

VISION





THINK BIM, THINK SIKA

SIKA SARNAFIL IS THE FIRST FLAT ROOFING MANUFACTURER TO BE BIM READY.

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www.sarnafil.co.uk

Sarnafil®



OUR VISION.

Welcome to the first edition of the Vision Magazine. Over 50 years ago a man with a vision founded Sarnafil. He wanted to challenge the traditional three layer felt and bitumen flat roofing market with one single membrane.

Today, Sika Sarnafil is the specifier's system of choice because we believe in providing the best single ply roofing solutions... And when we sell a roof, we support our customers for the life of that roof.

Everything that we do is aimed at giving our customers value and innovation. We strive to explore new possibilities and contribute to a sustainable built environment.

Our hope is that this publication will provide our clients with an interesting and informative read about relevant industry related topics whilst building a deeper culture of appreciation for our brand.

In this first edition you'll see just how varied our work can be - from cutting edge buildings that are not only changing but defining our city's skylines to heritage projects that ensure our historic castles continue to stand the test of time.

It's already been a truly exciting year for Sika Sarnafil. We stand steadfast in our position for providing premier quality, long lasting, roofing solutions; but this year has seen awards and accolades for our products across the whole of the country (see page 9).

We don't believe in resting on our laurels so we are already looking to what the future holds, investing in new technologies to continue to bring the very best products and service to our clients.

I'm excited to be part of the Sika Sarnafil team and look forward to the future as the leading provider for innovative roofing solutions.

Best regards,

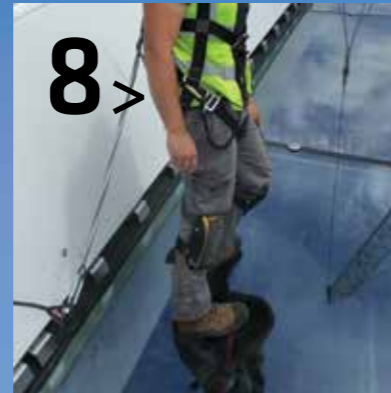
CHARLES PIERCE
National Sales Manager



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National Sales Manager

VISION #1 2015

CHANGING THE FUTURE'S LANDSCAPE



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WALKIE TALKIE FLYING HIGH

IT'S NOT HARD TO SEE WHY THIS MAMMOTH OF A BUILDING IS AMONGST THE MOST SOUGHT AFTER LOCATION FOR NEW AND ESTABLISHED BUSINESSES ALIKE. WITH ITS VISUALLY DISTINCTIVE STYLE AND BREATHTAKING ARCHITECTURE 20 FENCHURCH STREET OR THE 'WALKIE TALKIE' BUILDING AS IT IS AFFECTIONATELY KNOWN IS FLEXING ITS MUSCLES AGAINST THE OTHER HEAVY WEIGHTS OF THE LONDON SKYLINE.

The building cost over £200 million and was designed by award winning New York based architect Rafael Viñoly. Viñoly, a master craftsman is responsible for some of the most innovative architecture around the world.

The spectacular Walkie Talkie boasts 34 levels of cutting edge office retails and accommodation with a BREEAM excellence rating, situated right in the heart of the capital city. One of the Walkie Talkie's key features is its breathtaking Sky Garden, it spans three floors and offers visitors uninterrupted views across the City. This unique space includes a bar and restaurant so you can relax while you take in the spectacular views in an oasis of calm high above the hustle and bustle of the city streets.

The roofing project was literally epic in proportion but was professionally managed by Cambridge-based contractor Fenland Flat Roofing who were awarded the project in February 2014. Fenland were required to provide a lightweight walkable roof area for the access walkways and perimeter edges of the glazed roof to the garden and restaurant. The roofing product had to be carefully selected as it needed to curve in two directions due to the unique design of the building.

[Continued Overleaf >](#)

DID YOU KNOW?

WALKIE TALKIES WERE DEVELOPED DURING THE SECOND WORLD WAR

MOTOROLA PIONEERED THE FIRST WALKIE TALKIES

THE FIRST WALKIE TALKIES USED WERE BIGGER THAN YOUR HEAD!





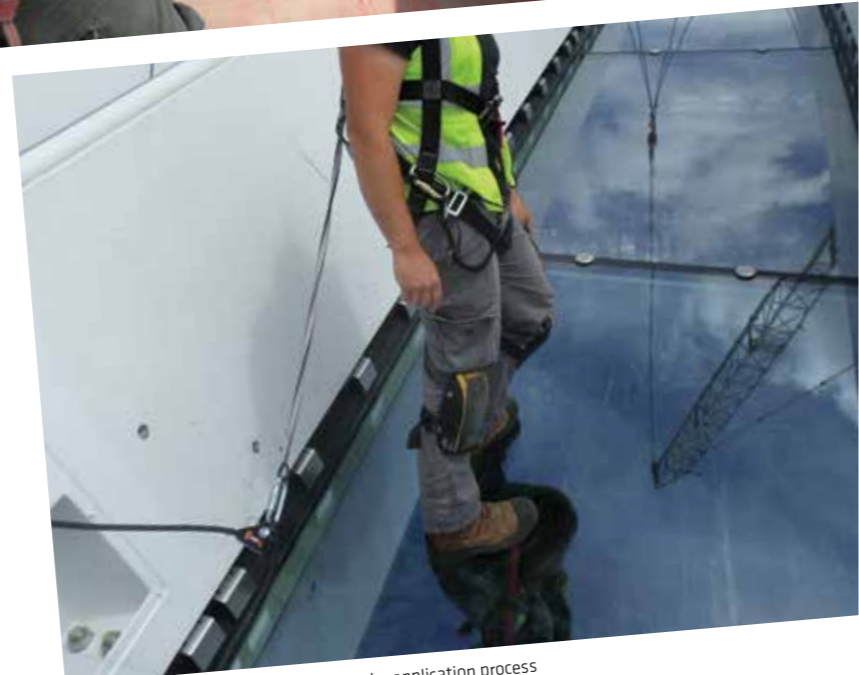
SARNAFIL G410-12EL SINGLE PLY PROVIDED THE PERFECT SOLUTION TO THIS DESIGN CRITERIA, THANKS TO ITS EXCELLENT FLEXIBILITY AND WELDABILITY, WHILE OFFERING OUTSTANDING RESISTANCE TO WEATHERING, INCLUDING PERMANENT UV IRRADIATION.

This was installed in Lead Grey to the BMU Track and covered with SarnaTred walkway tiles, allowing durable and slip resistant access for maintenance workers – a vital safety consideration.

The second part of the project was to provide a flexible high performance waterproofing membrane to the bespoke shoulder areas in white, to match in with the steelwork structure colour. Again, Sarnafil had the product to suit the application, Sarnafil G410-15EL Traffic White.

Competently managed Fenland brought the project in on time and to budget. It's no surprise that today this colossal building has only limited space left for lease as businesses recognise the benefits of calling this spectacular place home.

For more information on Sika Sarnafil's products and services, call 01707 394444 or visit gbr.sarnafil.sika.com



Fenland Flat Roofing contractor during the application process



NEWS IN BRIEF >

AWARD WINNING PRODUCTS

IT HAS BEEN A FANTASTIC YEAR FOR SIKA SARNAFIL, WITH NUMEROUS PROJECTS, CONTRACTORS AND ARCHITECTS USING ITS ROOFING PRODUCTS AND WINNING PRESTIGIOUS AWARDS, RIGHT ACROSS THE UK.

- The Joseph Black Building at the King's Buildings Campus at the University of Edinburgh won the Single Ply Roofing category in the tenth NFRC National Roofing Awards.
- Earlier in the year at the RIBA South East Regional Awards, the top honour – Building of the Year Award – went to Haworth Tompkins for its restoration of the Chichester Festival Theatre.
- The £31 million Redcar Leisure and Community Centre, won the Regeneration Award at the RICS North East Awards. The project was part of the local council's aim to get more people involved in sport and leisure in the area.

With many more exciting projects up their sleeves the future looks bright for Sika Sarnafil.



Mike Crook, SPRA; Dave Maginnis, Briggs Amasco Ltd; Louise Minchin, BBC; Charles Pierce, Sika Sarnafil, at the NFRC National Roofing Awards (above).

The award winning Joseph Black Building (right).



COMMITTED TO CONTRACTORS

AS PART OF ITS ONGOING COMMITMENT TO TRAINING AND INNOVATION WITHIN THE ROOFING INDUSTRY, SIKA SARNAFIL RECENTLY HOSTED THREE LAUNCH EVENTS FOR CONTRACTORS, SHOWCASING ITS LATEST PRODUCT LAUNCHES AND FUTURE DEVELOPMENTS.

Live demonstrations of the new Sarnafil Self Adhered Membrane and a soon-to-be-released Spray Applied Adhesive were followed by a preview of the new Sarnamatic 681 welding machine.

The events are part of a wider programme of training courses and support offered across the Sika roofing brands, with over 5,000 fitters and contractors having received a Sika Sarnafil accreditation alone.

Contractors were also gifted with a 'Sarnie stick' and encouraged to take selfies with a project that they are proud of in the background, to be entered into a Twitter competition.

FIRST DIRECT ARENA >



LEEDS NUMBER 1 CONCERT VENUE

LEEDS' FIRST DIRECT ARENA OPENED IN JULY 2013 AND QUICKLY FULFILLED ITS AIM OF PROVIDING AN IMPRESSIVE VENUE TO ATTRACT THE BIG NAMES TO WEST YORKSHIRE. VOTED BEST NEW VENUE IN THE WORLD 2014 THE STADIUM BUSINESS AWARDS HAS ALREADY ATTRACTED ARTISTS THE SCRIPT, SIR ELTON JOHN, OLLY MURS, GARY BARLOW, MICHAEL BUBLE, NICKI MINAJ AND MANY MORE.

The venue is the first in the United Kingdom to have a fan shaped orientation with all seats facing the stage and with a capacity of 13,000 has become an additional venue for artists to add to their tours, on top of Manchester Arena and The Echo Arena in Liverpool.

The First Direct Arena has proven to be a hit with entertainers with Olly Murs tweeting: 'Was a virgin to the @fdarena tonight in Leeds & i tell ya what I Loved every single minute #satisfied #illbeback' after his performance there in April 2015.

The arena also offers world class function rooms for corporate events. CIPD West Yorkshire tweeted: 'Thanks to @fdarena for hosting our annual meeting yesterday. Great food, great staff & fab venue!'

The venue can also be enjoyed by passers by as it lights up at night providing an impressive view to the city. A 5 Seconds of Summer fan tweeted a picture of the lit up arena with the caption: 'The @fdarena looked so pretty after @5SOS tonight :) #ROWYSOLeeds #ROWYSOTour'

With the opening of the arena Leeds put its name on the map as a place to see big stars and have a great night out. Skiddle the UK's largest What's On Guide and one of the largest primary ticket agencies has seen a huge surge in sales activity in the area.

"We list events and sell tickets for tens of thousands of events throughout the UK whilst enabling our users to book hotels and restaurants so they can plan their perfect night out. With the opening of the First Direct Arena Leeds there has been a huge surge in the number of tickets sold in Leeds and activity in the city", said Rich Dyer owner of Skiddle.com.

Not only do the concerts at the First Direct Arena provide business for themselves, but they also boost business in surrounding areas. From hotels to bars and restaurants, if there is a concert on, these businesses should expect a busy night.

Revolution Electric Press employee, Cara Rimmer, said: 'Revolution Electric Press is about five minutes' walk from the First Direct Arena and if there is a concert on we are always noticeably busier. People come for food in the restaurant before the concert and then after the concert we are always busier with people coming for drinks. I know a lot of the other bars and restaurants near to the arena are exactly the same as well.'

The First Direct Arena is proving to be a favoured venue for both performers and fans and after being voted Best New Venue in the World 2014, it has the potential to play host for many more artists and entertainers in the future.

> THE FIRST DIRECT ARENA IN LEEDS IS FITTED WITH A 7,500SM² SIKA SARNAFIL SINGLE PLY ROOFING SYSTEM WHICH WAS INSTALLED BY THE EXPERIENCED CONTRACTOR, LAKESMERE. THE SARNAFIL SOLUTION ENSURES THAT THE DESIRED ACOUSTIC PERFORMANCE IS ACHIEVED IN THE ARENA. SIKA SARNAFIL S327- 18EL HAS OUTSTANDING RESISTANCE TO WEATHERING WHICH INCLUDES PERMANENT UV RADIATION AND FLEXIBILITY IN COLD WEATHERS.

SIKA SARNAFIL WAS THE FIRST ROOFING MANUFACTURER TO BE BIM READY AND THIS IMPROVED THE ABILITY TO REVIEW DESIGNS AND RATIONALISE IDEAS, WHILST COST SAVING USING BIM WAS HIGHLIGHTED THROUGH MATERIAL SPECIFICATIONS AND DESIGN CO- ORDINATION.



THE FUTURE CAN STILL BE BRIGHT...

THE LAST DECADE HAS SEEN SOLAR ROOFING GO FROM STRENGTH TO STRENGTH. IT HAS GROWN FROM SOMETHING YOU WOULD SEE ONLY ON SPECIALIST BUILDING PROJECTS OR 'ECO HOMES' TO A REGULAR CONSIDERATION AMONGST HOME BUILDERS AND BUYERS ALIKE.

The technology has come a long way from NASA's solar-powered satellites in the 1960s which were prohibitively expensive. The technology is much more affordable creating a trend for domestic usage that doesn't show signs of slowing.

Investing in solar power is now a much more affordable way to power our homes save money and help the environment. With our purse strings getting ever tighter this is a consideration we should all be looking into.

The Government's Green Deal was a fantastic way of paying for many home energy-efficiency measures including solar panels. However, in a shock announcement made by the Department of Energy and Climate Change on the 24th July, funding for Green Deal has been scrapped.

There is widespread disappointment across the industry at this news but a leading accreditation body has said the scheme is not dead yet, and believes that private sector organisations can take forward comparable energy efficiency initiatives.

Elmhurst Energy expressed disappointment at the announcement, but said that it is the government's support of the funding for Green Deal Plans that has stopped, and the accreditation body insists that energy efficiency is as important now as it has ever been.

Martyn Reed, Operations Director at Elmhurst, said:

"The announcement was particularly disappointing because it arrived with no consultation with the stakeholders, nor a clear plan to ensure the supply chain can remain intact until the next initiative is launched.

"Elmhurst Energy will be writing to Government with its opinions and offering assistance to the team who are charged with reviewing activity and recommending a future strategy.

Whilst the government and the accreditation bodies wrangle over the future of the Green Deal what is clear is that carbon reduction targets need to be met. This itself ensures that the demand for energy efficiency is as important now as it has ever been and in turn drives demand for services in the industry.

WHAT PANELS SHOULD I GO FOR?

When considering which solar panels to opt for Sika has the product for you. The bespoke design for the Sika SolaRoof provided by Centroplan is based on an engineered mounting concept that is tried and tested: The Sika SolaMount-1, which not only offers a proprietary method of attachment but can also be covered by the Sarnafil guarantee for up to 20 years.

This gives you peace of mind that you are getting the best product from the best in the roofing business.

For more information on Sika Sarnafil's products and services, call 01707 394444 or visit gbr.sarnafil.sika.com

EXPLORING VIEWS FROM WHOLE NEW HEIGHTS



"THE WORK I HAVE DONE TO DATE HAS BEEN BASED ON ARCHITECTURE; CLIENTS WANTING TO SHOWCASE NEW BUILDS BY GETTING BIG AERIAL SHOTS..."
RICK BAILEY

THOSE OF US IN THE CONSTRUCTION INDUSTRY ARE USUALLY PRETTY FAMILIAR WITH AERIAL PHOTOGRAPHY. MANY OF OUR PROJECTS WILL BE RECORDED, THROUGH PHOTOGRAPHS, FROM THE INITIAL SOD CUTTING THROUGH TO TOPPING OUT.

Aerial photographs of the ground from an elevated position give dimension to these photographic memorabilia but can be costly projects with the photographer often having to hire a small plane or helicopter.

Over the past 12 months there has been a shift toward Drone Photography, which provides a more cost effective way to capture aerial shots of your projects. We caught up with cameraman and drone user, Rick Bailey to find out how the drone; synonymous for use by the military and special operations applications, is being used by consumers to boost aerial photography.

A drone is simply an aircraft - relatively small - piloted either autonomously by onboard computers or by a remote control on the ground. Technology in the photography industry has progressed rapidly over the past five years and Rick has been using the drone or Unmanned Ariel Vehicle, as they are formally known; equipped with a camera for almost 12 months now. Having worked as a cameraman for the past seven years he saw it as the way forward for aerial work and a great way of boosting his portfolio and services.

"The work I have done to date has been based on architecture; clients wanting to showcase new builds by getting big aerial shots. This works great when you add it to general footage, three or four shots from the drone really adds a lot of value to the production," explained Rick.

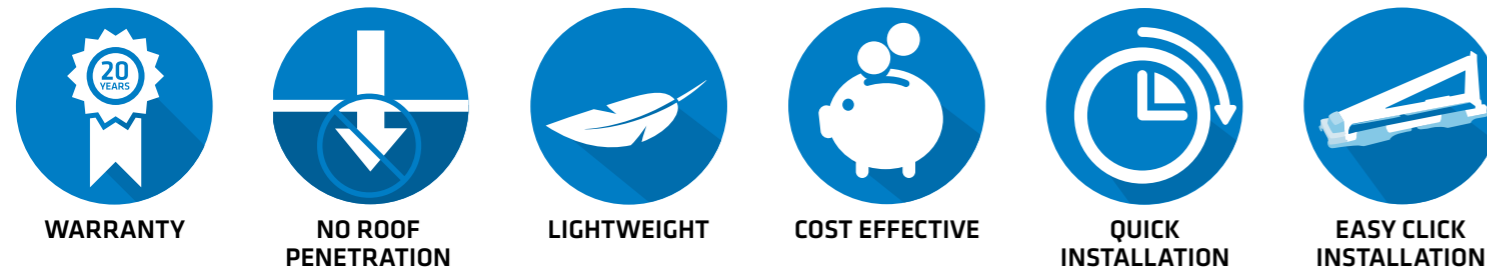
Before you send a flying robot into the sky you need to understand the regulations and in the UK you do need permission from the CAA to fly a drone commercially.

Rick explained; "The course to become a qualified commercial drone photographer is both time consuming and expensive but it's a fantastic alternative option that I am able to offer to clients. Only a few years ago all the aerial work I did was from helicopters. These created a much bigger expense with the fuel and helicopter hire. The quality of photography with a drone is superb but I do miss the thrill of hanging out the side of helicopter with the door off!"

As for the future of aerial photography Rick commented "I feel drone work will get bigger and bigger. It was seen as a novelty to start off with and something that would come and go. It's hard to argue with the evidence and when you see the quality of the footage you get and the new way of achieving shots which couldn't have been done until now it's hard to think these things won't be a part of my kit list for a good while yet."

Examples of Rick's work can be found at www.rickbailey.tv or to get in touch contact info@rickbailey.tv

SIKA SOLAROOF



HAVE YOU CLICKED YET?

t: 0800 112 3864
sarnafilroofing@uk.sika.com

Sarnafil®





STEP BACK IN TIME >

RISING PROUD ABOVE THE PRETTY STREETS OF NORWICH IS THE IMPRESSIVE NORWICH CASTLE, A MUST FOR HISTORIANS AND DAY TRIPPERS ALIKE. THE CASTLE WHICH WAS ORIGINALLY FOUNDED BY WILLIAM THE CONQUEROR SOMETIME BETWEEN 1066 AND 1075 IS ONE OF NORWICH'S MOST FAMOUS LANDMARKS.

Steeped in history the castle was originally built as a royal palace but later became used for a much less salubrious reason - as a prison. Amongst some of its inhabitants were debtors, petty felons, horse thieves, highwaymen and murderers!

Happily the Castle today is a much less dangerous place to be, as well as being a magnificent structure to wander around it also houses Norfolk's county museum. It offers outstanding collections and displays of fine art, archaeology, and natural history as well as the Royal Norfolk Regimental Museum collections.

Restoration of the roof on such a historic building had to be carefully planned and managed. Overcoming the challenges facing the Council was key to the success of the project, namely health and safety, time, cost, and aesthetics. The client knew the project would be in safe hands with Sika. With health and safety on the heritage project at the forefront of their mind Sika used a cold applied system to secure the membrane, eliminating the need for naked flames on the roof.

Norwich City Council commented, "The Castle Museum houses collections of national importance, not only did we have to consider the safety of staff and the public, but also the historic collections whose home is beneath the rotunda roof. The need to eliminate hot works on this project was a huge issue in specifying the products to be used."

The solution was Sarnafil's new Batten Profile and Lead Grey coloured Sarnafil G410-15ELF membrane used on the project to overcome cost and ease of installation issues. This demonstrates just how far Sarnafil single ply membranes have come in the reproduction of traditional metal roofs such as lead and other standing seam metal roofing systems. Reproducing batten rolls in Sarnafil is not new, for many years this has been done using membrane adhered to timber battens. Many clients found this cost prohibitive but with the introduction of the new extruded Batten Profile, with its moulded stop ends and connections, imitating traditional lead batten rolls has become quicker, easier and more cost efficient.

"THE INSTALLERS EXPERTISE WAS CHALLENGED BY THE SHAPE OF THE ROOF, AND AFTER A VERY INTENSIVE FOUR WEEKS I THINK WE CAN SAFELY SAY THAT WE ALL ROSE TO THE CHALLENGE AND ENJOYED THE OPPORTUNITY TO HAVE BEEN A PART OF THIS SUCCESSFUL PROJECT. THE TECHNICAL TEAM AT SARNAFIL PROVIDED EXCELLENT SUPPORT AND WE LOOK FORWARD TO MANY MORE OF THESE INTERESTINGLY INTRICATE ROOFS TO COME."
BRETT CORNISH, BRIGGS AMASCO



The project had a set of unique challenges, aesthetically Norwich Castle's roof needed to retain its traditional appearance, meeting the rigid guidelines applied to listed buildings and ensuring continuity with the other areas of the roof. The second issue of aesthetics was the timber underside of the roof - on view to the general public. The use of an adhered system ensured that mechanical fixing was not required.

Timing on the roof refurbishment project was also a pivotal factor. The need to minimise disruption to all parties influenced by change at the castle, and to keep costs down was supported by Briggs Amasco of Norwich. "It took four men, four weeks to complete the project." Says Brett Cornish at Briggs, "The installers expertise was challenged by the shape of the roof, and after a very intensive four weeks I think we can safely say that we all rose to the challenge and enjoyed the opportunity to have been a part

of this successful project. The technical team at Sarnafil provided excellent support and we look forward to many more of these interestingly intricate roofs to come."

The client's feedback at the end of the project speaks volumes for the products and workmanship, "we are very pleased with the quality of work and the end results. Whilst there are a number of products in the marketplace I feel that using the new Sarnafil Batten profile with the lead grey membrane fulfilled all of our extensive criteria." After completion of the intensive Sarnafil 33 point inspection, the roof has received its 15 year guarantee, ensuring peace of mind for Norwich City Council and enjoyment of visitors to the castle for many years to come."

For more information on Sika Sarnafil's products and services, call 01707 394444 or visit gbr.sarnafil.sika.com

YOU SPECIFY, WE MANAGE...

MANAGING YOUR PROJECT FROM INCEPTION TO COMPLETION

Everyone wants to work with an expert, which is why Sika Sarnafil is the specifier's system of choice.

We've been providing expert guidance and single ply roofing membranes for over 50 years.

During that time we've developed an enviable knowledge of roof refurbishment and tailored our Sarnafil Plus package to meet the needs of all projects - large and small. That includes ensuring complete peace of mind with a full technical service, bespoke detail drawings, wind uplift calculations, and regular installation inspections by our technical experts. Each roof project also begins with a comprehensive condition survey, allowing us to provide a single point guarantee covering against failure of design, materials and installation.*

Leave your project in the expert hands of Sarnafil Plus - so you can specify in full confidence.

*Contact us to find out more or for a complimentary roof survey.

**For further details: 0800 0285123
www.sarnafilplus.co.uk**





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SEAL.
DONE.

NOW AVAILABLE
IN LEAD GREY.

SARNAFIL SELF ADHERED GOES ON IN NO TIME,
SO YOU'LL SOON BE ON YOUR NEXT JOB.



The Sarnafil Self Adhered flat roofing system from Sika is BBA certified in excess of 40 years.* It's quick and easy to install, saving you time on site. Plus, we provide a range of comprehensive full system guarantees for complete peace of mind.

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*Independently assessed by the British Board of Agrément (BBA) to last in excess of 40 years, in their opinion.