

Collaboration with the subcontractor, architect and client is crucial to this type of project to

fully realise solutions that provide for modern transport hubs such as these. High quality internal finishes are employed throughout this project to great effect.

Fully hinging SAS System 600 bull nosed metal panels will be installed in the main concourse areas of T2B Phase 2 Two and manufactured using the latest machinery at Maybole.

A central, naturally lit hub space enables vertical circulation to and from the passenger tunnel and transit system. The central area also houses retail units, passenger transfer services, baggage facilities and executive lounge accommodation.

The development will provide for open gate lounge departure facilities at first floor level.

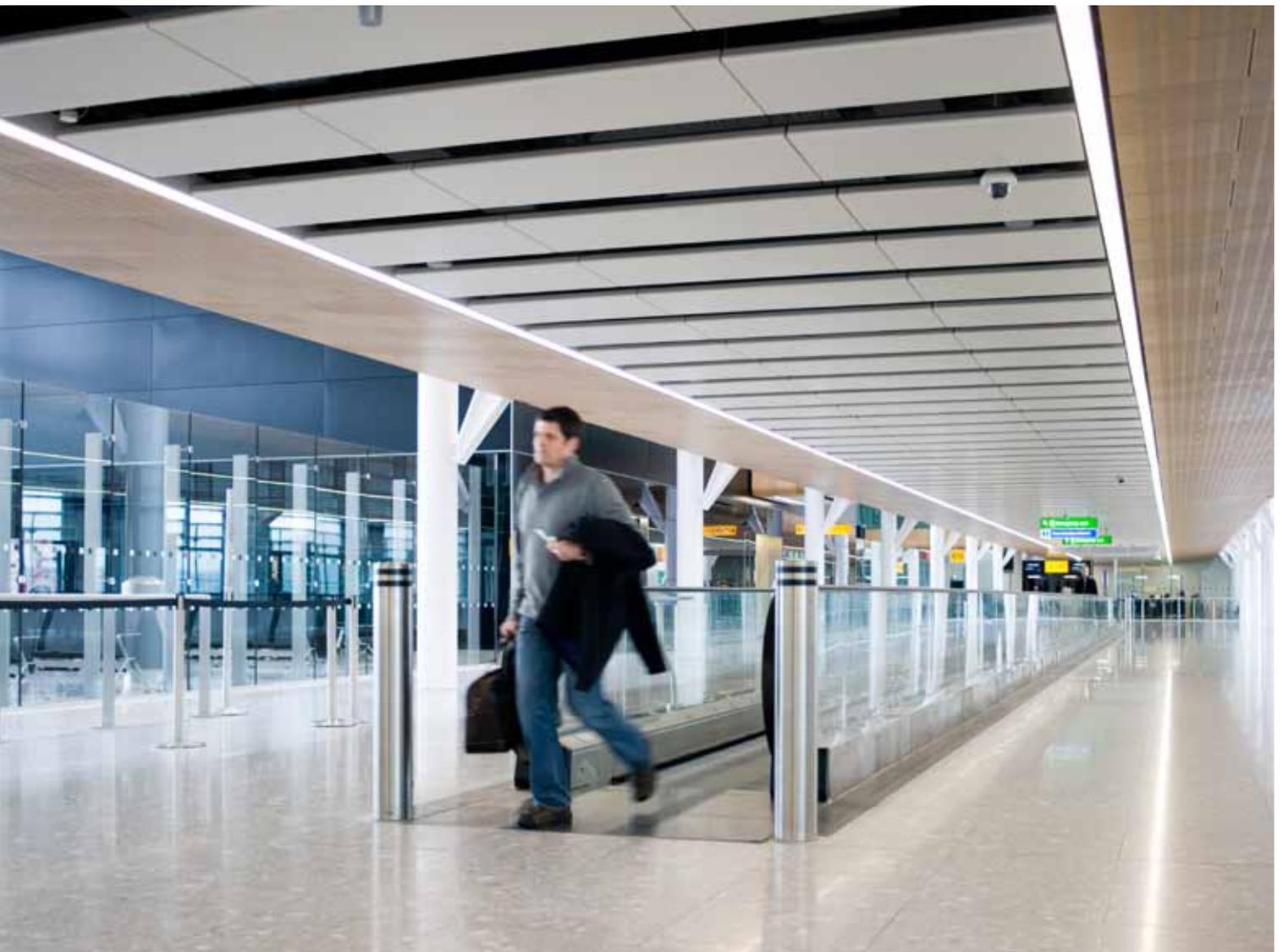
The separation between departing and arriving passengers will be managed via an enclosed arrivals corridor.

Connection back to the new Heathrow East Terminal (T2A) will be by passenger tunnel and tracked transit system under the aircraft stands and taxiways.

System 130 lay-in ceiling tiles and our drop and slide solution, SAS System 205DS, will be installed in staff accommodation, back of house and circulation areas. These products will be manufactured at Bridgend.

SAS International is working with main contractor Balfour Beatty and Sub-contractor Astec Projects Ltd. The building will include 10 new aircraft gates and the project completion date is planned for 2013.

With a strong track record of working on solutions for the transportation sector on a global basis, this sector continues to be an important one for SAS International clients worldwide. Images © BAA Airports Limited





At SAS International we regularly announce new contract wins and produce case studies for completed projects. Here is a quick snapshot and update from around the world of projects on site, that we are either in the process of manufacturing or installing on site.



System 150 mock-up installation

ISF Camp – Package CPC-01 (Doha)

SAS International's System 150 ceiling system has been supplied from the SAS Warehouse in Dubai direct to the main contractor Qatar Building Engineering Company, for the first phase of the prestigious Internal Security Forces Camp project. The Ministry of Interior is constructing the camp in order to provide better housing facilities to Internal Security Forces (ISF) at Al Duhail.

The development will cover four million sq metres and comprise of more than 330 buildings. Consultant on the project is the Arab Engineering Bureau.

Qatar University, Doha

Also supplied direct from stock from the Dubai warehouse, was 2,675.00 sq metres of acoustic System 150.

Materials were ordered and installed by Taylos Trading W.L.L. for the renovation of the civil engineering research building at Qatar University.

Qatar University comprises seven colleges: Arts and Sciences; Business and Economics; Education; Engineering; Law; Pharmacy; and Sharia and Islamic Studies.

South Mead & Frenchay Hospitals, Bristol

For this North Bristol NHS Trust project, SAS International is supplying a waveform ceiling solution and on-going orders for System 150, to sub-contractor Carlton Ceilings Ltd. Ceiling finishes were specified by Architects BDP and main contractor Carillion Plc which was appointed on a Design and Build basis.

The state-of-the-art hospital on the current Southmead site is one of the most exciting developments in the country and will transform healthcare for people in the Bristol, North Somerset and South Gloucestershire areas.

At 115,000 sq metres of floor area the 800-bed hospital, which includes an integrated 28-bed community hospital, will concentrate acute services currently provided at Southmead and Frenchay hospitals on to a single site at Southmead.

Three-quarters of the beds will be in single rooms, while the remainder will be in 4-bed bays. All accommodation will feature dedicated shower rooms and external views.

The project is focused on long term sustainability and environmental impact and is aiming to

achieve a BREEAM excellent rating together with the lowest energy consumption for this type and size of building anywhere in the UK.

Devonshire House, London

SAS Project Management is on site working for main contractor BW Interiors Ltd on this 4,500 sq metres Category A fit out. Devonshire House is a prestigious office and retail development in central London. BW Interiors are specialists in the fit out and refurbishment sector, with a commitment to sustainable design and construction.

SAS International's suspended ceiling solution, System 130, is being installed and supported with SAS's Alugrid-Q, on the 1st, 2nd, 3rd and 4th floors of the building.

The Portland-stone clad historic site, with views over Green Park on the north side of Piccadilly, forms an island site between Piccadilly, Berkeley Street, Mayfair and Stratton Street in the heart of London's West End.

Devonshire House was actually the London residence of the Dukes of Devonshire in the 18th and 19th Centuries.

London Bridge Road, London

No 1 London Bridge is engaged in an extensive refurbishment to provide 168,300 sq ft of Grade A office space, with fantastic views overlooking the River Thames. The accommodation is being upgraded to a high standard to satisfy the most exacting requirements of the modern office occupier. A linear System 330, and System 200 have been ordered for this refurbishment by architects TP Bennet for client London Bridge City. Sub-contractors are Clark & Fenn Skanska Ltd with main contractors Skanska Construction.

M&E consultants on the project are Hoare Lea.

Cottons Centre, London

Another commercial office refurbishment is taking place at the Cottons Centre in Tooley Street, London, and is being designed by architects TP Bennett with main contractors Skanska Construction. SAS System 130 orders have been received and will be supplied to sub-contractors Clark & Fenn Skanska Ltd.

AFG Business Gate, Saudi Arabia

Located just north of Riyadh, Business Gate will be part of a new mixed-use development project comprising a hotel, a convention centre and commercial real estate space that will house multinational corporations as well as regional companies.

Al Faisaliah Group (AFG) is named after its founder Prince Abdullah Al Faisal who was the oldest son of the late King Faisal. The client on this project is Faisaliah Group Holding (JSC).

Dubai-based Bluehaus LLC are architects for the project, and have specified SAS 150 System in RAL 9016 Finetex (SAS FT) finish.

This is their signature colour and finish for all their SAS ceiling projects and tiles have been supplied with 100 mm wide plain borders to provide a strong two-directional pattern.

The panels are also fitted with acoustic pads to provide high levels of acoustic absorption.

SAS Dubai will be supporting the sub-contractors, Absal John Paul Contracting Company, by supplying the suspension system direct from stock, allowing the tight project programme to be met.

Oxford Brookes Library, Oxford

Design Engine Architects were appointed to design a new £90m student centre building for

Oxford Brookes University. It will consist of a lecture theatre, library, teaching accommodation and social facilities, plus a linked extension to the University's current Abercrombie Building. An arcaded building will also link the new entrance piazza to Headington Road.

SAS Project Management won the contract to supply, design and install cladding solutions for the library, working with main contractors Laing O'Rourke. SAS Project Management are additionally providing design co-ordination for all associated trade contractors. Phase 1 of the project is completed and Phase 2 started in November.

Bringing together library and teaching space with social learning areas, a Students' Union and essential support services, the new building aims to transform the students' facilities at the University.

Doosan Water UK, Birmingham

SAS International's relocatable System 4000 partitioning solution, part of our commodity

range, has been ordered by Rhino Interiors Group Ltd for a commercial refurbishment project in Birmingham.

The building refurbishment offers a mixture of open plan and cellular space and will feature System 4000 solid elevation partitioning, which was supplied through the SAS Direct depot in Birmingham. The project is for engineering company Doosan Water and is for a building on the Parklands Business Park at Rubery, known as 2 The Limes. System 4000 is a nominal 100mm (4") relocatable, performance partitioning system that offers up to 48dB acoustic performance and 30 minutes fire performance.

Cleethorpes Academy

SAS International's commodity products - EMAC C-Stud and EMAC Track - have been supplied to Specialist Ceiling Services Northern Ltd for refurbishment work at secondary school Cleethorpes Academy. Supplied through the SAS Direct depot in Leeds, these products are used to create metal stud partitioning, which plasterboard is fixed to. Part of the SAS Cold Rolled range of products, EMAC Stud and Track is made from galvanised cold rolled steel and has been designed for strength and durability.

The Academy, on the former Lindsey School site in Grainsby Avenue, is benefitting from a range of the educational facilities and blocks being "revamped" along with the provision of a new state-of-the-art sports facilities.

Oxford Brookes Phase 1

Caswell Science & Technology Park, Towcester

From a single workstation to a full call centre, Caswell Science and Technology Park is a multi-functional location which offers managed and serviced office space to tenants and is located in South Northamptonshire. SAS International's commodity partitioning solutions have been supplied to Andion Interiors by the SAS Direct depot in Reading for a project at the Park.

SAS System 2000 partitioning has been supplied and is fitted with natural wood, Sapele veneered doors, for a very stylish finish. SAS System 2000 is a 50mm (2") relocatable partitioning system that provides a lightweight versatile and economical solution to space division.





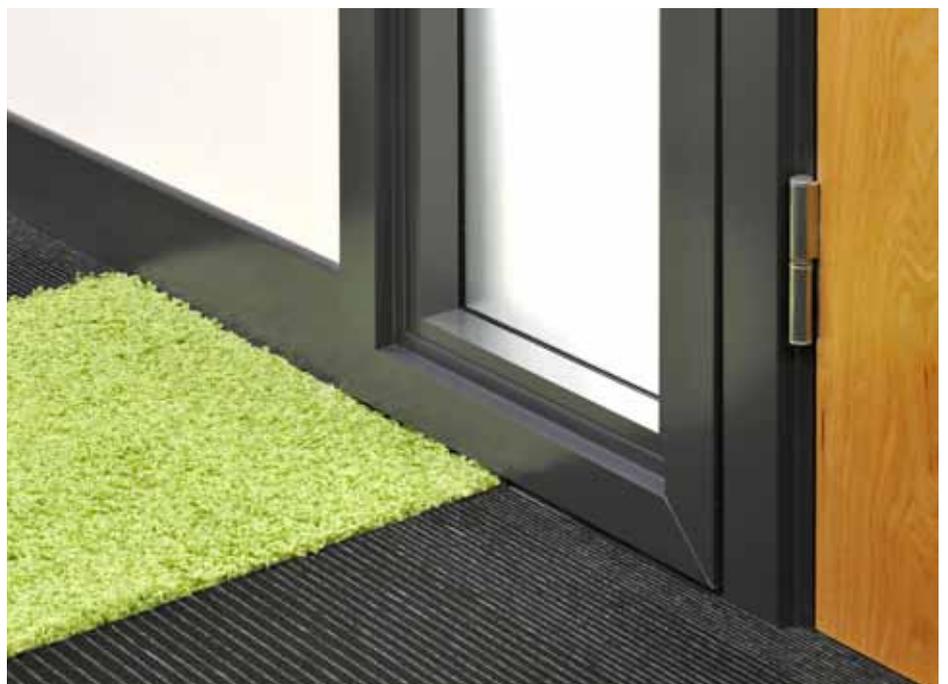
The XP Factor!

As part of our interior fit-out solutions, SAS International offers an innovative range of expandable-depth door and window frames called XP Frame.

When fitting door and window frames, wall systems can vary in width and plasterboard can vary significantly in thickness. So SAS International's XP Frame was developed to be fully depth adjustable to accommodate these sorts of differences; it does not rely on a set wall thickness or perfect square openings.

This can be especially critical in saving time and allowing for a quick turnaround on refurbishment projects, or on any project there is a legacy of different shaped door and window openings to be accommodated.

The XP Frame is installed into either plasterboard partitions or brick and block walls, between 74mm and 225mm thick. It provides contractors



with a solution which is uniquely quick and easy to install on site, and competitively priced.

Manufactured from aluminium, both the door and window frames can provide up to 60 minutes fire resistance, integrity only.

Part of our commodity product range, all XP door and window frames are supplied as fully-finished, pre-assembled kits for rapid on-site fitting.

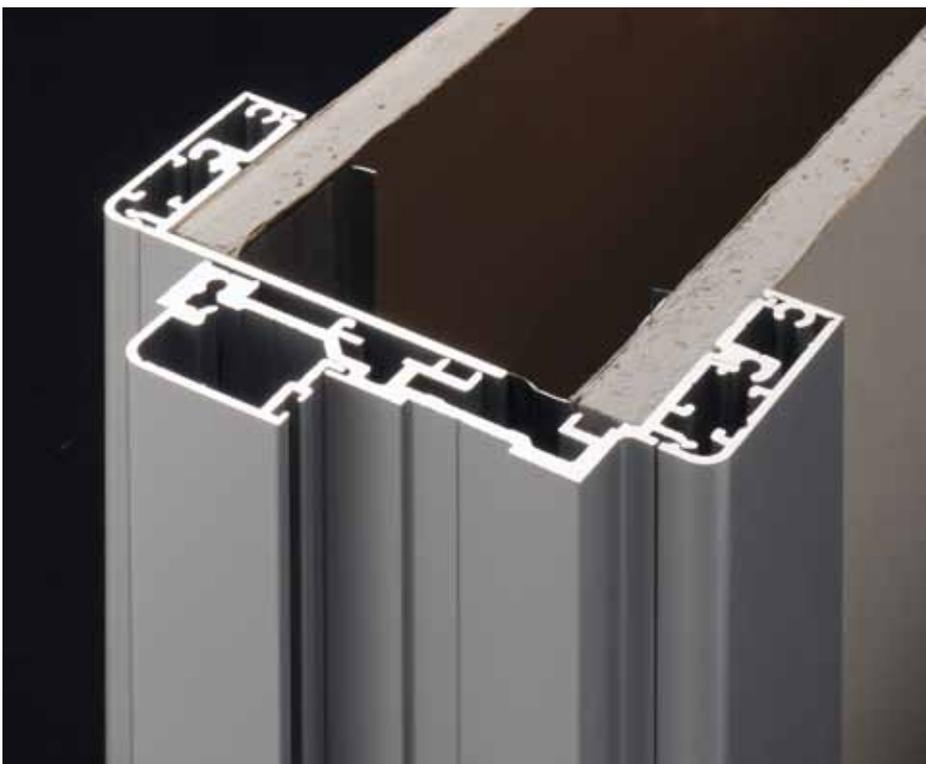
The frames can be installed within 20 minutes. When unpacked, they separate into an inner and outer frame: the inner frame is fitted from one side of an opening and the outer frame slides over this, pulling tight against the other side. This helps to eliminate the tolerances or differences in wall construction methods.

Once the two parts are fitted, architraves, door stops or glazing beads are then simply clipped into place. The door leaf is then lifted back into the frame and the remaining ironmongery, levers, pull handles and door closer can be fitted.

Manufactured at Apollo Park, the XP Frame is available through all SAS Direct depots so contractors can also benefit from this simple solution being available at a location convenient for their project and available direct to them.

XP window frames are also supplied with the appropriate fire rated glass which further helps to reduce the on-site installation time for the contractor.

Go to www.sasint.co.uk/xp to see more about just what can be achieved using the XP Frame.



Seven SAS Direct depots now open around the country

With SAS Direct depots now open in Barking, Burgess Hill, Birmingham, Dublin, Leeds, Reading and Runcorn, we are able to offer comprehensive coverage to service customers with a substantial stock for immediate purchase both same day pick up and next day delivery throughout the UK.

It's been an important year for SAS Direct. With depots open at a range of locations, including the most recent opening of our depot in Dublin, we are able to get closer to customers both geographically and in person.

SAS Direct is our route for distributing SAS International manufactured products in our commodity ranges, offering the contractor quality products direct from a manufacturer at competitive prices.

Local contractors therefore take advantage of our depots by dealing direct. Through SAS Direct's trade counter facilities we can offer customers immediate answers and help on technical queries, stock availability and best manufacturer prices.

With a defined product range that relates directly to the contractor and the trades, SAS Direct depots provide SAS International manufactured products and associated products for a range of fit-out solutions.

SAS Direct offers SAS International's own manufactured metal ceiling systems, dry lining trims, Tee Grid, partitioning and doors along with associated ranges including plasterboard, dry lining and ironmongery products.

But as many of you may be aware, it has also been an opportunity to streamline our SAS Direct operations too this year. We have initiated a programme to rationalise the 'back office' functions such as our scheduling, ordering and invoicing systems so that they are now wholly part of the SAS International systems, saving time and resource on administration.

These internal changes are designed to ensure further efficiencies which are reflected in further improving our ability across the business to be responsive to our customers and offer a quality customer service. SAS Direct is a growing part of SAS International's operations, and the changes that have been made are to enable it to grow even further.



Birmingham



Runcorn

Significantly, with the launch of the EMAC cold rolled products, (outlined on pages 18 and 19), SAS Direct depots are the core distribution route for these products which lead the industry in both quality and competitive pricing.

The SAS EMAC Cold Rolled series of products has been developed to meet the project requirements for all dry lining applications and provides an extensive package for the fit-out contractor. The product series is the perfect extension to the comprehensive package which is available to contractors through the SAS Depots, which means they can select exactly what they need, quickly and easily, and get on a fit out. We'll have more updates for you on SAS Direct in 2013.

Find out more about our new SAS International sales team for commodity products in the "Meet the Team" pages of this Insider.



Leeds



Reading



Barking



SAS Middle East commodity product sales growth





It's been a busy time at SAS International's warehouse in the Middle East which has become firmly established as a resource for the region's contractors and sub-contractors from its location on Dubai Investment Park 2, Dubai.

SAS International is supplying a range of our commodity products direct to fit out contractors from the warehouse. We have seen orders growing, against strong competition from Asian suppliers, across a whole range of our products.

The high quality of SAS International's commodity products is one reason behind this growth, along with the fact that contractors can collect products direct from the warehouse just in time to start work on a project, therefore enabling them in turn to deliver a quick turnaround on site and at short notice.

Held at the Dubai warehouse SAS International products available include a range of System 150, System 130 and System 120 metal ceiling tiles, ceiling suspension systems and perimeter trims.

The warehouse therefore ensures local sub-contractors have easy access to our products. The commodity products in stock are also items that have been selected to best meet the needs of sub-contractors in this region. SAS

International's Alex McNess, General Manager & Director of Operations MENA and India, adds: "We are constantly reviewing the market trends here to ensure our stock holding meets the demands in the region."

The Dubai warehouse, for example, stocks SAS International's System 150 as this is a popular option with contractors as a higher specification clip-in system than is available generally from other manufacturers in the region. SAS Tee Grid is also available direct from the Dubai warehouse. SAS Tee Grid is one of the highest galvanised steel content grid products on the market, compatible with all ceiling tiles and easy to install.

SAS International's warehouse has supplied products for a whole range of projects in Abu Dhabi, Dubai, Doha, and further afield in the UAE.

Recent orders have included suspended metal ceilings (System 150) for the new 24-storey International Tower. This is the first office building completed at Abu Dhabi National Exhibition Centre (ADNEC) and it features on the front cover of this issue of Insider.

To enable the developer to let the space, the floors have been fitted out as 'ready to lease' space which include ceilings, raised floors and M&E services.

This allows potential tenants to move into the office immediately without incurring fit out costs.

SAS International was able to respond quickly to the project demands. With stock held at the Dubai warehouse the contractors, ISG Middle East, were able to complete fit out without any delay. This commercial office development has also been designed in accordance with the US Green Building Council Leaders in Energy and Environmental Design (LEED) rating system.

Alongside the warehouse in Dubai is our office which acts as a hub for advising contractors, specifiers, M&E consultants, developers and clients from initial concept through to installation.

It also provides other support services which include our design and technical solutions team; training resources for main contractors and sub-contractors (see Insider's news pages on Summertown Interiors recent visit); Continuous Professional Development (CPD) presentations for architects and M&E Consultants; and a dedicated mock-up area.

SAS International also has an office base in Abu Dhabi, and both offices support specification of SAS International's products within the region as a whole.



Launch of EMAC Cold Rolled Products

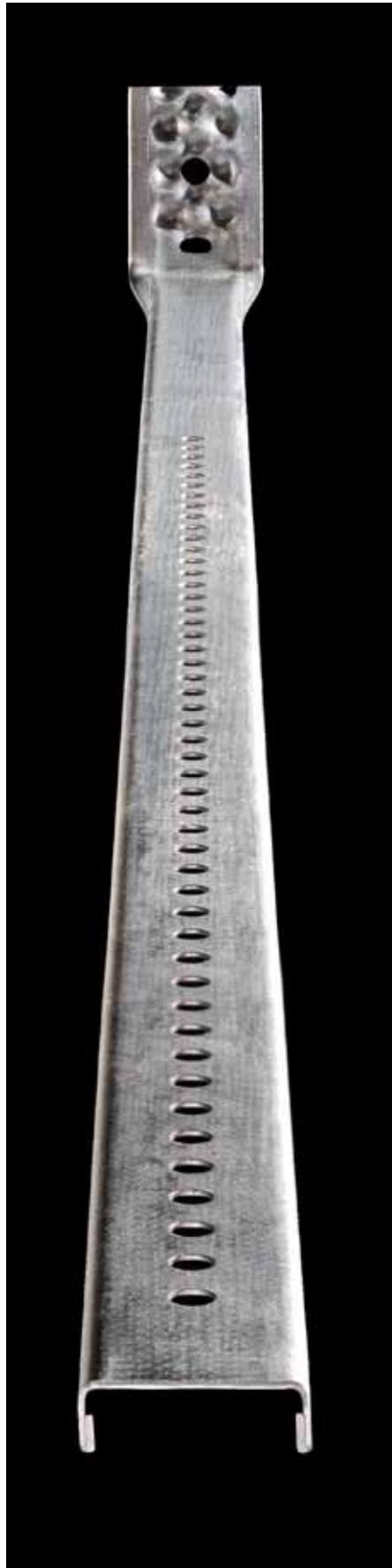
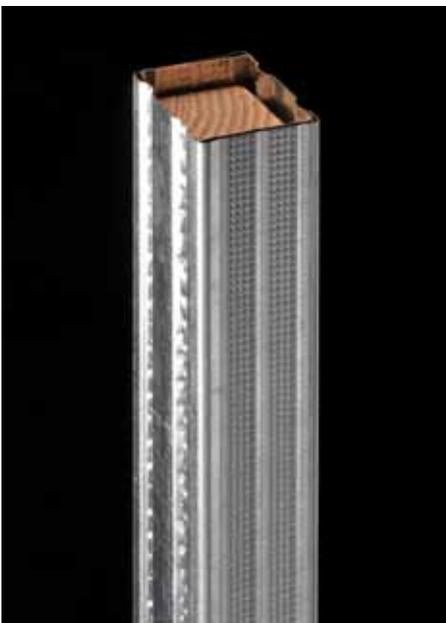
In an important move this year, SAS International launched a comprehensive range of galvanised cold rolled steel products. The SAS EMAC Cold Rolled series of products have been developed to meet the project requirements for all drywall and dry lining applications, an important part of our market for commodity products.

This series of products is manufactured at Bridgend. Paul Smith, SAS International's Group Engineering Manager says "The first cold rolling lines were established in Block 2 around four years ago, and every year since we have invested in new roll forming lines."

"These now include Cross Tee lines, EMAC Hanger lines as well as our state of the art Toolroom which allows us to manufacture roll tooling ourselves. This gives us a big advantage as a manufacturer as we do not rely on other suppliers for this tooling, so in turn can be very responsive to our customers."

By introducing the SAS EMAC Cold Rolled range, we are providing a product portfolio to our customers that can save time and improve accuracy on fit out installation, whilst offering best value for money.

Distribution of the products through the SAS Direct depots for collection or next day delivery means competitive pricing is passed on to the contractor, and it is also important for volume business and to maintain our lead in the marketplace.



The SAS Cold Rolled series provides an extensive package for the fit-out contractor.

It includes:

EMAC Stud & Track – used to create drywall partitioning, this is double-rebated and manufactured to high tolerances for extra rigidity;

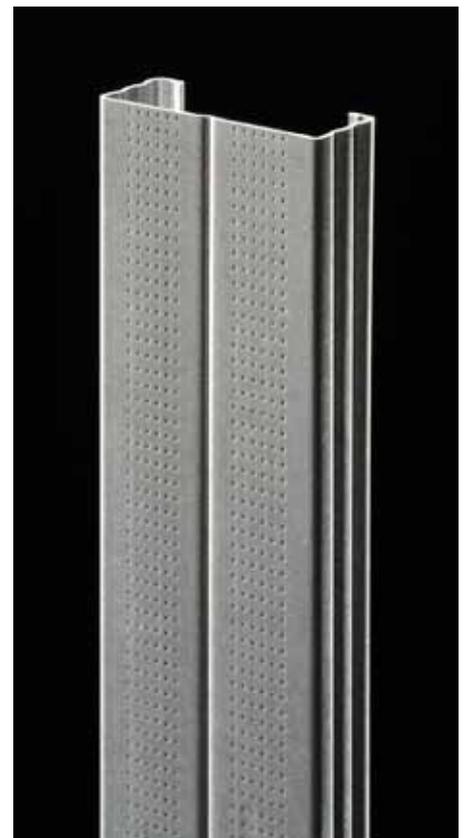
EMAC Wall Liner System – used to dry line / plasterboard block walls, with anti-slip marks for ease of fixing and folded edges for safer handling and added strength to support plasterboard linings;

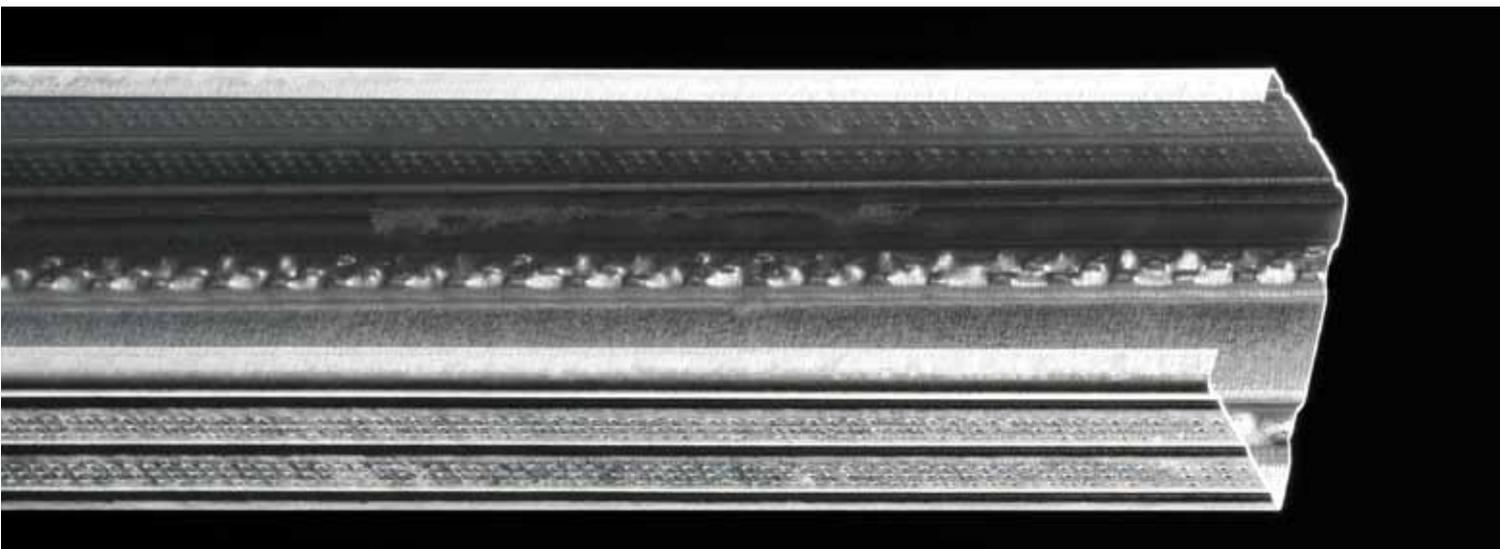
EMAC Metal Furring System – used to support plasterboard ceilings with elements of connectors, and channels all easily assembled with connecting clips; along with

EMAC Hanger – manufactured pre-punched for mechanical fixing to structural soffits for ease of use (removes the need to snip, punch, fold or apply angle cleats on site) and pre-formed in various lengths – no cutting required on site. EMAC Hanger was launched last year and is a popular solution for the installation of mineral fibre ceilings.

The products integrate easily with our full range of fit-out solutions including ceiling and partitioning systems.

The EMAC Cold Rolled series has also been tested in a range of build and board configurations, including tests using the three leading





manufacturers' boards.

Furthermore, the EMAC Stud & Track can provide up to 66 dB acoustic performance, 120 minutes fire performance and severe structural performance, when used in conjunction with the leading manufacturers' boards.

Importantly, contractors can also be safe in the knowledge that as a manufacturer SAS International provides guarantees for all our metal ceiling products as long as they are installed in accordance with the AIS Best Practice Guide: Installation of Suspended Ceilings (see news item on page 3).

Whilst the AIS does not currently have a similar document looking at Drywall and Drylining, the products will meet the same performance that is set out by the principal plasterboard manufacturers.

Malcolm Stamper, Marketing Manager at SAS International, says: "SAS International looks at ways to deliver project teams with the highest quality solutions for long-term value, and we work on continuous product development to enable this."

We look to further develop our value-driven, one-stop solution to meet the needs of contractors and where the contractor can always be assured of the highest quality along with all the expected product features."

But don't just take our word for it! Insider spoke to Peter Stickland of 40 years-established plastering, screeding and drylining company, Screedforce, to get his opinion.

Peter works with our Stud & Track components pretty much every day on site. He said: "We have a history of buying this product. Now that SAS International has taken over the manufacturing

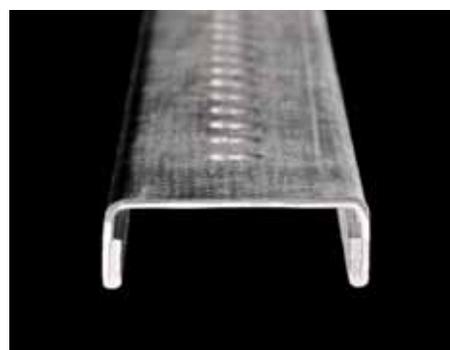
of it, the standard lengths are supplied as 2.4m, 2.7m and 3m but if I want 2.56m, for example, SAS will provide that.

The benefit of having the product cut to size like this saves on waste on site, which means for me a saving in overheads, skips etc. It's also the right price and the quality is outstanding."

I can't fault SAS – they are nice to deal with and I get great service when I order through the SAS Direct depot in Barking – Alyson Malone is always really helpful – I don't want to deal with new suppliers and she works to ensure that SAS provide a range of the products I need."

Screedforce use Stud & Track to create metal stud partitioning which plasterboard is fixed to. The company works on a range of projects, mainly for the hotel and domestic sectors.

SAS EMAC sample packs are available for contractors on request. For more information on this, take a look at www.sasdirect.co.uk/drylining





SAS Direct supplies partitioning for major office fit-out

SAS Direct has supplied over 500 linear metres of SAS International partitioning systems for the refurbishment of sealing products manufacturer, Selig Solutions' European Headquarters in Slough. The project was completed by High Wycombe based contractor Glenside Commercial Interiors LLP.

This project features three of our partitioning systems which are available through SAS Direct depots; System 8000, along with System 3000 and System 4000. This project was supplied from stock by SAS Direct Burgess Hill.

Both single and double glazed variants of System 8000, which is a frameless partitioning system, were used in the fit out to provide a light and airy feel but that also provide for sound privacy.

Offering any combination of solid, fully glazed or part glazed elevations with a square, radiused or wrap around profile, System 3000 and System 4000 were also used for the refurbishment of the interior to create meeting rooms and individual offices. Both systems feature a galvanised steel stud framework and aluminium profiles and cover trims.

Door frames for these systems supplied as manufactured kits to complement the partitioning and for rapid on site fitting, with a range of integrating doors available. In this project 44mm Solid Core Maple doors were supplied.

All of the trims and components for these systems, as well as the doors are manufactured in Apollo Park, while the glazing was supplied and installed by our glazing team at Burgess Hill.

By purchasing the partitioning system through SAS Direct, the contractor was able to take advantage of the glass installation service with the dedicated glazing team providing system guarantees and ensuring installation standards.

System 3000 and System 4000 are demountable partitioning systems which make them an ideal solution to ensure that premises are flexible enough to allow for changes in office layout. Demountable partitioning is an increasingly popular option to help future proof workspaces by allowing for this flexibility.

Commenting on the use of partitioning Glenside Commercial Interiors say that careful division of a workspace can provide for a practical and enjoyable working environment.

Specialists in providing practical and realistic solutions to interior challenges, from small refurbishments to large office fit-outs, Glenside Commercial Interiors have achieved a very smart solution for Selig's facilities.



SAS International's System 120 ceiling at Porsche Centre Solihull

SAS System 120 is one of the principal metal ceiling systems we supply through SAS Direct as part of our commodity product offering. Over 1,280 sq m of System 120 ceiling tiles have been manufactured at Bridgend in a non standard paint finish, for the Porsche dealership that opened in Solihull. These were distributed by the SAS Direct depot in Birmingham

The Porsche Centre is located in Highlands Road, Solihull and SAS International supplied the ceiling solution to contractor Tapper Interiors Ltd for the fit out. Tapper Interiors are industrial and commercial fit out specialists.

Porsche Centre Solihull is one of the largest Porsche Centres in the UK, and represents a significant investment in both the Porsche business and the local area. The new location for the Centre on Highlands Road offers over three times the space of the previous site in Dorridge, and occupies nearly three acres. The increased area offers a 36 car showroom spread over two floors, which allows the full range of new and Porsche Approved pre-owned cars to be displayed.

The distinctive showroom also features a customer specification lounge in which visitors

can personalise their car, a coffee bar that serves as a central social 'hub' for visitors to the Centre and a heritage wall. This displays the rich history of Porsche using archive material to make the stories behind the company come alive.

SAS International's System 120 metal ceilings are the corporate specification by Porsche for its UK showrooms, and the luxury car marque aims to create a distinctive look and feel for these Centres.

The System 120 tiles are supported from a concealed SAS Spring Tee suspension grid, and were supplied to Solihull with a silver paint finish (RAL 9006). As a metal ceiling solution they provide the high quality look that is very much in keeping with the Porsche brand, according to Tapper Interiors.

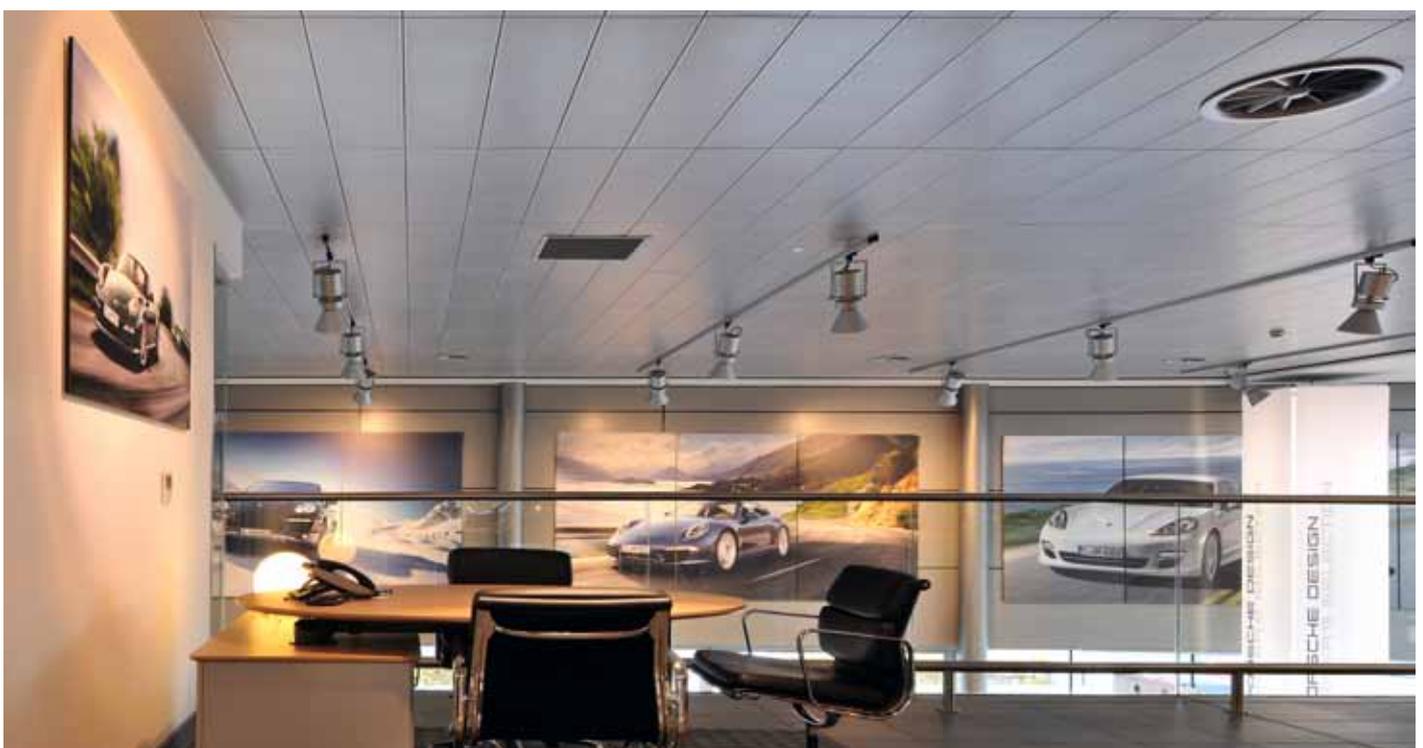
The system is easy to install says Tapper Interiors, and another reason that it works so well in this environment is that the Centres contain lots of building services which are easy to access through System 120's modular, clip-in system. It will also look good in 10 years time unlike mineral fibre panels which would need replacing.

For a retail-oriented environment such as

showrooms and dealerships, the fact that System 120 is held in stock for contractors needing a fast fit-out option, through their local SAS Direct depot, is an important benefit.

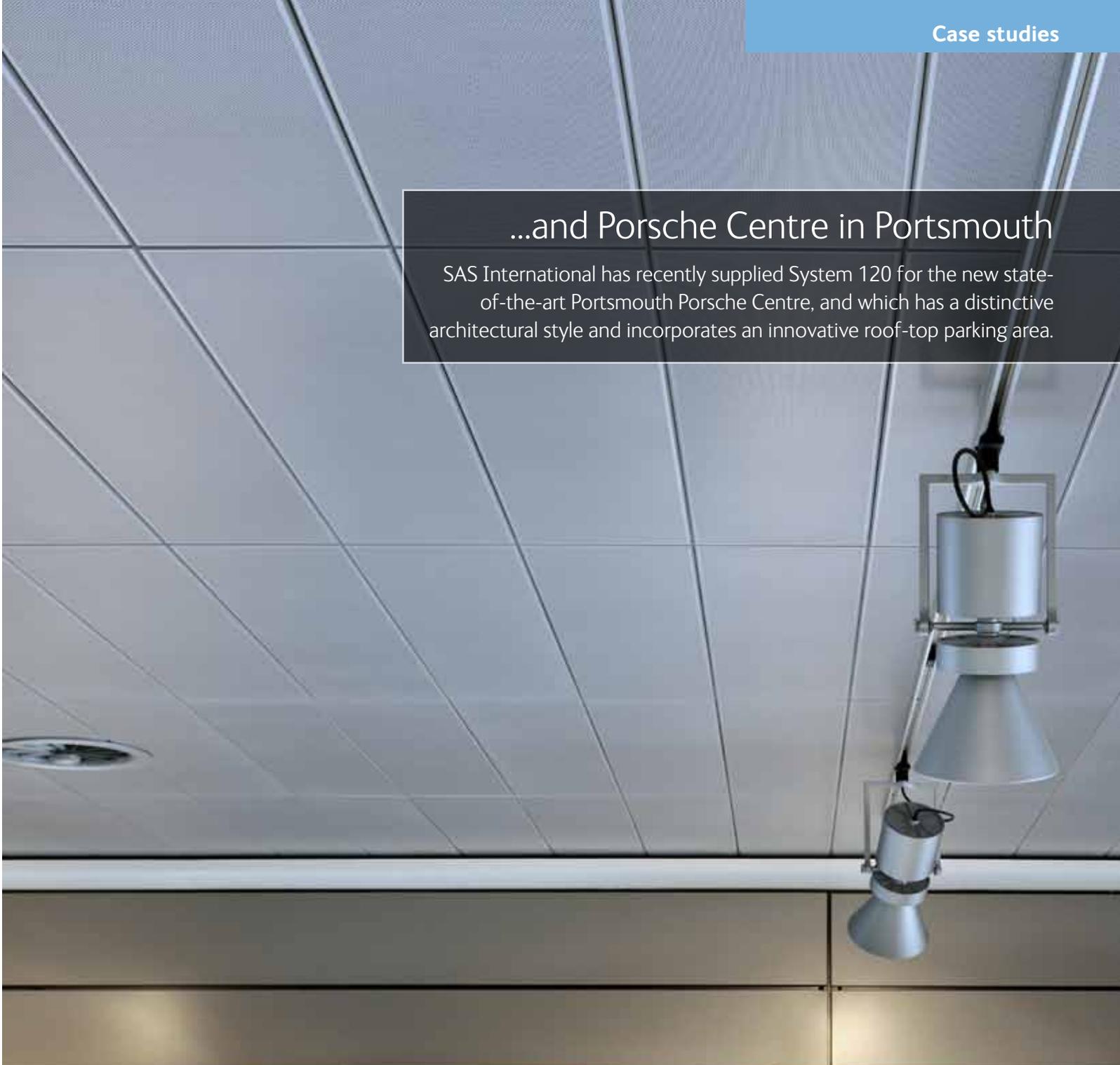
And while we are of course big fans of Porsche here at SAS International, we have also provided a range of interior fit-out solutions for a selection of car dealerships. These include partitioning for the Infiniti Centre Reading, and ceiling solutions for Europe's largest Audi showroom in West London and standalone Mini showrooms across the UK.

A case study on this project will be available soon.



...and Porsche Centre in Portsmouth

SAS International has recently supplied System 120 for the new state-of-the-art Portsmouth Porsche Centre, and which has a distinctive architectural style and incorporates an innovative roof-top parking area.



LEAN update

As the Bridgend factory team focus on keeping LEAN there have been some more positive achievements through this continuous improvement work.

Lean facilitator at Bridgend, Geraint Lewis, has shared some more recent updates from this ongoing challenge of looking at our manufacturing processes in order to maximise customer value with fewer resources.

The Continuous Improvement Reports that have been produced through 2012, show that LEAN manufacturing has resulted in approximate savings of £330,000, with potential further savings totalling £500,000.

Well done to everyone concerned for making a real difference, and keeping the momentum going.

The photos on this page show the jiggging design needed for consistent paint coverage. Geraint Lewis explains: "This improvement was based around needing to paint Omega C profiles at Bridgend. Previously all these were bought in and painted at Maybole. Maybole needed to hand spray the Omega profile running through the centre of the product, resulting in added cost. Through a CI activity we proved that



these parts could be painted without additional hand spraying. Not only did this improve the manufacturing cost but improved the lead time immensely as profiles were roll formed at Bridgend and then painted here as well. The photos show the jiggging design needed for consistent paint coverage. This was developed over a 3 week period."



Team	Solution and results
Soenen	Through the design of a new closed loop system it has been possible to reclaim a higher percentage of lubricants, which in turn has meant a potential reduction in oil usage.
Padshop	The planning department highlighted that saw cutting caused a bottle neck so an improvement team was selected to improve output. By measuring current processes it was possible to remove waste activities through initiating a re-layout of the department and targeting inventory. Output has, as a result, been increased by 28% and inventory reduced by 60%.
Padshop	Also in progress is a re-design of the Guillo 1 conveyor: it was identified as the main cause of stoppages, after the line was measured for a set up period.
Rollform	Improving the lubricating system has helped to eliminate rework and allow for greater control, reducing lubricant usage on the Rollform machines too.
Rollform	Motion waste and searching has been alleviated by determining specialised tools required at key areas on the machine, and ensuring these are distributed accordingly.
Ras	Improvements on the autoloader with a check and refurbishment of all magnets and suckers. Shadowboards have also been introduced to hold relevant equipment.



Wear it pink day

Charysse Gibbs, Senior Project Co-ordinator in the Sales & Marketing department at Reading, organised a "Wear it pink" event that took place on Friday the 26th October.

The SAS teams in Reading, Barking, Burgess Hill and Leeds together raised £500 during the day, which was donated to the Breast Cancer Campaign charity.

Event activities included "guess the name of the bear", homemade cake selling, and a £2 donation for everyone who wore pink during the day.



Apollo Park couples have babies on the same day!

Proud parents Rachel and Paul Ketley welcomed baby Taylor on 21st September. On the same day(!), Gemma Sutton and Scott Beckett also had a baby boy, named Jacob. Rachel, Paul, Gemma and Scott all work at Apollo park. A big congratulation to them all! Rachel has been with SAS International for 20 years, so in this issue of Insider, she is one of our Long Service Awards Winners.



November initiative to raise funds for charity



In November men up and down the country were attempting to locate their inner Tom Selleck and grow moustaches in the name of raising funds and awareness for men's health, specifically prostate cancer and testicular cancer.

Behind the initiative at SAS International were Stuart Craig Robinson at Maybole and Martin Hobbs at Burgess Hill. Approx £950 were raised for charity. Photos of both teams can be admired on this page!



Jack is on (cycling) track to success

Jack Webb , 19 years old, is the 2012 Welsh National Track Team Sprint Champion. Jack's dad Simon Webb works in the Export department in Bridgend .

Jack took up track cycling having been inspired by team GB's success at the Beijing Olympics, initially to improve his Rugby fitness but it soon took over his life (and his parent's bank account!).

Living only 3 miles away from Newport Velodrome, Jack attended a track taster session along with about 40 other hopefuls run by the local council and within a few weeks he was confidentially riding high on the boards, though he says that if he actually had walked around the top of the track he's not so sure he would have done it - the drop at the top of the 2 bends on the 9 meter wide track is equivalent to 1 in 2 or near vertical!

As well as in the UK, Jack has also been racing in the Czech Republic, Germany and Ireland. He's competed against Sir Chris Hoy and Jason Kenny, and was introduced to Sir Chris by his Cycling Club Cardiff Coach. A bit star struck, he for some reason blurted out "I'm against you in the Kerin, I'm going to kick your a**e". Thankfully Sir Chris laughed and said, yes I hear that a lot, needless to say Sir Chris won the race...



In October his Cycling Club Cardiff competed in the Welsh National Team Sprint competition, and Jack set a personal best and the team won the competition. As a result Jack has been invited to train with the Welsh Commonwealth Games squad so he hopes to make the Glasgow Games 2014.

Also, recently Jack was asked to train with the Welsh disability Track Cycling Squad as a Tandem Pilot for a visually impaired rider.



As for the rest of this year he'll keep training (Gym 5 days a week, 10+ hours a week on the track and a 50+ mile road ride on a Sunday) as well as part-time shelf stacking at Waitrose to save for his next track bike, If all else fails he says he can always ask Mark, the Bridgend Factory Canteen Manager, for his old job back, washing dishes and serving the famous breakfasts!

"Thank you" from Bradley Flay

In a recent issue of Insider, you could read about the talented football player Bradley Flay. SAS International sponsors his team Cardiff City FC's kit. Bradley, via his dad Lee Flay, who works at Bridgend, would like to say "thank you" to SAS International for sponsoring the team. We wish Bradley and his team all the luck for the future.

The photo was taken at the Cardiff City Football Club Academy House of sport where SAS International provided the interior design and are listed in the academy foyer as sponsors of the academy building. Bradley is proudly wearing his new training kit, with the much debated new club crest and colours.



My Work: Julie Heath, Personnel Manager

"In my current role as Personnel Manager, based in Maybole, a typical working day can be varied. As well as the normal day to day duties, it is not unusual to have a least one strange request or situation to deal with each day. This could be dealing with leaking toilets, uncooperative vending machines, irate neighbours, parking problems, damaged property, missing property, missing people and so on.

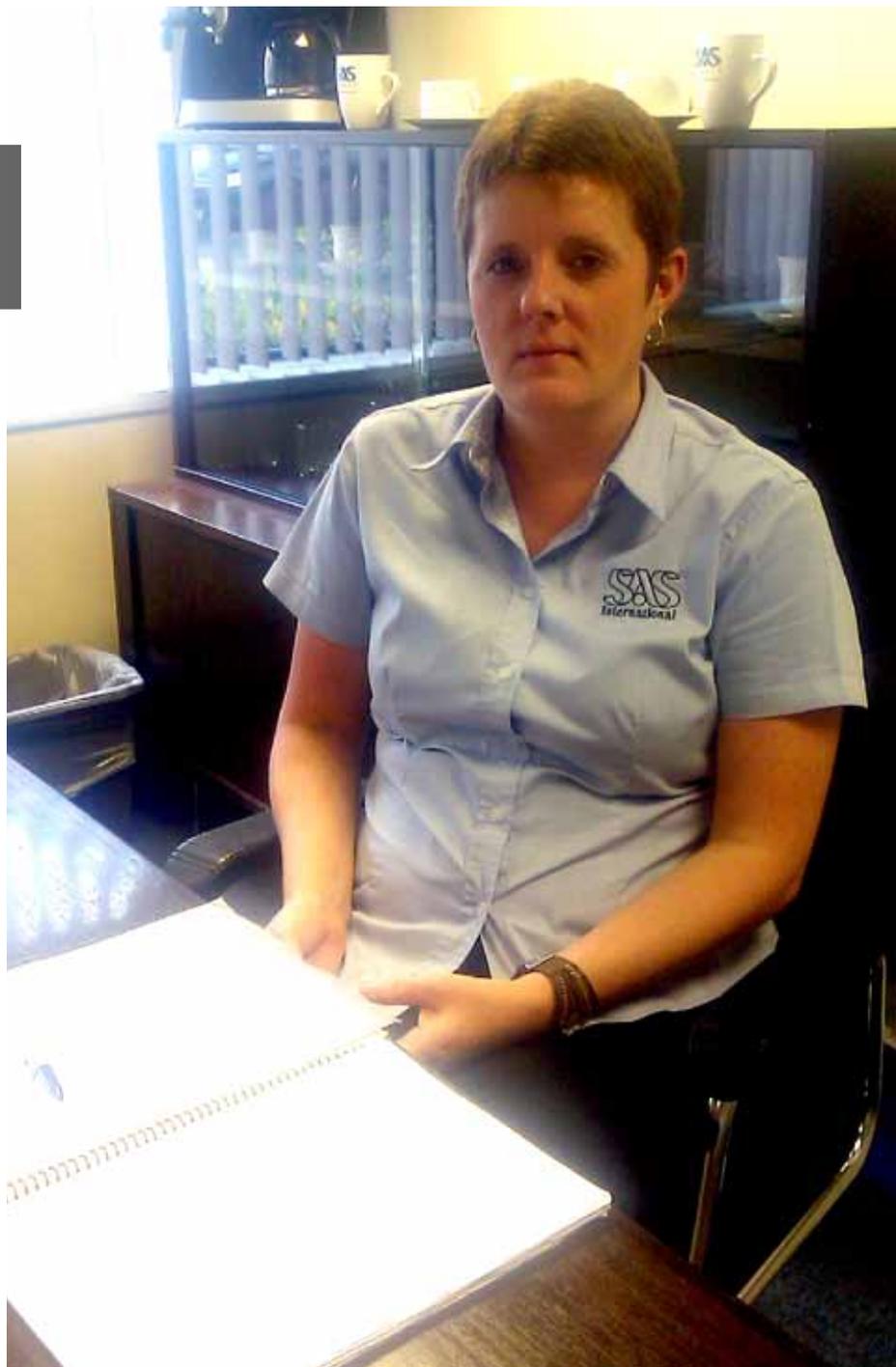
I started working as SAS in 1987, as an Office Junior. Over a period of time, I progressed to wages administrator. The natural progression was then onto Personnel. SAS was my first full-time employer however prior to that I had a part-time job working in the local chip shop which only lasted about 3 months before I was "let go". I remember the owner telling me that it "just wasn't working".

The biggest change I have witnessed during my time with SAS is the progression of technology. When I first started with the company, the payroll was calculated using clock cards and spread-sheets and finally forwarded onto the bureau by telex machine. The overall process was lengthy and involved a lot of manual input. Technology has moved on considerably since then and thankfully payroll is a lot simpler these days, the system does the work and we simply oversee the process, leaving time to deal with other matters.

E-mail has also had an impact in the workplace. As a basic communication tool I find it useful, however all too often it is used as an alternative to individuals having a conversation with each other, which can result in departments becoming isolated from each other.

The biggest challenge that I face in my job is prioritising. When dealing with so many people with so many different priorities, it can be difficult some days to establish what should be top of the list, as what may not be as important to me, may be of considerable importance to someone else.

The thing that I enjoy most about my job is that I get paid to talk!"



From Reading to Rwanda

Megan White, daughter of our Design Director Richard White, worked as a temp in our Reading office in July and August this year. She is now in Rwanda, working as a volunteer with Tearfund ICS. Megan reached her fund raising target of £1,500 for Tearfund ICS and would like to thank everyone at SAS International who donated money to the charity.

<http://www.ics-uk.org.uk>

We would like to thank our Long Service Awards Winners for their hard work and commitment. And a big welcome to our New starters.

20 years service



Steve Cooper Bridgend
Starting role: Amada operator
Current role: Soenen setter supervisor

15 years service

June Minnis Maybole
Starting role: Office Junior
Current role: Senior Stock Controller

Tommy McBride Maybole
Starting role: CNC Operator
Current role: CNC Operator

Stuart J Edwards Bridgend
Starting role: Padshop operator
Current role: Store man

Stephen Dawes Apollo Park
Starting role: Grid operative
Current role: Grid operative

25 years service



Julie Heath Maybole
Starting role: Office Junior
Current role: Personnel manager



Rachel Ketley Apollo Park
Starting role: Temporary Receptionist
Current role: HR Manager

10 years service

Fabien Makiese Apollo Park
Starting role: Grid operative
Current role: Grid operative

Nicholas Carpenter Bridgend
Starting role: Maintenance Technician
Current role: Maintenance Engineer

Jamie Kindley Apollo Park
Starting role: Paintline loader
Current role: Paintline sprayer

New Faces

APOLLO PARK

Danielle Butler - General Administrator

IRELAND

John O'Connor - Warehouse Operative

BRIDGEND

Laurence Garcia - Credit Control Assistant

Megan Owen - Financial Controller

READING

Andrew Skitt - Design Technician

Ben McIlwaine - General Administrator

Jon Jackson - HGV Driver

Michelle Ingram - Office Administrator

Siobhan McElhinney - Chief Executive Designate



John King Reading
Starting role: Non- Executive Director
Current role: Non- Executive Director



Marty Drury Apollo Park
Starting role: Mineral fibre tiles operative
Current role: Aluminium sections operative

We caught up with our brand new Commodity Sales Team, selling the SAS manufactured quick sell items, such as the Partitioning systems, metal Stud & Track, Aluminium trims and doors.

They told us about their daily work tasks and challenges, as well as what they like doing outside of work.



Simon Beasley
Sales Co-ordinator for SAS Direct

- Q** What is your role within the team?
- A** I work in the Sales Order Processing department for SAS Direct. I speak to customers on a daily basis and process orders for our commodity products range.
- Q** What do you like most about working at SAS?
- A** I like speaking to a variety of customers.
- Q** What do you find most challenging about your role/job?
- A** The very busy fast paced environment.
- Q** What is your favourite food and drink?
- A** Indian, Mexican and plenty of beer.
- Q** Where is your favourite place for a holiday?
- A** Somewhere hot, far far away from the UK.
- Q** What are your favourite sports or sports team?
- A** Arsenal... the best team in the world, just not at the moment...
- Q** What are your hobbies/what do you like to do in your spare time?
- A** Playing football, exploring new places, catching up with mates, listening to live music.



Leah Nicholls
SAS Direct Project co-ordinator for Commodity products

- Q** What is your role within the team?
- A** I support the Sales Executives internally with jobs across the whole of the UK by raising projects, generate new business, putting estimates on the system, tracking projects and orders, arranging meetings and everyday admin.
- Q** What do you like most about working at SAS?
- A** I like the team of people I work with, I enjoy building relationships and talking with new and existing customers.
- Q** What do you find most challenging about your role/job?
- A** Finding out about new projects and getting the contractor to send us through an enquiry to price commodity products.
- Q** What is your favourite food and drink?
- A** I love Indian food and Disaronno.
- Q** Where is your favourite place for a holiday?
- A** Egypt.
- Q** What are your favourite sports or sports team?
- A** The only time I ever support a team is England in the World Cup.
- Q** What are your hobbies/what do you like to do in your spare time?
- A** I have a two-year old daughter so I don't really have any spare time. at the weekends I spend quality time with her.



Helen Shrimpton
UK Commodity Sales Manager

- Q** What is your role within the team?
A I am heading up the UK commodity sales team on the road.
- Q** What do you like most about working at SAS?
A A great product range and support network
- Q** What do you find most challenging about your role/job?
A Long distance driving.
- Q** What is your favourite food and drink?
A Italian Food.
- Q** Where is your favourite place for a holiday?
A Florida Disney World.
- Q** What are your favourite sports or sports team?
A Cycling.
- Q** What are your hobbies/what do you like to do in your spare time?
A My hobbies is having fun with my children, going to parks, riding our bikes and going to the cinema.



Clinton Edwards
Sales Executive

- Q** What is your role within the team?
A I am a SAS commodity Sales Executive for the South East and South West regions of the UK.
- Q** What do you like most about working at SAS?
A My day to day at SAS is never the same.
- Q** What do you find most challenging about your role/job?
A My own initial challenge as an ex-service man who likes to give a “nulli secundus” (second to none) service to SAS customers, is trying to switch off from the rapid daily sales environment mode and becoming the devoted family dad.
- Q** What is your favourite food and drink?
A Favourite food is Jerk chicken and West Indian curried goat. My favourite drink is Vodka and Red Bull by the pint glass/fish bowl.
- Q** Where is your favourite place for a holiday?
A The sunny island of Barbados... glorious golden beaches and the total relaxation attitude of the Barbadian community.
- Q** What are your favourite sports or sports team?
A Easy!! Birmingham city football club through and through....COME ON BLUES...
- Q** What are your hobbies?
A Trying to get to the gym as often as possible and cycling.

Commodity Products:

Ceilings

- SAS System 120 clip in metal ceiling
- SAS International white tee grid
- SAS Emac metal furring ceilings
- SAS ceiling trims and accessories

Drywall & drylining

- SAS Emac drywall components
- SAS System 1000 Drywall+
- SAS Emac wall liner components
- SAS drywall trims and accessories

Partitioning

- SAS System 2000 (2" / 50mm) demountable
- SAS System 3000 (3" / 75mm) demountable
- SAS System 4000 (4" / 100mm) demountable
- SAS System 8000 fully glazed partitioning
- SAS XP window sets

Doors and Doorsets

- SAS veneered doors
- SAS laminate doors
- SAS vision panels
- SAS XP doorsets
- SAS paint grade doors
- SAS fire rated doors
- SAS doorsets



metal ceilings | partitioning | doors | room comfort | architectural metalwork

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