## PR that drives sales? Who'd have thought it

REFURBISHMENT DRAINAGE STACKS Construction OEMs are hoping to meet new sustainability objectives with ambitious plans to increase the amount of remanufactured components two produce and the number of carified rebuilds by dealers. But is this ensure to tessellies the simular aconomy? Lucy Barnard investigates. WHEN DRAINAGE or of UK-based plant hir REPLACEMENT Clients sometimes need to be brave and ally bought 14 years earlie king in quarries around the hoose a new approach to deliver the outcome they want STACKS UP replace the tracked 50,000kg crap the old one. POPULAR READS ce carbon emissions and a wish to cut costs – Jones, like local Caterpillar dealer Finning acing the worn parts with used restored or 'remanufactured'. 8 of the biggest construction contract notices across Europe in Overcoming the challenge of drainage stack replacement contract August means coming up with new solutions, which can include Residential construction project cancellations hit new high in Germany prefabrication, says Polypipe's Graham Hicks decision to choose a certified ain (CPT) rebuild, which replacing the transmission, differential and final drives with actured alternatives where Three failures of RAAC concrete in UK schools prompted government How the hierarchy of the top 10 construction OEMs in Europe has changed in the past decade wed the customer a cool ompared with the costs of w machine and saved the nds of tonnes of carbon energy and resources. Why European construction con be set for a downturn in 2024 or housing e giving an old machine a letely new lease of life instead of ng it off for resale or worse still, to ken down and scrapped," Jones posing proudly with the rebuilt ole host of factors ed if the project is to b Schools in UK told to close buildings constructed with RAAC edial work, which - for public ing projects - inevitably d of time during installati © Epiroc shops, equipment ire without the use of the ad other facilities. In multip Solutions for a smarte et of dr ildings, where there are or more individual homes, this detailing all the part ched the end of it and gre future ant level of dist CAT INTIALS FINNING CAT FINNING CAT

Our emphasis on ensuring commercial focus in PR activity has proven a remarkable success over the last 12 months. Key to our approach is making the most of what some may see as old school PR techniques - producing high quality content and winning coverage in the most influential media.



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## Reshaping aluminium for a low carbon future LABM

europe

economy?

How are construction OEMs adapting to the circular

Construction BRIEFING

The use of recycled materials is critical to minimise embodied energy in alum systems. However, industry demand is outstripping supply, which means the to find other ways to reduce aluminium's impact on the environment. John M Regnaers Aluminium UK, reports on the latest low carbon innovations



"How manufacturers power their processes – such as switching to renewable energy – can have a dramatic impact on carbon footprint"

such as sorthing to reversible congregations been adamted imposed to carcheon leveryme. The some countries, submitting productions is already anyong to revealback which as helpings to car embedded carbon. For example, hydrogeneouslas, which is definition of priorities an important parts inductivity may be a submitting to the default of the source of the source of the default of the source of the source of the helping the source of the source of the production. These beams are source of the process of the source of the source of the heat source of the source of the source of the heat source of the source of the source of the heat source of the heat source of the heat source of the source of the



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