



NEW ZEALAND

FRONTLINE

ARDEX 2011

2011 was already promising to be a challenging year before the Canterbury Earthquake struck in February. Despite the current uncertainty regarding when the earthquake rebuild will begin, ARDEX New Zealand Ltd remains optimistic that the economy and construction market will begin to steadily improve in the second half of 2011.



To this effect, ARDEX is focused on three areas this year:

- Delivering innovative new product technologies to the market
- Improving our customer service and support systems
- Working with our customers to nurture and grow their businesses in these tough times

Since my arrival in January, I have had the chance to meet with several customers during my travels throughout New Zealand and learn about their businesses.

After working with ARDEX for 13 years in North America, New Zealand offers many new exciting opportunities and challenges. I am looking forward to meeting with more customers and business partners in the coming months to exchange ideas and feedback.

We hope that you enjoy this issue of ARDEX Frontline – should you have any comments, suggestions or stories to contribute, please let us know!

Best Wishes

Hendrick T. Goller
General Manager
ARDEX New Zealand Ltd



Above & Below right: Wharewaka o Poneke on Wellington's waterfront

ARDEX MEMBRANES USED ON WELLINGTON'S 'TE WAREWAKA'

Te Wharewaka o Poneke is a 'canoe house' located beside the lagoon on the Wellington waterfront. The building accommodates and displays two historical Waka which will be accessible for the public but will also occasionally be used out on the water. Wharewaka is a significant arts venue as well as being the centrepiece for Wellington's Rugby World Cup 2011 celebrations.

Architecture + of Wellington designed this \$12 million facility which has recently been recognised at the 2011 Wellington Civic Trust Awards, winning the award for "Enhancement or Protection of the City's Built Environment."

ARDEX waterproofing products were chosen as part of the roofing system to ensure the absolute watertightness of this complex roofing profile. VM Zinc was used as the main roofing material. Approximately 1000m² of ARDEX Shelterseal was used underneath this as a vapour/separation barrier. 1000m² of 1.5mm Dark Grey Butynol[®] was used in the hidden and exposed gutters of this complex roofline.

The area around the Wharewaka development will be transformed with marquees, bars and big screens for Rugby World Cup celebrations later this year. Within walking distance of the stadium, this architecturally designed building will form the backdrop for Wellington's 'Party Central'. The building has a public cafe and will also be used for functions and art exhibitions.



NEW BRANZ APPRAISALS FOR WATERPROOFING

ARDEX New Zealand Ltd now owns seven BRANZ Appraisals in the Waterproofing Category. Four of these appraisals are renewals whilst three are for new products.



- WPM 3000X & HD Shelterseal** (Renewal) 462 (2010)
- Shelterbit Torch On Range** (Renewal) 463 (2010)
- Superflex Internal** (Renewal) 472 (2011)
- Superflex External** (Renewal) 473 (2011)
- Butynol[®] /ECO Butynol[®]** (NEW) 436 (2011)
- WPM 750 Undertile Butynol[®]** (NEW) 727 (2011)
- WPM 615 TPO** (NEW) 728 (2011)



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ARDEX CHRISTCHURCH FORTUNATE IN THE WAKE OF FEB 22nd QUAKE

Christchurch's 6.3 magnitude earthquake on February 22nd caused havoc in the city where ARDEX New Zealand Ltd Head Office is based. Located only 2km beneath the ground and with an epicentre in Lyttelton, the ARDEX Christchurch team experienced the terrifying quake in the nearby suburb of Woolston.

Thank you to all of our customers and associates around the country who have contacted our Christchurch team and showed their support. We have been extremely fortunate in the ARDEX Christchurch family that all of our staff and their loved ones have survived this tragedy. We are shaken and some have lost their homes as well as their possessions. The ARDEX team has shown great strength and support during this time. Our hearts and thoughts go out to those who have not been as fortunate.

Once engineers had confirmed that the buildings were safe, ARDEX employees returned to work. Together we tidied up the factory, cleaned up the finished goods store, sorted out the stock in the warehouse and opened our doors for business again.



Office staff and factory staff working together to clean the mess in the Finished Goods store after the earthquake.

Regular operations resumed quickly as the offices and factory made it through the quake remarkably well. ARDEX New Zealand Ltd is grateful for all the support and well wishes received from customers and associates. We are focused on continuing to manufacture and market superior products, and look forward to being part of the Christchurch rebuild.

www.ardex.co.nz

RELEASE TAPES

WATERPROOFERS - THE CORRECT RELEASE TAPES MUST BE USED ON BUTYNOL® JOBS TO VALIDATE YOUR WARRANTY

ARDEX Substrate Tape is a self adhesive tape used for bridging over plywood joints. The top silicone release paper must remain attached in order to create the release. Failure to use these tapes does not provide the necessary unbonded area over the plywood joint. This will put your material warranty at risk. It is essential that applicators purchase this product for all Butynol® membrane projects.



FLOORING PROMOTION



ARDEX is working with Flooring Wholesale Ltd to offer a 'Stick With ARDEX' promotion for flooring products this year. Running from March until August 2011, the Stick With ARDEX promotion once again gives ARDEX users the opportunity to earn reward points every time they purchase selected ARDEX products.

In 2010 this promotion ran through ARDEX tiling distributors. The 2011 promotion has a new set of rewards and is only available when products are

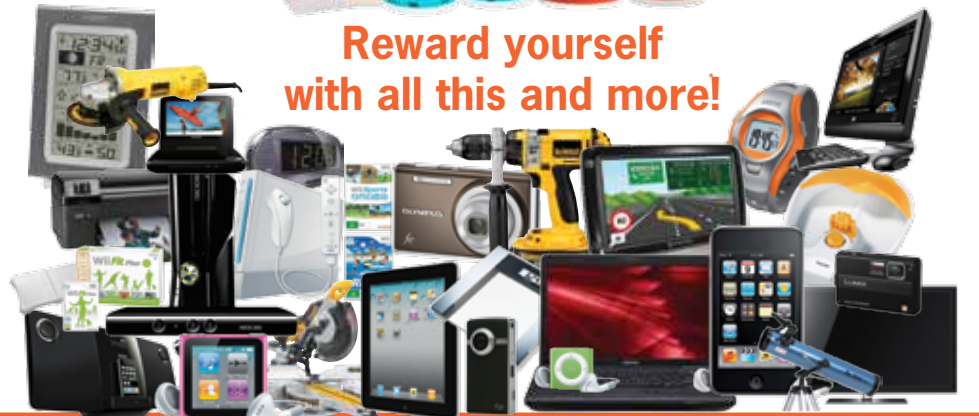
purchased from Flooring Wholesale Ltd. Visit one of the five Flooring Wholesale Ltd branches nationwide - Auckland, Hamilton, Wellington, Christchurch and Dunedin.

For more information please go to the ARDEX website, www.ardex.co.nz.

Flooring Contractors: Send an email to promotions@ardexnz.com with your name, postal address and business details to receive your 'Stick With ARDEX' Points Book.



Reward yourself with all this and more!



CTA: X78 for Large Format Tiles



MICROTEC
TECHNOLOGY

Speak to your ARDEX technical representative to find out more.

X78 MICROTEC FLEXIBLE FLOOR TILE ADHESIVE

ARDEX X78 is a unique floor tile adhesive that is perfect for large format tiling. The creamy pourable consistency makes it easier to trowel, ensures solid bedding and tile coverage without the need to butter the tile back reducing lipping.

This results in a better tiling job and an easier and more efficient floor to lay. X78 offers a more secure tiling system due to Microtec Fibre Reinforced Technology in the product.

Insist on an adhesive that is easier to use, gives better results and ensures a more secure tiling system.

ARDEX DONATES BUTYNOL® TO HELP RESTORE HISTORIC RAILWAY COACH

On the 1st of May the Weka Pass Railway in North Canterbury opened a newly restored passenger coach, number A-1731. The restoration was carried out under the leadership of Alistair McKenzie from the Weka Pass Railway and took more than three years to complete.

ARDEX New Zealand Ltd was proud to donate the Butynol® for the roof of this coach. The roof was installed by the late Albert McGrail and is an excellent example of Albert's craft. Albert was a one of the first Accredited Applicators of Butynol® in the Christchurch region.

After a small ceremony the invited guests boarded the new coach for a ride through to Waikari, pulled by a Weka Pass Railway early steam engine.



The newly restored A-1731 passenger coach with a Butynol® roof

40 YEARS SERVICE FOR ARDEX EMPLOYEE



Sene Faimalo and his wife, Liuoli Faimalo

March 2011 marked 40 years with ARDEX Christchurch for Sene Faimalo. The occasion was recognised with a company morning tea and a presentation was made. Sene began working full time at ARDEX in the factory in 1961. Called Dunlop Industrial then, Sene helped make rubber mattresses and pillows, then he moved on to the rubber moulding presses where a large number of rubber products were made. He now works on the Inspection tables for ARDEX Butynol® and other ARDEX membrane products.

Congratulations Sene on 40 years as a loyal and hardworking employee.

ARCHITECTS: UPDATED CAD DRAWINGS ARE NOW ONLINE

ARDEX New Zealand Ltd is pleased to announce that the new and updated CAD drawings are now available at www.ardex.co.nz. These files include Liquid, Butynol®, Episeal and Sheltercoat Membrane detail drawings and these are all in the .dwg file format. More detail drawings will be uploaded soon.

Please note you will need a registered CAD programme to open these files; unregistered or copied versions are unlikely to work. To find the files, click on the SPECIFIERS link and go to the CAD Drawing Files link.

WATERPROOFING



The roof under construction in Havelock North, Hawke's Bay

ARDEX WPM 150 & ARDEX Phoenix Star Mineral Membrane on Hawkes Bay hillside home

Graham Weaver Architects specified ARDEX waterproofing membranes for this architecturally designed flat roof home in Havelock North, Hawkes Bay earlier this year. Construction is now underway with Redsteel Napier installing the waterproofing membranes.

ARDEX WPM 150 Shelterbit 3/160 Membrane is the waterproof base sheet on the roof, with ARDEX WPM 555 Shelterbit Phoenix Star (Mineral) in Dark Grey installed as the exterior membrane.

The roof comprises of four levels totalling just over 800m². Situated on the hillside, the home boasts spectacular views to the Kawekas in the West.

Because the roof falls in a variety of directions, a lot of planning was required. The membrane needed to be installed carefully to ensure the laps were not impeding moisture flow.

Redsteel Napier are also fixing the zinc cladding. A combination of Zinc and Hinuera Stone is being used for the exterior cladding.



ARDEX WPM 555 Shelterbit Phoenix Star (Mineral) Dark Grey

2011 WATERPROOFING ACCESSORIES BROCHURE AVAILABLE

The latest Waterproofing Accessories brochure can be downloaded from www.ardex.co.nz. Look under: products/waterproofing/roofing accessories. Alternatively, contact your your ARDEX sales representative to get a copy.



FAQ's with Lyn Scott

Here are some of the common waterproofing questions about Butynol[®] primer and seam tape that I get asked. Remember, if you are not laying to ARDEX specifications you should not be signing Producer Statements.

Can you apply primer with a brush?

Not for laps, you must use a scrubber pad.

Can you use too much primer? If so what happens?

Too much primer can lead to bubbling and takes longer to dry. Make sure primer is very dry and not too thick.

How do you stop the seam tape bubbling when applied, even though it has been rolled?

Let the primer get very dry. Do not roll the plastic backing too heavily on your first roll.

Is it acceptable to do corners in Seam Tape & Butynol[®]?

Yes, but it will take a lot longer than if you use Detail Tape. Butynol[®] will not stretch around a fillet so you lose the coverage needed over the fillet.

Is it necessary to solvent wipe all Butynol[®] laps and corners when using ARDEX seam tape and primer?

No, the scrubber pad with primer will clean the Butynol[®]. If you spill any seam primer, use solvent to clean it up as soon as possible.

If you have any technical questions regarding installing waterproofing membranes, please call me on 0272 427 339. Thanks.

Lyn Scott



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