



FRONTLINE

ARDEX 2010

Welcome to the beginning of a new decade! 2010 will be an exciting and challenging year for us all. ARDEX NZ has a number of activities planned to grow our business together with you, our customers. Here are few highlights:

New Products

- **EcoButynol System - coming soon!**
The most technologically advanced new generation EcoButynol System Water based adhesives, no hazardous fumes
Extremely fast drying compared to a normal water based system
- **ARDEX Undertile Butynol - March 2010**
Thin yet secure waterproofing system for internal undertile waterproofing
Fast to install: one day application from waterproofing to tile grouting
- **ARDEX TPO & Duo Torch On Membranes**
Providing one-stop waterproofing solutions for customers
Products to be released in March

Commercial Project Leads and Tracking

We will continue to increase the specification rate and we will focus on improving the process of commercial project tracking. This will result in better project leads for customers and most importantly it will increase the hit rate of commercial projects.

Direct marketing initiatives

- Market research with end users
- A series of Road Shows across NZ
- A direct marketing campaign with product info, installation tips, etc
- Customer loyalty program
- Applicator conference

Thank you for your continued support.

Regards,
Xiaoyan Sugeng
General Manager
ARDEX New Zealand



ARDEX Group CEO Felix Selinger (third from right) and Mark Eslamlooy ARDEX Group CFO (second from right) with members from ARDEX NZ Head Office. From left: Ronald Rose, Vijay Nair, Peter Lau, Ian Forster (Managing Director ARDEX Australia & New Zealand), Lyn Scott, Darrin Burgess, Xiaoyan Sugeng, Graham Russell, and Mark Rayner (far right).

New ARDEX CEO Visits From Germany



ARDEX Product Trainer Lyn Scott demonstrates for Felix Selinger heat welding internal corners with Undertile Butynol.

Recently appointed CEO of the ARDEX Group, Felix Selinger, and the ARDEX Group CFO, Mark Eslamlooy, came to New Zealand in January as part of a South Pacific tour of international Ardex divisions.

Ian Forster, the Managing Director of ARDEX Australia and New Zealand accompanied the pair as they met with Christchurch employees and had a tour of the factory.

With ARDEX NZ being the only ARDEX division specialising in manufacturing Butynol, Mr Selinger and Mr Eslamlooy were keen to learn more about the market, the production of Butynol and other related waterproofing products.



Along with ARDEX NZ Management, Mark Eslamlooy listens to Ian Forster speak about details of the New Zealand market.



Felix Selinger learns about Butynol production from Manufacturing Manager, Rob Lindsay.



ARDEX New Zealand Limited

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Sales Branch: 8 Margaret Williams Drive, Papakura 2110, Auckland, New Zealand.

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LEFT: ARDEX Lo Rise Roof Vent on a Butynol roof
ABOVE: Shelterbit roof with ARDEX Lo Rise Roof Vents

LO RISE ROOF VENT

The problem of getting water vapour out from under Butynol has been around as long as we have had the membrane. Up until now, the solutions have been limited. Previously we have had to use an unattractive and obtrusive pipe sticking out of the roof.

ARDEX is proud to be able to introduce the Lo Rise Roof Vent. The system uses a one way ceramic disk, utilising the osmosis process. It allows moisture out but not back under the membrane. That means no ugly protrusions from your shiny new flat membrane roof!

ARDEX has tested the system under total submersion until completely satisfied with the result.

Contact your local ARDEX Branch for more information.

Staff Changes

Ronald Rose and his family have moved to Christchurch from Wellington so he could take up the role of Southern Region Sales Manager at ARDEX Head Office in Christchurch. Previously Ronald headed up the Wellington sales region.

This change has been brought about with the restructuring of the company's geographical sales regions. Ronald continues to manage the greater Wellington area as well as the South Island. Brian Sutton has taken up a new role of Senior Key Account Manager, also based in Christchurch.

Jennifer Fearnley and Nik Dunlop continue as the Technical Representatives based in Wellington.

The Marketing team in Christchurch has now doubled in size. Wendy Shepherd has joined ARDEX and will work with Mark Rayner in a Marketing Communications role. She will be looking for your stories to add to this publication and will also be collecting changes shortly for the upgrade of the Membrane Manual. Wendy will also be involved in some exciting new product launches early this year.



AIR TEST FOR 50,000 GALLON PILLOW TANK

Lyn Scott is shown alongside a new 50,000 gallon Pillow Tank while it was being tested at the Christchurch factory. This Pillow Tank has been made for the Invermay Research Station in Dunedin. The tank is one of three that supplies the Research Station with its water needs during the day. Using the Pillow Tank as a balance system alleviates the demand on the town water supply during daylight hours and allows the system to replenish itself overnight.

This system has worked successfully for the last 15 years at Invermay Research Station. ARDEX continues to supply the rural community with Pillow Tanks. They are easily transported and do not incur additional road costs, as compared to concrete tanks. Made from Butynol, the Pillow Tanks have a service life beyond 20 years. If you would like more information on this product, please contact your nearest ARDEX branch.

CASE STUDY

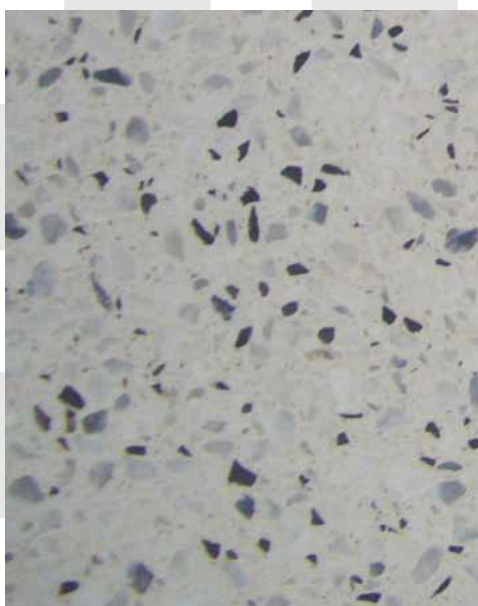
ARDEX TRAINING ROOM FLOOR COMPLETED IN MICRO TERRAZZO

Following the flying visit of the world-renowned ARDEX Trainer Jack Longden, ARDEX Christchurch became the proud owner of the second Micro Terrazzo project in New Zealand.

Installed by specialist contractors, the Training Room is now a shining example of how good this product can look.

panDOMO by ARDEX is a modern system for surface design that keeps all architectural possibilities open. No matter whether it's the floor, wall or ceiling, what counts is your ideas. All panDOMO product systems offer you all the design possibilities you could need.

A full training DVD on panDOMO Micro Terrazzo and the W1 decorative finishing render is available. If you wish to consider this system on your next project, please contact your nearest ARDEX branch.

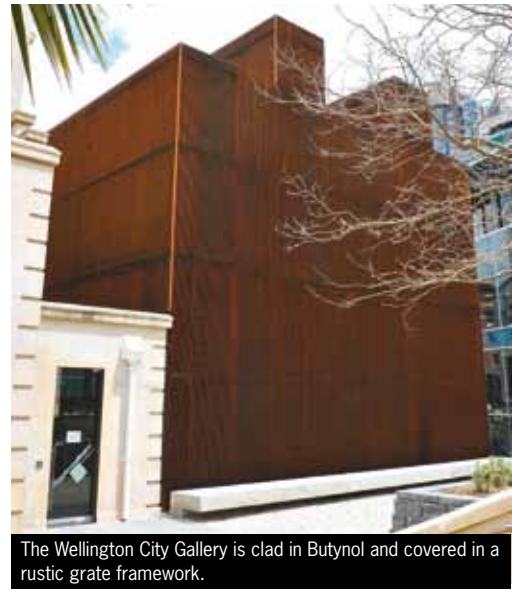


TOP: The floor of the Training Room with the ARDEX logo.
ABOVE: Close up of the Micro Terrazzo floor.

CASE STUDY



1.5mm Dark Grey Butynol covers the exterior. The clips that hold the grate framework can be seen.



The Wellington City Gallery is clad in Butynol and covered in a rustic grate framework.

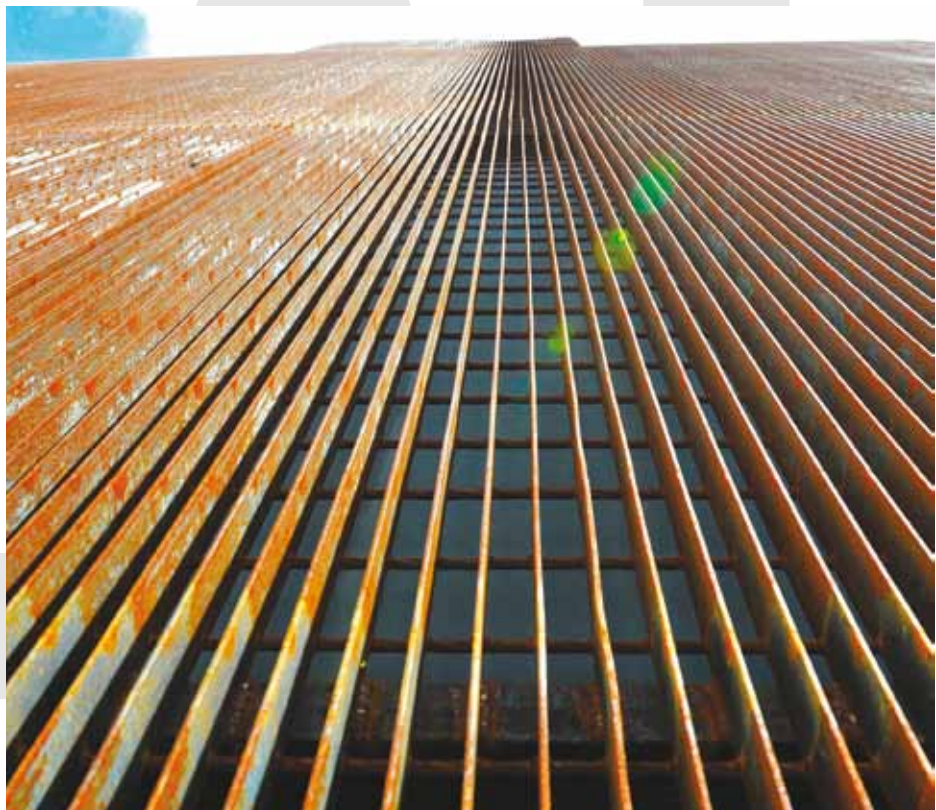
WELLINGTON CITY GALLERY

This has been a two year project for ARDEX, from assistance with design through to completion including regular onsite visits. The coordination from ARDEX with Architecture Plus, Hawkins Construction and Waterproofing Plus has at times been very demanding. The results are fascinating and we at ARDEX can see the realms of possible Butynol Applications opening up. This building will be entered into the NZIA Architecture Awards.

The entire lower floor retaining walls have been wrapped in ARDEX Shelterseal. The roof and exterior cladding has been lined with 1.5mm Dark Grey Butynol. The exterior is finished with rustic grates which are hung on specifically designed concealed clips.

Maintenance was the reason Butynol was specified for the cladding membrane. With the design and look that the Architect was wanting to achieve, the options of using traditional cladding types came with a maintenance factor. The screens would also have to be removed for any maintenance to be carried out.

Butynol was chosen due to the unique washed or unwashed twenty year manufacturer's backed warranty. The cost to remove grates and recoat traditional cladding types was very excessive compared to the initial outlay of a Butynol waterproofing membrane.



Butynol is visible under the impressive grate framework.



TRAINER TIPS with Lyn Scott

ARDEX RELEASE TAPE

For some time now ARDEX have wanted to standardise the substrate release tape. After many months of trials and consultations with ARDEX Technical Reps and Applicators, we have decided upon one tape for all substrate joins.

This tape will now become part of the ARDEX Membrane Specification. If this tape is not used it will invalidate the warranty system.

The ARDEX Release Tape is double sided with a silicone backing. Applicators can still direct fix over the silicone backing and be assured that the adhesive will not bond and lock the Butynol to the silicone, allowing the Butynol to release from the tape.

'ARDEX Release Tape' will be available from all ARDEX branches. The cost will be very favourable with the filament tape used now.

PRODUCT FEATURE



ARDEX NATURAL STONE TILING SYSTEM

Natural stone is becoming increasingly popular. This presents new challenges to ensure a perfect finish and avoid unsightly staining, which is frequently caused when moisture from traditional tile adhesives and grouts gets into the stone dissolving existing materials, such as iron oxides or organic deposits which can discolour the face and/or edges of natural stone tiles.

ARDEX Natural Stone products featuring 'Rapidry Formula Technology' have been developed to provide practical solutions to this problem. The mix water is literally 'locked' within the mortar virtually eliminating the risk of water staining, warping and curling.

Another key feature is rapid, controlled drying and hardening. This allows natural stones to be walked on and grouted in the

shortest possible time.

ARDEX Natural Stone products provide solutions when:

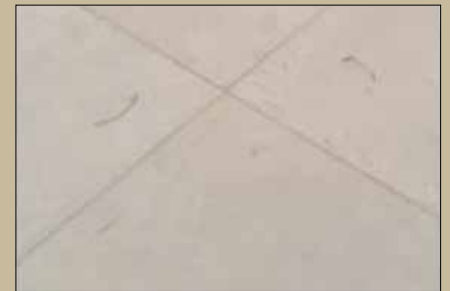
- Fixing natural stones that are prone to water staining
- Fixing natural stones that need to be walked on or grouted in only two hours
- Grouting natural stones that are prone to water staining
- There is a need for a Total System Solution, including waterproofing, levelling compounds, adhesives, grouts and silicone.

Product Range:

- Adhesives - WA100, S16/S16W
- Grout - ARDEX MG
- Silicone - ARDEX ST
- Primer - ARDEX SP1

These products are the main focus of the range, as they provide total solutions for fixing moisture sensitive stones.

LEFT Moisture sensitive natural stones grouted with traditional cement-based grout, resulting in unsightly water staining at the tile edges. RIGHT Moisture sensitive natural stones grouted with ARDEX MG Rapid Drying Marble and Natural Stone Grout.



Health & Safety Upgrades at the Christchurch Store

Visitors to the Christchurch store at Lane St in Woolston will notice some changes to how stock is processed for direct customers. Due to Health & Safety issues, you can no longer walk through the factory as you were once able. Please wait for an ARDEX staff member to help you locate the products you require. This is simply so that there are no unauthorised people on site and therefore potential injuries and accidents can be eliminated.

When you enter the delivery bay of the store, please speak to someone in the office to the right, or pick up the phone on the wall. This will put you straight through to the Customer Services Manager, Anke Pieszak.

There is now a barrier arm blocking the entrance to the factory so please be respectful of this new system and wait for an ARDEX staff member to help you out. We appreciate your assistance with this and thank you in advance for your understanding!



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