

Expanding Horizons

The latest news from The Expanded Metal Company

Expanded Metal 'Steel' The Show at Surface Design Event



The 2007 Surface Design Show, held at Islington's Business Design Centre in early March, was the biggest to date.

The show attracted Europe's biggest and most illustrious suppliers to the architectural and design arenas as exhibitors, which in turn, meant a very healthy number of architects and designers visited the show. Exhibiting for the very first time was The Expanded Metal Company. Following several months of planning by the Marketing Team and the Architectural Sales Team the 20m² stand was illuminated with fine examples of expanded metal mesh, highlighted by a bespoke lighting system and our new corporate colours. Continuing the already established theme of "changing perceptions", the aim of the event was to change the way architects and designers think of expanded metal mesh i.e. not simply as reinforcing material but as both a structural and aesthetically vibrant material in its own right.

Early indications are that the show was a roaring success. Over 250 good enquires were taken over 2 full days (and nights) and follow-up activity is now in full swing. Samples and literature requested have all been sent and the Architectural Sales Team are already handling firm enquiries on current projects. Hopefully some of these projects will be appearing in Expanding Horizons very soon...



Westfield Get a Grilla-ing!

The sports car market may be all about speed and sleek good looks, yet even these can be enhanced when a supplier goes that extra mile.

To celebrate the completion of their first year as a supplier to Westfield Sports Cars, The Expanded Metal Company prepared a surprise in the form of a polished set of stainless steel grilles as a gift for the Managing Director of the company.

Bruce Ellison, Sales Representative for the Value Added Cell of The Expanded Metal Company, personally delivered the grilles, a year to the day that the first Westfield order was received. Bruce had been busy working behind the scenes to have the grilles prepared in time for the anniversary. He said "I believe that this initiative will demonstrate our commitment to working with Westfield to contribute to their high quality standards and show our appreciation of their custom" he continued, "We have made excellent progress in the sports car market, through this dedication to quality products and genuine customer service."

Chris Ball, Purchasing Manager at Westfield was very impressed with the grilles and the kind gesture, "the grilles typify the usual high quality we have come to expect from The Expanded Metal Company and look forward to a bright business future together". MD Julian Turner happily accepted the grilles and posed for photographs with Bruce Ellison. Preparations are now underway to offer stainless steel grilles as an additional option to alongside the steel painted grilles that are standard in Westfield cars.



Bruce Ellison (right) hands over the polished stainless steel grille to Julian Turner of Westfield Sports Cars.

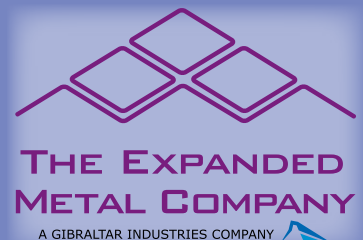
Did you know..?

Expanded metal is perfectly suited to applications throughout the automotive industry. Expanded metal has incredible strength to weight properties, which means automotive designers can reduce the weight of vehicles without compromising on strength or safety. The unique patterns created in the expanding process are perfect for maximising air flow over engine components that need to be kept to cool, and also look great!



What's Inside:

Plant Update • The Forth Road Bridge • Filter Mesh • A New Super Hero • Pontoons Engineering Applications • Interior Design • Walkways • Prize Quiz



TOUGH AND STRONG

THE EXPANDED METAL COMPANY ISSUE 1

in the name of protection

MISS DIAMOND

& SECURILATH SAVE THE WORLD!

THE CITY AT NIGHT...

LOOK! THOSE GUYS ARE GETTING AWAY WITH ALL THAT COMPUTER STUFF!

MISS DIAMOND'S ON THE CASE

SECURILATH SAVE THE DAY!

ZAP!

I'LL ZAP ALL OFFICES AND FROM MAKE SURE THEY'RE PROTECTED WITH SECURILATH.

WITH ONE ZAP OF THE DIAMOND MESH FROM THE WEBSITE ALL IS PROTECTED - JOB DONE!

SECURILATH IS...

- Easy to retrofit or insert in new build
- Specified as standard in banks and high value storage
- LPCB (Loss Prevention Certification Board) Approved
- Available ex-stock for immediate on site delivery

THE EXPANDED METAL COMPANY
A GIBRALTAR INDUSTRIES COMPANY

Telephone: 01429 867 388
Fax: 01429 866 795
Email: sales@exmesh.co.uk
www.expandedmetalcompany.co.uk

Miss Diamond to the Rescue!

Faster than a speeding bullet. Stronger than an Ox. More beautiful than our Marketing Dept... (well maybe not). Miss Diamond is here to save the day!

To help promote the security features of both Securilath and Exvoid, Miss Diamond has been launched upon an unsuspecting criminal fraternity. In a series of ads, which began to appear in early March, you will see how Miss Diamond - with the aid of expanded metal - offers a speedy solution to several everyday problems.

The first ad sees her spying on some shady characters who have broken through a wall and begun to steal computer equipment (a typical scenario for schools and businesses alike). With her x-ray vision she soon realises why they've managed to break into the building so easily... a lack of Securilath - the burglar beater! With a flick of her wrist the problem is solved and any further attacks on the building are bound to fail.

TOUGH AND STRONG

THE EXPANDED METAL COMPANY ISSUE 2

in the name of protection

MISS DIAMOND

& EXVOID IN A BLAZE OF GLORY!

Downtown: the empty properties you want to protect are ablaze! Wood boarding has been set alight and those perforated sheets are just too expensive to keep replacing...WAIT! Miss Diamond has the answer, **EXPANDED FIREPROOF METAL.**

EXVOID IS...

- Cost effective & easy to fit
- A fireproof metal
- Attractive with thru vision
- Manufactured to size
- Available ex-stock

BURNING MONEY...

A BETTER SOLUTION...

ZAP!

"BARELY AHEAD FROM THE BURNING ASSOCIATION IS SIMPLY LEFT FEELING TOTALLY HELPLESS"

MISS DIAMOND WITH EXVOID SAVE THE DAY - THE ANSWER TO A SAUCE IS BETTER, LOOKING TOMORROW!

THE EXPANDED METAL COMPANY
A GIBRALTAR INDUSTRIES COMPANY

Telephone: 01429 867 388 Fax: 01429 866 795 Email: sales@exmesh.co.uk
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In the second ad we find a distraught local authority employee. The empty properties he is responsible for have been vandalized and set ablaze. This has happened because he chose the cheap option of "boarding out" his properties i.e. covering the windows and doors with nothing more than chipboard or plywood. Unsurprisingly these have been torn from the outside of the building, thrown inside and easily ignited; a dream scenario for any would-be arsonist. But once again we find Miss Diamond heading downtown to come to his aid. A simple flick of the wrist sees ExVoid shoot from her arm and securely cover all access areas to the buildings. Providing excellent protection against unlawful entry and crucially non-combustible, ExVoid soon puts an end to the specifiers problems.

Future "ad-ventures" will see Miss Diamond: tackle more burglars as they attempt to break into occupied premises via empty adjacent properties, fight global warming and rescue a crumbling property from complete collapse.

A3 size posters are available of each of Miss Diamonds ad-ventures. If you would like copies then please send an email to andyf@exmesh.co.uk

It's So Easy Being Green!

Two different types of mesh have been employed to create an external skin around an environmentally self-sustainable building. **Eger Architects** are responsible for the Woodlands Community Resource Centre in East London. Situated in a park in West Ham, this fascinating new building has very much been built with the environment in mind. Incorporating a living grass roof, the building fits seamlessly into it's immediate surroundings. Following the "green theme", Woodlands also boasts such features as photo voltaic solar panels and even a rainwater harvesting system.

The Expanded Metal Company's "Bilbao" mesh was used to cover the bland concrete elevation, whilst a large louvered mesh was used as both glazing screen and transparent balustrade panels. Both meshes were powder coated to a verdis gris colour to match the buildings surroundings. Architect, contractor and The Expanded Metal Company worked closely together to ensure the correct product was specified and delivered to site.

You can learn more about Woodlands and other projects in The Expanded Metal Company's new Architectural Concepts Guide, available by calling 01429 851818.



Are We Talking to the Right Person?

You have received Expanding Horizons for one of many reasons... You may be lucky enough to be an employee of The Expanded Metal Company or any other division of Gibraltar Industries. You may be an existing customer. You may have downloaded some of our literature from www.expandedmetalcompany.co.uk, responded to an ad or news article, or you may have visited our stand at The Surface Design Show or attended the hugely successful MESH2006 event. If, however, you no longer wish to receive our irregular but fascinating newsletter, you can unsubscribe by emailing your contact details under the title "Unsubscribe" to michellet@exmesh.co.uk. On the otherhand (and this is far more likely) you feel a colleague or acquaintance would benefit from receiving Expanding Horizons, simply do the same again but under the title "Subscribe".

Environmentally Economical

NOT JUST BUZZ WORDS!



Making sure our products have minimal impact on the environment isn't just marketing spin - it's fact!

The unique slitting and stretching process used to manufacture expanded metal produces minimal waste from the raw material, and even this small amount of waste is passed on for recycling.

Expanded metal is also employed in a variety of architectural applications to assist sustainability. Sun screens on buildings minimise solar gain and aid temperature control, offsetting the environmental, financial and health costs of air conditioning and heating.

Give us a buzz if you would like to know more! **01429 867388**

Forth-Right & Calming Cladding System



The new toll booths on one of the worlds most iconic feats of engineering have undergone a stress-free refurb thanks to expanded metal...

Designed by Edinburgh based architects Reiach & Hall, the new Forth Road Bridge Toll Booths include a decorative aluminium mesh to the front sides and soffits of the structure. The mesh allows a high degree of transparency and a soothing blue light radiates from each booth, this is intended to have a calming effect on queuing drivers!

On a more practical level, careful consideration had to be given to the fixing of the mesh to the structural purlins in order that they resist high wind loads.

Harbour "Lites"

Bradwell Marina has recently undergone an extensive redevelopment with expanded metal, once again, proving invaluable to the project.

Refurbishing a marina of over 300 births is no mean feat, and Stuart Townsend the Marina Manager at the Essex anchorage had some tough decisions to make during the process. One material able to tick all the right boxes and solve several problems in one go was expanding metal.

Floating pontoons are used to access the moored vessels. Traditionally these have been constructed entirely from wood, but this means much time and money needs to be spent on maintaining them. Stuart discovered that by using expanded metal on the walkways not only could he provide a light weight slip resistant walkway, he could also save money initially and reduce the likelihood of expensive repairs in the future.

Expanded metal offers significant advantages in terms of strength to weight, enabling it to withstand heavy foot traffic whilst being light enough to be used on the floating pontoons. Cost savings on similar materials are also impressive, expanded metal is made from a single piece of metal; cut and stretched to form a mesh with little or no waste, meaning a little metal can make a lot of mesh.

There was one other reason why expanded metal was so suitable for this project; supplied in sheets the mesh is simply fixed to the pontoon. Should a sheet of mesh become damaged it can simply be lifted out and replaced with a new sheet, while the old sheet is recycled.

Titchmarsh Marina in Walton, Essex has also benefited from expanded metal in the same application and several other marinas across mainland Europe have also discovered that versatile expanded metal can lend itself perfectly to such applications.



Long Service & Retirement

The following have all achieved a landmark in their long service with The Expanded Metal Company in 2007. Our sincerest thanks go out to those who continue to help us drive The Expanded Metal Company into a new and successful era.

5 Years

Donna Smith
Ian Thorpe
David Malone
Michelle Todd
Alex Rouge
George Hutchinson

10 Years

Trevor Hulston

15 Years

Tommy Buttery
John Forster
Nicola Kelly

20 Years

John Lumley
Glen Wright
Kenneth Hayes
Colin Bates
John Foster
John Mansfield

25 Years

David Longstaff

30 Years

Michael Hogarth
Stephen Shears
Kevin Wates

35 Years

Dean Howard

Very special thanks go to Joseph Robinson who has decided to retire after 37 years of service. Everyone at EMC would like to wish Joe all the very best on his retirement. Enjoy your well earned rest!

Turning Design Outside-In

The use of colour is a central aspect of all interior design and those who attended the Surface Design Show in London during March left with a clear view that there is a new kid on the block offering them a fresh combination of colours and textures.

The 'new' kid is, in fact, nothing of the sort. Expanded metal is a time-tested and well-known product within the construction industry where it has long been used as a carrier for other materials such as plasterwork. Its characteristics of strength, lightness and flexibility have recently begun to attract the attention of architects who have sought to release it from its secondary and, literally, supporting role so as to expose the product in its own right.

Now, however, designers are beginning to appreciate that a material which is starting to appear on the exterior of a number of iconic buildings also has a virtually limitless list of possibilities for interiors as well.

Colour and texture are important elements for the designer seeking to imbue a space with moods appropriate to a building's function. Expanded metal mesh offers a range of natural as well as applied colours. Among the natural finishes are corten which provides a rusted effect, familiar to anyone who has seen Antony Gormley's Angel of the North sculpture. Alternatively, the mesh can be supplied in a rich, bright copper finish that provides an excellent depth of colour as well as good reflectivity. Prepattinated copper mesh is currently finding great favour with architects and designers with its green and aged appearance. Stainless steel can be polished to a reflective shine whereas brass creates natural golden hues. Aluminium can provide a natural sheen or, if anodised, will enhance natural colours.

But there is another important ingredient that enriches the potential for any designer and that is light. Being metallic, expanded metal is naturally reflective and this was a principal consideration for architects Sanaa who specified an aluminium cladding from the Expanded Metal Company for the seven-storey outer envelope of the prestigious New Museum of Contemporary Art in New York. The anodised finish of the mesh ensures that the building continually changes colour and intensity as it catches the natural light during the course of each day.

Using light to create mood is the quality which has been used to great effect in the newly-refurbished Young Vic in London where architects Haworth Tompkins are displaying the advantages of using expanded metal both outside and inside the theatre where it 'performs' a number of roles; as cladding, a lighting feature and an artistic decoration.

The theatre's auditorium has been re-clothed in a mixture of hand-painted cement board panels and expanded metal mesh which is held away from the painted panels and lit from beneath. This design allows a transformation between an understated, workmanlike daytime appearance and what the architects describe as the "celebratory night-time modes of the theatre."

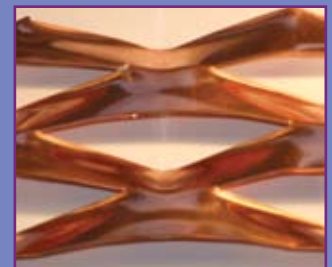
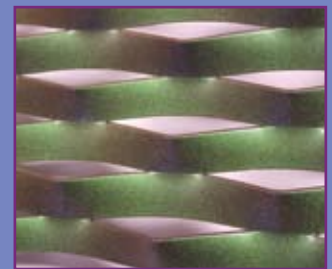
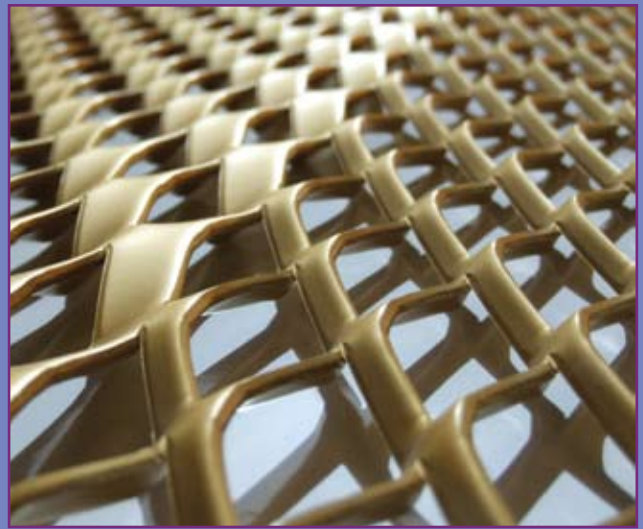
This is an example of combining mesh and lighting to achieve colour and mood changes, a concept which has also been fully embraced by Edinburgh architects Reiach and Hall who designed the Forth Road Bridge Toll Booths. The main feature of the building is a façade and soffitt composed of mesh which is lit internally, diffusing light through the mesh at dusk, to provide a luminescence and calming ambience intended to have a soothing effect upon queuing drivers.

The Expanded Metal Company also offers its products in the full spectrum of RAL colours, not to mention a range of patterns and shapes: square, slatted, hexagon, circular or curved to create an infinite variety of textures and finishes. As knowledge of the material and the technology that produces it increase, so the design possibilities multiply.

The mesh provides the interior designer with an extensive palette from which to create some truly inspirational solutions to the requirements of a project for features such as wall panelling, ceiling tiles, reception desks, shelving, screening, lighting, balustrading and walkways.

Practicality and sustainability are considerations that are now part of every architects' and designers' stock in trade and on these counts The Expanded Metal Company's products score highly. Each mesh is formed from a single piece of metal which ensures there is nothing to work loose. The production process is not wasteful of material as the holes are not punched through but created by expanding the metal. The fact that a solid sheet is used to create each mesh also results in the product having a higher strength-to-weight ratio than sheet metal – a factor that offers many opportunities to the designer and which competes more than favourably with materials that are merely decorative.

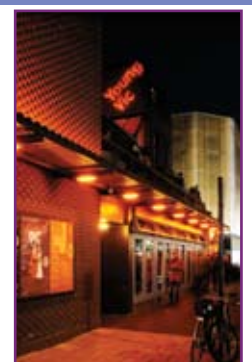
Expanded metal has proved itself as a product that is extremely functional but, thanks to the multiplicity of patterns, colours and textures available, it is now being appreciated as the latest means by which interior designers can make a bold fashion statement as well.



Young Vic RIBA's Favourite

The Young Vic Theatre has just been crowned "London Building of the Year" by the Royal Institute of British Architects.

The Expanded Metal Company's sister company Sorst (based in Germany) manufactured the mesh for the 2006 refurbishment of the avant garde theatre in Southwark, South London. Expanded Metal was used to clad the outside of the building and is brought to life by an unusual painted substrate and lighting. This landmark project has helped establish expanded metal as an aesthetic architectural tool rather than simply being used to support a structure or to be plastered over!



Filtration Without Aggravation

The use of expanded metal mesh is recognised in many industries but the material's popularity for filtration components is on the increase.

Versatile and adaptable, expanded meshes can be pressed, formed, shaped and welded into components for straining, retention and filtration. To cope with the increasing demand in this area, EMC has recently increased its capacity and invested in a new patented mini-mesh machine for finer filtration, further increasing the product range.

"The value of using expanded metal mesh for filtration is both time and cost saving," comments Deanne Malton of EMC. "Because of its unique formulation, which gives it incredible and unprecedented flexibility and strength, significant cost savings can be achieved over comparative perforated or woven materials. It has the ability to be formed into tubes and conical shapes from a range of metals, to meet an extensive range of filtration and retention specifications."

With the filtration industry recognising the performance capabilities and economic value of expanded mesh, EMC has further extended its manufacturing capacity to include a new range of reinforcement support meshes for pleating, providing optimum strength and flexibility to a multitude of applications. In addition to an extensive range of mini meshes, the company also manufactures a range of aluminium foils.

"We provide bespoke solutions with our filtration components for many industries including water, gas and automotive," continues Deanne Malton. "Our investment into new dedicated machinery and a focus on new product development enables us to offer finer meshes available as coil form, sheet or cut to size pieces, giving our customers an even wider choice of products. We are happy to provide product samples for our customers and we welcome the opportunity to share our expertise with companies to develop new prototype filtration components."



Swiss-Ease Makes Walkway System Supercalifragilisticexpialidocious

The view from the penthouse apartments of The Visage in London's Swiss Cottage, doesn't come cheap. Prices start at £1.3m and rise to over £5m, but for this you get a Mary Poppins eye-view across the capitals smoking chimney tops, though alas, no Dick Van Dyke and a cheeky cockney wink! If you look a little closer however, you may notice a silvery glint from the expanded aluminium walkway as it criss-crosses the flat roof below.

EMC customer Allan Roofing are particularly proud of this project – one of London's biggest mixed use projects of recent years – not only for the sheer volume of mesh used, but because it provided such a neat finish to such a prestigious project. Gavin Minnis, Procurement Manager for Allan Roofing comments "we are extremely pleased with all of the projects where the expanded metal walkway has been utilized, and will continue to use it as a fundamental component in future projects."

He continues "We chose EMC product because of the obvious high quality and the fact that the standard sheet sizes fit our design perfectly. The systems are assembled off site, transported in 2.4m lengths (same as the sheets provided) and 'clipped' directly to the roof sheet, preventing unnecessary penetrations which undermine the roofs integrity".

Allan Roofing have already used the system for many other high profile clients including Pfizer and Arsenal Football Club. Just some of the reasons for the popularity of this system are, Gavin explains, "it's straightforward appearance, the fact it is ready for exterior use without any additional painting or preparation and it matches the Stucco/Mill aluminium roof finish, a very popular and appealing look within the roofing industry."

Certainly, when Andy Foster and Deanne Malton of EMC's marketing team visited site recently, they were delighted with the quality of the work on display.



FOR BRIGHT SPARKS!



Good Conduct

Expanded metal is an excellent conductor of electricity.

In addition, magnetic flux and thermal heat can all pass efficiently through the mesh, with no breaks or welds to interrupt the flow. Ideal for coating, this malleable material, which is available in all ductile metals, can be specified in over 6000 variants...

So be a bright spark and contact us today to learn more!

Continued Investment in New Machinery

Despite the general downturn in the UK's manufacturing sector, The Expanded Metal Company continues to invest in growth.

If you believe all you read in the business press it's hard to imagine that anything is manufactured in the UK anymore, but the fact is some companies continue to grow from strength to strength. This is very much the case with The Expanded Metal Company, occupying the same site since 1889, it would be easy to assume that such a traditional manufacturing company may be slipping easily into retirement to let lower quality foreign imports take over the UK market. We are pleased to tell you though, that there are no pipes or slippers in sight just yet. In fact, 2007 has already seen significant expenditure on new manufacturing equipment.

2 new expanding machines have been installed at the Hartlepool site to date, and a further investment has been made in refurbishing equipment for our added value cell. Managing Director Stephen Shears is delighted to be in such a position "the investment shows that we take our commitments to our customers very seriously" he says. "All of the new equipment has been brought on board to ensure we continue to meet customer demands and actively seek to improve our service offer. Not only that, some of the equipment will help us to gain a foothold in new and emerging markets, paving the way for a long and continually successful future".



Quick Quiz Competition

To help you while away your coffee break or lunch-time, we are delighted to offer you the chance to win with our prize Quick Quiz competition! To win a fantastic iPod Nano[®] simply email your answers (as many as you can get!) to andyf@exmesh.co.uk or fax back your entry (with your contact details) on 01429 866795. Terms & Conditions apply.

1. In which year did The Expanded Metal Company first occupy it's current manufacturing site in Hartlepool?

A. _____

2. Which Legendary player and manager made his managerial debut, with Hartlepool Utd, in 1965?

A. _____

3. In which year was expanded metal first patented?

A. _____

4. Which 3 songs held the Christmas No:1 spot in the UK in 2002, 1991 and 1972?

A1 _____ 2 _____ 3 _____

5. Who played Mary Poppins in the 1964 film?

A. _____

6. Who was the architect responsible for the Woodlands Community Resource Centre?

A. _____

7. In which 2 English cities would you find Hendon, Farringdon & Deptford?

A.1 _____ 2 _____

8. Which famous road bridge uses blue light to calm queuing drivers?

A. _____

9. What is the name of The Expanded Metal Companies crime fighting super-hero?

A. _____

10. Which James Bond film features the characters Bambi and Thumper?

A. _____

Terms & Conditions

The competition is NOT open to employees of The Expanded Metal Company or any of it's subsidiaries. Closing date for entries is Friday 31st August 2007. The winner will be selected at random and will be informed on or before Friday 7th September 2007. NO cash alternative is available.

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