

# GROUND UP

THE LATEST NEWS FROM YOUR TRUSTED CIVILS SUPPLIER



**NEWS**

Our Birmingham branch is now open



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Getting passionate with AquaHarvest



**SUSTAINABILITY**

Sustainability sorted with StormBrixx



**KEYLINE COMMUNITY**

Fraser MacBean talks about the Apprenticeship roadshow

# 'KEYLINE COME DANCING' RAISES £25K FOR PROSTATE CANCER UK

A July summer evening in Blackpool saw Keyline colleagues, customers and representatives from key suppliers put on the glitter for our first ever Keyline Come Dancing event. After weeks of training with professional dancers, couples took to the famous ballroom floor to jive and waltz in front of 250 guests.

A huge thank you to everyone who supported us by taking a table or an individual ticket, to choreographer Louie Spence

who led the judging and the amazing Strictly Come Dancing professionals Ian Waite and Faye Huddleston for their mesmerising dances.

The finale saw six couples perform the Cha Cha Cha. After an impressive final round of dances and against stiff competition, Keyline MD Dean Pinner and his wife Julia were crowned champions.

As well as having lots of fun in this breathtaking venue, the important element of the evening was to raise money

to support PCUK's lifesaving research to find better ways to diagnose and treat prostate cancer. On the night we raised over £9000 (final total tbc), generously donated by colleagues and suppliers.

Dean said, "We're committed to our community impact and sadly, prostate cancer is now the most commonly diagnosed cancer in the UK. That's why raising money for Prostate Cancer UK is so important for us, both as a business and as individuals."

"Collaboration sits at the heart of everything we do, and Keyline Come Dancing has been a great way to get colleagues and suppliers together again."

To find out more about Prostate Cancer UK visit: [www.prostatecanceruk.org](http://www.prostatecanceruk.org)

Click **HERE** to watch the highlights



" Brilliant evening last night with Keyline Civils Specialist, at the iconic Blackpool Tower Ballroom, helping to raise funds and awareness for Prostate Cancer UK. Thanks to everyone who danced, generously donated, sponsored or volunteered to make the evening such as resounding success."  
Prostate Cancer UK



**FINAL SCORE FOR THE EVENING?  
AS PCUK SAID, IT HAS GOT TO BE A 10!!**



## POLYPIPE HOSTS MADDIE ROSE INVITATIONAL

A fantastic £15,000 was raised for the Construction Youth Trust's Maddie Rose Campaign at a special invitational golf day at Thonock Park golf course in April.

The Maddie Rose Campaign was set up as a lasting legacy in celebration of the life of Maddie Rose, an inspirational young woman who was dedicated to showcasing the aspirational careers available in the construction sector.

Hosted and created by Polypipe Civils & Green Urbanisation, over 100 golfers participated in the full-day event. It included an auction with lots donated by industry businesses as well as by golf equipment manufacturers, both keen to support the charity's drive to help young people overcome barriers and build successful careers in construction.

This year's winner was Sean Lannigan from Markovitz Building & Plumbing Supplies with a stunning performance worthy of a major champion!

Carol Lynch, CEO of Construction Youth Trust said, "Events like the Maddie Rose Invitational are a wonderful way to help shine a spotlight on the work the campaign is doing to inspire and support diverse young talent into rewarding careers in supplier, merchanting and contractor businesses.

"The Construction Youth Trust is honoured to be the charity partner for The Maddie Rose Campaign, and we are so grateful to Polypipe and everyone who took part in the Golf Day, raising over £15,000 and celebrating the life and work of Maddie Rose. The generous donations will allow us to help an even greater



number of young people achieve their full potential."

Steve Lovett, Ashley Bell and Mick Shaw of Polypipe Civils & Green Urbanisation created the event. Lovett said, "We wanted to bring people together and raise funds for the Maddie Rose Campaign which is close to all our hearts. The backing and support we have received has been incredible and we are so grateful for everyone's generosity. The feedback we

have received from the event has been amazing, so we are looking forward to going bigger and better next year!"

Polypipe Civils & Green Urbanisation will be hosting the Maddie Rose Invitational in April 2023. To register your interest and have the opportunity to take on the 2022 champion, email [cgu.marketing@polypipe.com](mailto:cgu.marketing@polypipe.com)



## FERNCO LTD: FLEXSEAL REBRANDED



Flexseal are changing the name of their company and popular product range to reflect the heritage and global scope of its parent company - Fernco.

Fernco customers can expect the same innovative solutions, unwavering customer focus and commitment towards a more sustainable world.

Benefits to UK customers include:

- Product innovation
- Value-added solutions
- Integrated resources and technical knowledge
- Greater efficiency

In particular, the name Fernco signals the company's commitment to support customers with solutions for a healthier and more sustainable planet with a 'one-planet' sustainability roadmap that aims to harness its collective responsibility.



## WREKIN AVERTS MAJOR ROAD FAILURE



The safety and longevity of all major roads in Bracknell has been improved, thanks to a solution provided by Wrekin Products.

An inspection of manhole covers in the area found that many had been installed incorrectly and to the wrong specification, running the risk of premature failure and even potential damage to passing traffic.

Gosia Kwapisz, product manager at Wrekin Products, said: "We were approached to provide a comprehensive solution to a problem that had been plaguing the area for years. After visiting the

various sites across Bracknell, we identified that our Unite system was the best fit to alleviate the volume of failures.

"As part of the trial, we provided four Unite manhole covers, which quickly proved their suitability as a long-term solution, and have since gone on to install the product on all major roads within Bracknell."

"Ensuring a successful installation and maximising longevity are two of the most important factors when it comes to manhole covers, and we were thrilled to be able to provide the answer the team at Ringway was looking for."

## PRODUCT SPOTLIGHT

### MEET THE CLARK-DRAIN FAMILY

Clark-Drain is well known for being a family-run business that's grounded in expertise!

However, did you know that they were the first manufacturers to make plastic channels in the UK, and that they have an entire family of plastic drainage channels to suit every requirement?

From shallow channel to block-slot channel,

galvanised steel to narrow slotted grating, Clark-Drain design and manufacture a wide range of products in the UK.

If you're looking for the optimal drainage solution, see our extensive Clark-Drain range - available in all Keyline branches.



MEET THE FAMILY: OUR FULL RANGE OF PLASTIC DRAINAGE CHANNELS



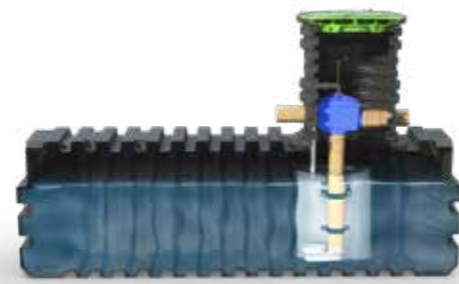
## GETTING PASSIONATE WITH AQUAHARVEST

As a part of their Planet Passionate programme, Kingspan continue to deliver innovative surface water management technologies.

The new AquaHarvest Domestic Rainwater Harvesting range from Kingspan Klargester:

- Suitable for shallow dig applications
- Fully compliant against EN 16941 - 1:2018 standard for peace of mind
- Easy to read Pump Status Alarm included as standard
- Features intelligent Grundfos pump for total reliability
- Automatic mains top up for reliable supply
- Smart design calmed inlet at the bottom of the tank to prevent disturbance of surface material
- 3 year warranty (terms apply)

Contact your local Keyline branch for expert technical support on sizing, installation through to maintenance for all types of SuDS projects or to arrange a free site visit by Kingspan Klargester.



## EASY PEASY READY MIX

FP McCann will soon be launching an extensive range of new bagged products, ready to use and designed to make those small jobs so easy.

### EASI-REPAIR™ COLD LAY TARMAC

Cold lay tarmac is a cost effective and efficient solution for temporary repairs to driveways and footpaths.

Suitable for: Footpath Patches / Temporary Ramping / Driveway Repairs / Pothole Repairs

### POSTMIX

Factory produced product that is fast setting and ready to use. Contents of each bag consists of blended sand and aggregates, Portland cement and special additives.

Suitable for: Gate Posts / Fence Posts / Line Posts / Rotary lines

### GENERAL PURPOSE CONCRETE

25N General Purpose Concrete ready to use straight from the bag.

Uses: Repair & Maintenance / Paths & Steps / Foundations & Garden Shed Bases

### GENERAL PURPOSE MORTAR

General Purpose Mortar consisting of blended sand, Portland cement and special additives that conforms to BS EN 998-2 and has designation III strength category (M4) mortar.

Suitable for: Brick & Block Laying / Pointing & Patching / General Repairs & Maintenance

### HIGH PERFORMANCE CONCRETE

A ready to use, pre-mixed 40N concrete, made up of cement and dried sand, along with other additives. Ideal for projects requiring a higher strength.

Uses: Concrete Bases for Sheds and Greenhouses / Steps / Pathways / Structural Concrete

### HIGH PERFORMANCE GROUT

A non-shrink, heavy-duty, single component, cementitious, high flow grout. It is a mix of granular aggregate, modified cements and other specifically selected additives.

Used typically under: Machinery Base Plates / Transformers / Crane Rails / Handrails / Bridge Bearing Pads



## PRE-ASSEMBLED STACKS SAVE 60% TIME



PAM Building offer pre-assembled cast iron drainage systems that will save you up to 60% of time spent on-site - and significantly reduce your labour costs.

Expect a stack designed bespoke to your project, pre-assembled, air-tested, and inspected in their Telford foundry. It's then delivered around your project's schedule to ensure you have everything you need, exactly when you need it.

### AND THERE'S MORE!

Adjustable couplings- iron will give you an element of flexibility on-site which can't be achieved from any other material, as cast iron pipes are

connected using couplings that can be adjusted allowing for onsite variances and retrospective changes to the system.

Easy handling - supplied in purpose-made stillage designed for one-person handling, robust storage and ease of movement around the site.

99% recycled material - not only will a PAM Building bespoke design minimise wastage, but the systems are made of 99% recycled material and are 100% recyclable without degrading cast iron's robust properties - helping lower your project's impact on the environment.



## CLAY BEST FOR BROWNFIELD SITES

Residential developers of brown field sites containing potential risks of contamination face challenges when delivering below ground drainage systems.

Due to its innate qualities, clay offers a viable solution. The material is unaffected by any effluent approved for discharge into a public sewer and is also resistant to practically all chemicals and compounds that may be found in the ground.

Clay is also 100% natural and 100% recyclable. Its strength enables recycled aggregate to be repurposed as a bedding material, reducing the environmental impact of any project, as well as the costs, through its reuse. This positions it as a sustainable option for below ground drainage, particularly on brownfield sites.

For more information about Wavin Clay products, talk to your local branch team.



# OUR BIRMINGHAM BRANCH IS OPEN!



Keyline Birmingham team on great form to become a winning team

We're delighted to announce our new Birmingham branch is open for business! Located in Great Barr with easy access to the M6, its three acre site has huge stock capacity, with extensive warehouse space and external storage.

On Friday 1 July, we invited hot boxing prospect, Danny Costello to mark the official opening of the branch. The Birmingham team are proud to be sponsors of Danny's professional training.

## WHY BIRMINGHAM? ARRON JAMESON, REGIONAL MANAGER - NORTH & MIDLANDS AND JAMES TOPLISS, BIRMINGHAM BRANCH MANAGER EXPLAIN

Keyline aims to take an essential role in supporting Birmingham's 30-year development and regeneration project, the 'Big City Plan'.

Arron explains, "The Midlands is currently experiencing significant change.

In particular, there's demand for new infrastructure to support major projects such as the Commonwealth Games, HS2 and the Midland Metro extension.

We're excited to play a key part in these developments by boosting our offering in the region. Through our new branch, we're better equipped to support customers on a wide variety of projects, providing technical engineering expertise, service and proximity of supply."



James Topliss and his team offer a warm welcome to new customers



## KEYLINE DELIVERING JOBS AND TRAINING FOR LOCAL PEOPLE

The new branch has created 25 new jobs for people in the local and surrounding areas. Part of the city's plan involves the creation of over 50,000 new jobs. As Branch Manager, James is keen Keyline contributes to this by providing opportunities to the local community where possible.

"We hope to see this number increase in the future and look forward to becoming an integral part of the community in which we operate."

"All colleagues will receive product training to ensure we can give customers the excellent service and expertise that we pride ourselves on."

"Ongoing training will also be key to building the team's knowledge and confidence, and all staff have access to our funded apprenticeship programme. This programme can take an individual from a level 2 NVQ through to a level 7 MBA in senior leadership."

## HELPING REDUCE CITY CO2 EMISSIONS

The Big City Plan for Birmingham also includes an ambitious target to reduce the city's CO2 emissions by 60% by 2026. To help contribute, the Keyline Birmingham branch fleet will run entirely on HVO fuel certified under the Department for Transport's Renewable Transport Fuels Obligation Scheme.

The Keyline Birmingham branch will use all-electric forklifts and provide electric car charging provision on site. In addition, Keyline is a FORS Gold accredited business, with a fully-fledged tool and plant hire offer due to open soon.

"As a business, our ESG commitments sit at the heart of everything we do and every decision we make. Delivering a stock holding of over a million pounds into the heart of Birmingham and beyond means that reducing the environmental impact of our fleet was a no-brainer," adds Arron.



Deliveries don't stop for the Birmingham team!



Arron Jameson demos how to hit targets and rustle up donations for Prostate Cancer UK

Customers were welcomed with a great range of special promotions by suppliers Wrekin, Wavin, Polypipe, Marshalls, Mapei, Tobermore, ACO, Delivery App, Terram, Ox Tools, Naylor, Ultracrete, Prosolve, Tensar

## GRAF PRODUCTS 70% RECYCLED



Did you know, over 70% of all GRAF manufactured products are made from recycled material?

Using as much recycled material as possible remains a priority for GRAF. In 2022 over 70% of products are manufactured with recycled material, and they're planning to raise this figure to 80% in 2023.

Last year, GRAF produced more than 3 million items from recycled material - a total they intend to grow in future years.

When you choose GRAF underground water management systems, you're helping to make sure recycled plastic products are put to good use.

## SUSTAINABILITY SORTED WITH STORMBRIXX

ACO Water Management's StormBrixx HD GF offers both heavy duty assurance along with peace of mind.

Made with eco-friendly glass fibre, StormBrixx HD GF is a modular heavy duty stormwater tank system, designed for projects where installation depth and access requirements are particularly important.

StormBrixx HD GF has an open cell structure, allowing the whole system to be inspected and maintained easily, with man access units for the more comprehensive maintenance requirements of local authorities and water companies.



It streamlines logistics and simplifies handling through its innovative design. Units can be stacked to maximise the total number delivered on one truck, helping to reduce deliveries and a project's carbon footprint.

For more information about the StormBrixx HD GF range, please ask at your local Keyline branch.



## KEYLINE APPRENTICESHIP ROADSHOW 2022



We've spent time this year visiting schools and higher education colleges to talk to students about the wide range of careers available at Keyline and the wider Travis Perkins Group. We're really keen to give young people living in the communities served by our branches opportunities to learn on the job and grow a career in construction.

Frazer MacBean, experienced Regional Operations Manager, is now in charge in his role as Keyline Apprenticeship Secondment: "Our sector has a number of challenges and one is that we have a skills shortage. We want to attract young people into the business, as well as retain our talent."

If we can get our new colleagues engaged onto an apprenticeship programme, they're much more likely to stay with us. It's not just about driving a forklift and or working in a branch. There's a whole range of careers available which include commercial opportunities, careers in management, operations and finance."



To find out more read Fraser's [blog](#) on Keyline's investment in Apprenticeship Programmes and wider support for Learning at Work.



Click **HERE** to see our branch network

**WE'RE OPEN AT OUR BIRMINGHAM BRANCH**  
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