

## Best mid-range campaign

BRICKS, BLOCKS & HARD LANDSCAPING

### Helping hand



**B**uilders' merchants know the importance of bricks to customers' projects. What they may be less aware of is the growing demand for handmade bricks in both the new build sector and refurbishment projects in period, listings or listed properties. It's a fast developing market that is opening up new selling opportunities for merchants at higher margins.

Handmade bricks are ideal for replicating the authentic look and texture of traditional backwork, whether it's a period or historic building that requires renovation or a new build for instant character and curb appeal. Increasingly property developers are building contemporary 'barnhouse style' properties with exposed handmade bricks as feature walls.

A challenge for developers, specifiers and self-builders is deciding between reclaimed or newly handmade bricks. We often hear reports from builders that genuine reclaims result in around 20% savings, and there's no standardised testing for their strength or durability – which can be a problem when they are specified for listed properties or conservation areas. They're difficult to source, and prohibitively expensive, making

**Jason Hughes, Managing Director at Imperial Bricks, says both modern and traditional architecture can help merchants sell more specialised products – such as handmade bricks – at higher margins.**

new handmade bricks a more viable alternative. Vincent Kelly, Brick Specialist at Jervis North-West says: "We've built up our range of handmade bricks quite significantly in the last couple of years in the Cheshire and Manchester area but also generally across the north. There is a growing trend from customers who are interested in conservation and want a bespoke brick that's regionally matched and weathered, but there's also more demand for handmade bricks from the new build sector. Imperial Bricks' product range covers a wide range of colours specific to the North-West, and off-the-shelf weathered options, from stock, which makes matching existing bricks easy."

Bricks make a big impact internally too. Brick slips, in a wide variety of textures and shades have been used to boost property value for some time. Noticing this growing trend, Imperial's merchant team worked with our internal R&D team to develop a bespoke brick slip system, making it easier for the bricklayer, self-builder or even keen DIYers. The new brick slip system is part of

www.professionalsbuildersmerchant.co.uk



### Handmade bricks at Homebuilding & Renovating show

Self-builders can find out more about the importance of bricks and how to add character and value to their projects on the Imperial Bricks stand E204 at the Homebuilding and Renovating Show, 23rd-26th March. At the NEC in Birmingham, visitors can ask experts for advice about bricks for new build, renovation and restoration projects. Imperial Bricks offers the widest range of traditional handmade, wirecut, pressed and reclaimed bricks available from a single supplier in the UK. Its full range of 35 bricks, with many available as brick slips, will be on display. In addition, complementary products including natural slate, handmade roof tiles, stone paving, sleepers, oak flooring, reclaimed building materials, Yorkstone and architectural salvage will also be available to purchase. This means self-builders can source many of the materials required for a new-build or renovation project from just one supplier. In addition, Ruth Hughes, specification manager at Imperial Bricks will present the seminar, 'How to choose the right brick for your restoration, renovation or new build project' on March 23rd at 3:30pm in the Masterclass Theatre. Ruth explains: "This is an ideal opportunity for self-builders to find out more about regional variations in brick size, colour and texture and to choose the right bricks for their projects."

Visitor tickets are £12 in advance or £18 on the day.

01952 750816 [www.imperialbricks.co.uk](http://www.imperialbricks.co.uk)

NHB&R stand no E204

### Build a new market with Imperial Bricks

The finest traditional handmade, wirecut & pressed bricks for restoration, renovation & new build

Looking for a new market? Handmade bricks is a fast developing market that is opening up new selling opportunities for builders' merchants at higher margins.

Imperial Bricks is the **only UK supplier to offer:**

- Standard and reclamation finishes
- Imperial and metric sizes
- Regional variations with matching lime mortar
- Bespoke weathering
- Brick tints
- Custom blends
- Fully frost-resistant
- Tested to BS EN 771-1
- FREE** brick matching service for merchants

Call our dedicated Merchant Team on 0800 610 2244 or visit [www.imperialbricks.co.uk](http://www.imperialbricks.co.uk)

Have you seen our new brick app? Search Brick Matcher on the App Store.

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