

K News

Customer Newsletter | March 2017 | Issue 19



K Rend
Silicone Coloured Renders

Latest Special Offers



Indian Sandstone Paving
€22/ sq mtr (inc VAT)



Update your K Rend display

Editor's Message

With Spring just around the corner, it's time to focus on the brighter evenings and the busy year ahead. We have 18 exhibitions planned for 2017 so it looks like it is going to be an exciting one. Come visit us at a show near you, details can be found on page 9.

As always our focus is on our valued customers both old and new, so you'll be hearing and seeing a lot more from us. Our consultants have been out and about visiting you, see some photos on page 5. We'll also be reaching out to you in all your favourite places, like our website, our social media pages, our blogs and case studies and of course through our regular email newsletters. We want to shout about our products and the projects we love, so we encourage you to share your images and engage with us online.

Our videos are being watched by more and more of you, so we are continuing to create fresh content to keep you entertained, with at least 3 new videos coming a month! Please subscribe to our YouTube channel to get all the latest product info.



We look forward to hearing from you or meeting with you soon. In the meantime, enjoy the read – we'll be back in summer.

Lisa

Marketing & Product Development Manager

Editorial Team



Carolyn

Marketing Executive



Niamh-Anne

Marketing Executive



Rachael

Digital Marketing Executive



For further information or to comment
contact Feedback@Kilwaughter.com



Scan for info



K1 Spray, Special Colours, Bristol

Contents

WE ARE COMMITTED TO BRINGING YOU THE LATEST INFO AND UPDATES ON THE TWO DIVISIONS OF OUR COMPANY; K REND & KILWAUGHTER LIME. HERE'S A TASTE OF WHAT'S INSIDE THIS EDITION. FOR INSTANT NEWS UPDATES ON OUR PRODUCTS AND SERVICES DON'T FORGET TO LIKE US ON FACEBOOK, FOLLOW US ON TWITTER & SUBSCRIBE TO US ON YOUTUBE.

| | | | |
|----------------------------|----|------------------------------|----|
| 30 New Jobs | 4 | K Landscapes | 13 |
| New Team Members | 4 | Paving Special Offers | 13 |
| Consultants Out & About | 5 | G Lime hitting the headlines | 14 |
| Watch our short videos | 6 | Protect your render | 15 |
| New Maintenance Section | 7 | New point of sale display | 15 |
| Briggs Special Delivery | 8 | Transform your home | 16 |
| K Rend Showroom | 8 | Competition Winners | 17 |
| Exhibition Update | 9 | Charity Update | 18 |
| Update your K Rend display | 10 | Social Media Update | 19 |
| X Factor Star | 10 | On the Job Training | 20 |
| Amaroc Bristol Opening Day | 11 | | |
| C & W Berry Training Day | 11 | | |
| What have we been up to | 12 | | |



We're growing, say Hi to our

NEW TEAM MEMBERS

We have employed 14 new employees since our last edition of K News, 7 of these being customer facing (below).



Gary Doey

Plastering Technician



Colm Fitzpatrick

Customer Service Manager



Iain Hebborn

Technical Sales Consultant,
Middle England & North Wales



Janine Ingram

Customer Service Co-Ordinator



Robert McCurdy

Plastering Technician



Gerard McErlean

Technical Manager



Paul Olley

Technical Sales Consultant,
North East and Yorkshire

Hitting the Headlines



K Rend has revealed a significant investment programme to support long-term growth across the UK and Ireland, which includes creating 30 new roles within the fields of research, business development and IT.

Injecting £5 million into the business over a two-year period is a response to what is described as “the most positive market conditions in years”.

In the year to last April we currently employ 130 people and saw turnover lift by 8 per cent to £30million while bottom line profits lifted by 4 per cent to £6.1m.

Managing director Simon McDowell explains “the company’s 78-year legacy as a local employer was a key factor in its continued investment in people and the Larne site.”

“The roles required by the business today are very different than those needed in 1939 and as we move towards a culture of innovation and strive to meet our ambitious growth targets, good people are a number one priority,”

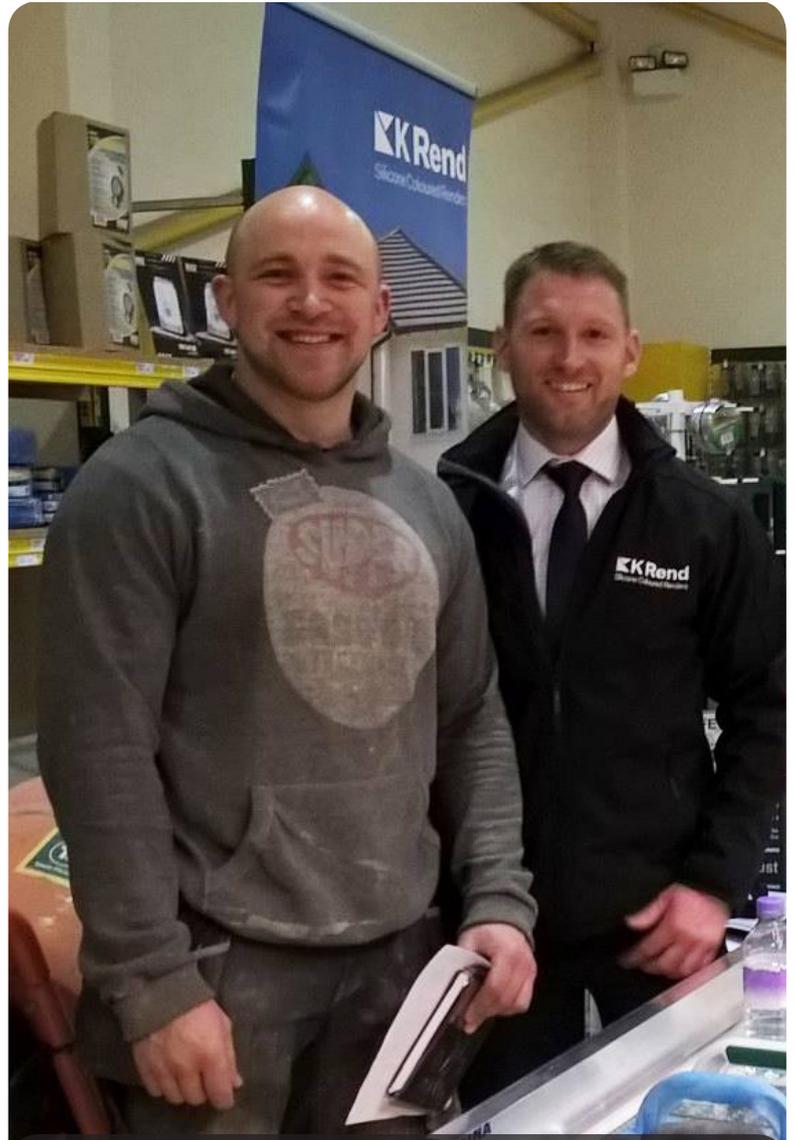
“We’re also continuously looking at ways we can improve our customer service so capital investment in plant and systems will boost capacity, streamline deliveries and cement our position in our core markets as a leading manufacturer.”

“We currently have a strong pipeline of work and with the help of a motivated workforce I am confident of meeting all our customers’ needs. We believe there are always challenges and opportunities ahead and with a potential market upturn we look forward to a growth phase in the business”

Consultants out & about



Technical Consultant, Iain Hebborn, visiting Huws Gray in Ellesmere Port near Liverpool



Technical Consultant, Iain, at Travis Perkins in Ludlow with applicator, Justin Whestley



Technical Consultant, Ciara, enjoyed a great trade morning with Haldane Fisher in Belfast. An applicator / PT Fireman called in to say hello

Watch our short videos



Click below to view some of the recent videos or visit our [YouTube Channel](#)



BUILDER MERCHANT
James Kitching, Rendit

“The technical support from K Rend is excellent!”



APPLICATOR
James Corlett, Fullers Plastering

“Our customers opt for K Rend due to the finish of the product.”



Upcoming Exhibitions



Applying Silicone K1



Application of Silicone TC15



2016 favourite properties



K Rend at SelfBuild, Belfast

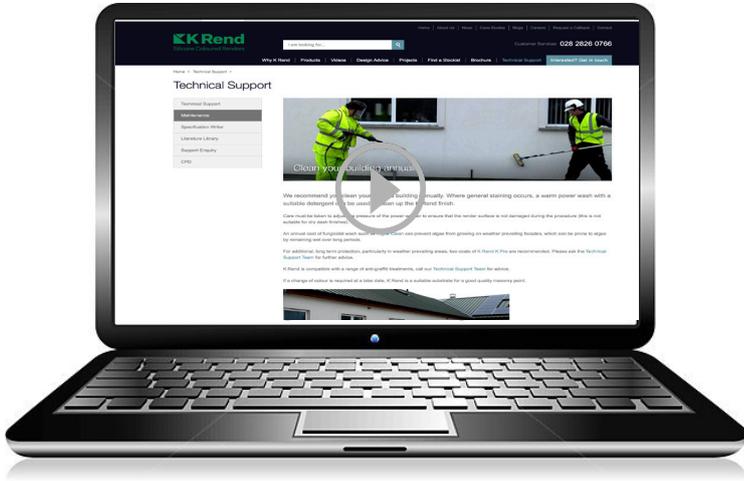


Product Training 2017

Spring Clean



New K Rend Maintenance Section



With the clocks changing this weekend, everyone's attention is turning to improving the exterior of their property and grounds.

We recommend cleaning K Rend buildings annually.

[Click to view the video](#)

K Rend provides a low maintenance solution to external rendering on both commercial and residential properties

To ensure a freshly rendered appearance for a prolonged period follow the **3 easy steps below**:

- 1. Where general staining occurs, use a warm power wash and suitable detergent to clean up the K Rend finish.**
- 2. Take care to adjust the pressure of the power washer to ensure that the render is not damaged during the procedure
(This is not suitable for Dry Dash finishes)**
- 3. An annual coat of fungicidal wash can prevent algae from growing on weather prevailing facades, which can be prone to algae by remaining wet over long periods.**

Algae is a natural phenomenon that grows on all external surfaces. In recent years it has become more prevalent on buildings due to:

- Prolonged wet weather coupled with a mild climate
- Clean Air Act: Reduced air pollution, resulting in increase of airborne algae spores
- Climate Change
- Poor detailing on the building





Special Delivery



Delighted with our new Combi WR from Briggs Equipment Northern Ireland. Pictured is Briggs NI handing the machine over to Production Manager Graham Matthews.

The Show Room



The Show Room at Huws Gray, Wrexham is well underway.

K Rend Thin Coat and Scraped Texture ranges will be available to view in the new facility very soon.



HUWS GRAY
BUILDING MATERIALS CENTRE

There's no biz like

SHOWBIZ

Meet our experts. See our products. Bring your project to life.

Homebuilding & RENOVATING SHOW

NEC 23-26 March



K Rend staff enjoying SelfBuild, Belfast in February.



Employees Kevin Havekes and Niamh-Anne at the Spring Farm & Construction show, Balmoral in February.



Visit us...



Balmoral Show 2017 10th -13th May

ROYAL HIGHLAND SHOW 22-25 June

Update your K Rend display

Why not update your K Rend display?
Fence banners & dual branded merchant boards are always available.



X Factor Star

Frankie Coccozza, helping Fullers Plastering prepare for a day of rendering.



Amaroc Bristol Opening Day

Amaroc Bristol are pleased to announce the opening of their new branch in Britsol, BS14



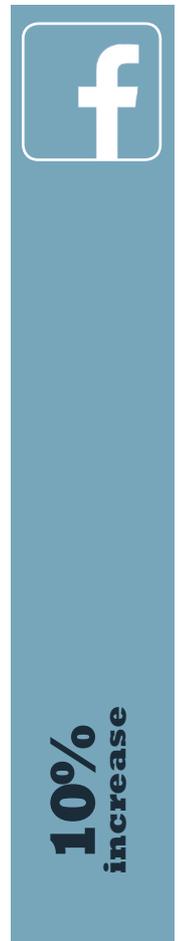
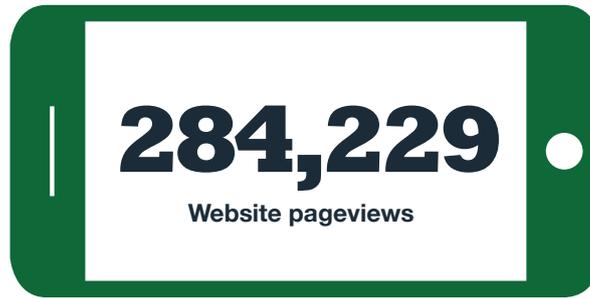
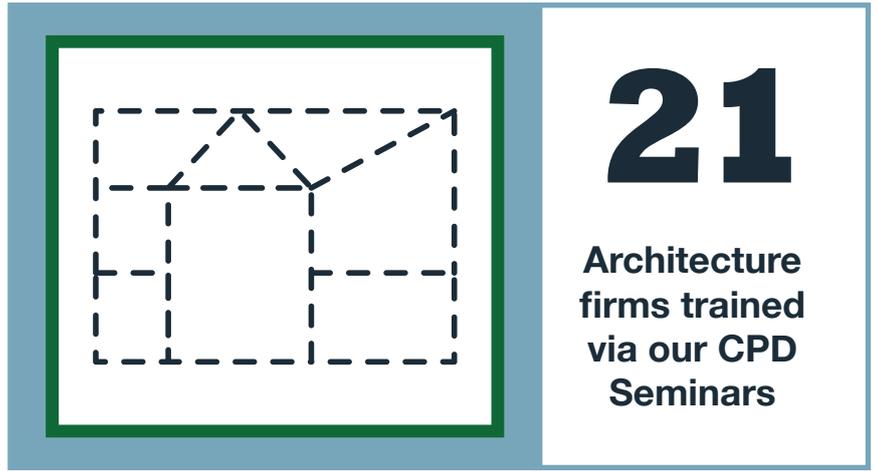
C & W Berry Training Day

Mark McGinley a Plastering Technician from K Rend showing applicators how to get the perfect finish.



We would love to hear about your training or open days. Please get in touch by telephone 028 2826 0766 or emailing marketing@K-Rend.co.uk

What we have been up to recently...



**10%
increase**

We have updated our landscaping display area in the Cork branch at Classis, Ovens.

To arrange an appointment contact 021 487 2733.



Indian Sandstone Paving - €22/ sq mtr (inc VAT)

Valid for the month of March (Camel Dust, Raj Green, Yellow Gold)



Camel Dust



Raj Green



Yellow Gold

G-LIME

CALCIUM

Granulated Lime



Maintaining Soil Health With G-Lime For More Than A Decade

Stephen Crawford a 3rd generation farmer and his father William, own and operate a dairy farm near Gracehill in Co. Antrim. Stephen came home to the farm, helping to milk 65 cows and farm 140 acres, after attending CAFRE at Greenmount a little over 20 years ago. Today, milking 220 cows and farming nearly 250 acres, Stephen enjoys the challenge of progressing the farm while focusing on improving the herd and the land. Stephen knows the value of reseeded his grass swards to maintain the high quality forages that he feeds to his high yielding dairy cows. "I inspect the fields each year and determine which are suitable for turning over and sowing back to grass, and which should go into wheat for a year or two before being sown out to grass" explained Stephen.

"I farm a rotation that includes 200 acres of grass and 50 acres of wheat split between winter and spring varieties which I feed as whole-crop forage along with the grass through the diet feeder" Stephen Continued.

"I sow G-Lime with the new crops because with the small roots on the seedlings, it is critical to make sure the plants are picking up nutrients to get a good establishment. At a pH of 5.5, you lose half the value of nutrients, so you need to use lime to get the pH up and make sure the plants are getting everything they need."

Stephen added: "We use G-Lime from John Thompson and Sons and I've bought it from them since they started offering it. I always sow the G-Lime with the wheat and buy a little extra to make sure I have enough to treat any grass fields that I think may be a problem. We soil test our fields and spread accordingly, with Thompsons always lending their expertise to make sure we apply the right amount." Stephen is always looking for ways to improve his own land and also get the most from his conacre land.

"G-Lime was appealing from the start because of its quick reaction and its convenience. With conacre land, I'm never sure if I am going to get the land back the next year and conventional lime can take 4-6 months to react, so I always worried about not getting the benefit. With G-Lime I get a quick lift in 4-6 weeks to get the soil pH to the level the wheat needs, and I can sow the crop and go back with the G-Lime on the tramlines in my own time with no fear of compaction."

Thompson's Antrim advisor Basil Bailey has been selling G-Lime since its introduction to the market in 2004. Basil added: "Because Stephen pays close attention to his soil health, and specifically the pH of his soils, his crops are better able to extract the required amount of nutrients from the soil and that makes it easier for Stephen to harvest high quality forages."

"Customers who soil test to monitor soil health and use G-Lime to improve and maintain soil pH, consistently see improved grass yield and quality, better response to applied fertiliser, greater ryegrass and clover persistence as well as an improvement in soil structure - resulting in better drainage" Basil said.

G-Lime is available in Bulk, 600kg toplift bags, 4x500kg quad packs and 30 x 50kg bags.



Haldane Fisher



The K Rend sample wall at the Haldane Fisher Balmoral, Belfast has now been installed.



Protect your render with K Pro



K Pro is a water based protective treatment used to provide long term, enhanced water repellent properties to external render and other masonry surfaces.

K Pro helps combat problems associated with water intrusion including efflorescence, frost, water soluble pollutants and algae growth.

TRANSFORM YOUR HOME WITH K REND





DJ McKee



Jonathan Swann

Competition Corner

Young Farmers Club annual Fat Stock Beef Show

DJ McKee was the highest bidder for a ton of MasterCal at the Gleno Valley Young Farmers Club annual Fat Stock Beef Show and sale in December.

Royal Ulster Winter Fair

1st prize winner Ted Thompons won a bag of G-Lime & **2nd prize** winner Jonathan Swann won 25 x 20kg bags of Mastercal at the Royal Ulster Winter Fair.

Spring Farm Machinery Show winners

James Watt won a bag of G Lime in our prize draw at the Spring Farm Machinery Show, Fintona. **Philip Martin**, also won a bag of G lime at the Spring Farm Machinery Show, Balmoral Park.



Charity Update



Steven Logan, K Rend Regional Sales Manager helped to raise £2,865 with his local football club for Friends of the cancer centre. Steven helped to organise a charity football match for this local charity who have been helping cancer patients across Northern Ireland over the last 30 years. For more information visit www.friendsofthecancercentre.com.



Employees enjoyed a lunch provided by the company where they purchased raffle tickets to raise a fantastic £2000 for Cancer fund for Children NI.

Cancer fund for Children NI is the leading local charity that provides practical, emotional and financial support to children and young people aged 0 to 24 affected by cancer & their families.

We were absolutely delighted to have raised such a fantastic amount to support this amazing and worthwhile charity.

Social Media



Silicone TC 15, Pure White



K1 Spray, Polar White



K1 Spray, White



K1 Spray, Buttermilk



Render



Dan Beattie from Oadby Building Products



@KRenderRenders
88 Tweets
100.8K impressions



Kilwaughter Minerals Ltd
51 Followers



@KRenderRenders
110 Posts
28,634 Post Likes



K Rend
1,678 views



@KrendRenders



/KRenderRenders



K Rend

On the job training



- Congratulations to Evan Owens, Alan Carmichael and Mark Kelly who have successfully completed a Level 2 NVQ Diploma in Performing Manufacturing Operations.
- Alan Carmichael, Glenn Beggs, Dale Huxley and Craig Gove who completed their Banksman Training.
- Patrick McLaughlin successfully completed his Six Sigma Green Belt Training.



Our employees received their MEWP certification. This course prepared the team to safely operate various types of mobile elevating work platforms for safely working at heights.



✦K Rend



Construction

Silicone Coloured Renders & Construction Mortars

✦Kilwaughter Lime



Agriculture & Industry

Calcium Carbonate Powders, Limestone Sands, Aggregates & Minerals, Landscaping products.

Join us on social media...



@KRendRenders



/KRendRenders



K Rend



Kilwaughter Minerals Ltd
 For UK Sales
 9 Starbog Rd, Larne, Co. Antrim, N. Ireland, BT40 2TJ
 Tel: 028 2826 0766 Fax: 028 2826 0136
 Email: Sales@K-Rend.co.uk
 www.K-Rend.co.uk

For ROI Sales
 Classis, Ovens, Co. Cork, Ireland
 Tel: 021 4872733 Fax: 021 4871705
 Email: Sales@K-Rend.co.uk
 www.K-Rend.co.uk