

New Construction / Refurb / Fit out Sales Aid / Top Tips: PATTRESS PLUS

An aide memoire for internal staff of the key elements of our proposition for PATTRESS PLUS within the dry lining sector

Big idea

Delivering a time and cost saving ready made modular product to the dry lining sector that enhances bottom lines of all supply chain partners while eliminating Health & Safety on site risks by allowing zero dust policies to be easily adhered to. It is fully tested to BS standards unlike plywood alternatives.

Key stakeholders, needs and tools

Stakeholder	Needs	Tools / USP's
Client/Building Owner	- Robustness - Trusted consistent products - Safe, functional environment – Walls capable of taking loads. OHAS risk averse. - Partner that understands site risks and H&S impacts on workers (during construction and occupation)	- Tested to dry lining partition wall standards BS 5234-2 with full range of most popular fixings - Modular, faster install time and money saved on and offsite - Product consistency inherently built into SMARTPLY's OSB production process
Designer/Architect	- Sustainable solutions (no illegal tropical wood, fully EUTR, CE compliant products) - Attract and retain staff and students - Well-maintained environments - Innovative approach to sustainability	- Specialist product designed specifically for pattressing Greenpeace.org.uk * PDF Alternatives to unsustainable plywood in the UK - Small diameter fast growth softwood logs sourced from our own FSC forests within 200 miles of our mill and manufactured 300 miles from London and Edinburgh. - Only vertically integrated panel producer in Europe
Contractor / Procurement Manager	- Quality products from sustainable sources - Technical expertise - Simple easy maintenance solutions - Robust supply chain	- On-site support – Site safety compliant sales team CSCS. - Installation video - Technical support - Product, sustainability, specification. - Digital tools – Augmented reality (AR) App for smartphone, datasheets, installation guidelines
Supply chain partner / Distributor	- Margin enhancing products - Compliant products - Well maintained environments - Professional robust supply chain partners providing efficient services	- Accreditations (products – EPDs and BREEAM compliance, sustainability – Technical support (product, sustainability, specification, - Digital tools - AR App's virtual mill tour, datasheets, installation guidelines & video - Modular, faster install time and money saved on and off site.

- Save link to phone and laptop favourites <https://storage.googleapis.com/gpuk-archive/files/pdfs/forests/plywood-report-august08.pdf>
- Limited hardcopies of this booklet available in office, not being reprinted by Greenpeace

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WHY

Enhanced the range of pattress products responding to market feedback on thickness (15mm) and sizes (397mm) allowing increased market share while maintaining margins for supply chain partners. Re-brand to PATRESS PLUS for more resonance with dry liner sector wording. Product offering is now aligned with industry norm.

WHATS THE TARGET MARKET

The dry lining sector is our main and only target.

Main Construction sector targets in order of importance & potential:

1. Social housing – Low/medium rise flats/estates (PP N/A to concrete build 1-2 storey)
2. Commercial Office – New Build high rise / fit out
3. Education – Universities, Schools (Mainly new build- less stud partitioning in refurb)
4. Leisure – Hotels (new build and refurb)
 - A. Budget/Mid Mkt hotels (Premier Inn, Travelodge, Ibis, Holiday Inn, Novotel, Mercure) – New build
 - B. Upper Mkt - Radisson, Champneys, Marriott, Four seasons) – New build
5. Healthcare – Regional private/public Hospitals – High volume opportunities but low number of live projects
6. Private house build – Low/Medium rise (2 storey+ no height limit)

Identifying suitable new projects

- Specialist / Dry lining contractors- word of mouth
- Online news / announcements of offices, hospitals, hotels, schools etc.
- Local distribution/merchant branch meetings

TRACK / MEASURE

- CRM project lead entries tracked through to win or loss with technical reason for loss stated for future product review / enhancement.
- Distributor feedback at branch level fed into CRM
- Distributor sales performance regional/national
- Traditional monthly/quarterly sales tracker
- 2019 BOP 2014 m3

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SUMMARY

PATRESS PLUS now includes an expanded range with a more relevant name which is now in line with standard dry lining sector needs.

- Increasing share of modular OSB panel mkt in traditional dry lining sector while enhancing margin for supply chain partners, an industry which has historically defaulted to generic low price / margin plywood with no emphasis on grade/specification suitability.
- Tests carried out to provide safe working loads allows easy check by architect / contractor, or on site for any K10 dry lining specification. Can be complimented with on site testing (currently industry norm for high grade projects)
- A proprietary product with relevant test evidence – reduced risk to client & contractors allowing a value engineered alternatives, making this the *“best in market choice for patressing in an increasingly risk averse industry.”* CW Product Manager
- BS5234-2 testing carried out by independent bodies
- Zero added formaldehyde recipe with VOC test evidence - suitable for LEED / WELL and BREEAM 2018 / Refurb specifications**
- Compliance with European wood based panel requirements EN 13986, CE 2+ marked, E1, structural OSB/3 product for use in SC1 (Dry) and SC2 (Humid) environments. vs. low grade low margin plywood for dry use only plywood's with no structural compliance or relevant test data available for some low cost generic plywood.

Sector	Proposition
Commercial Construction	Right first time delivery – Product compliant with increasing zero dust and minimal noise policies *, fully compliant and sustainably sourced structural panel product. Occupational risk reduction: Fixtures falling off wall
House Build	Efficiency - efficient delivery of a quality product resulting in a quality and robust job ensuring units hit the market on time with less damage and repair costs. Occupational risk reduction: Fixtures falling off wall.
Education	Trust - a supplier with expertise that can be relied upon to deliver a quality job. Occupational risk reduction: Fixtures falling off wall
Healthcare	Reliability & speed - a contractor with understanding of the sensitive environment ensuring wards are up and running quickly with minimal residual impact. Occupational risk reduction: Fixtures falling off wall
Social Housing	Specialists - a partner who understand tenant liaison and social value.
Leisure	Quality & speed - a supplier able to turn around projects quickly so business can resume
Retail	Flexibility – A modular product that can be easily stored on site ready to go with no need for cutting in public (shopping centre, large stores) scenarios. ability to deliver only required quantities to

*Applicable to all sectors at install stage

** Test data for BREEAM VOC compliance available for OSB 3

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PACK DETAILS

Thickness	Dimensions	Sheets per pack	MEDITE SMARTPLY INTERNAL STOCKCODE
15	1250 x 597 *	120	SQDB315.0x1250x597
15	2397 x 597 *	120	SQDB315.0x2397x597
15	1250 x 397*	120	SQDB315.0x2397x397
15	2397 x 397*	120	SQDB315.0x2397x397
18	1250 x 597	100	SQDB318.0x1250x597
18	2397 x 597	100	SQDB318.0x2397x597
18	1250 x 397**	100	SQDB318.0x1250x397
18	2397 x 397**	100	SQDB318.0x2397x397

* New size & thickness

** New Size

AVAILABILITY

- 18mm and 15mm available from SMARTPLY stock programme

CASE STUDIES

- Strathclyde University: See SMARTPLY case studies <https://mdfosb.com/en/smartply/case-studies/patress-plus>
- Surrey Quays, Canada Water, London <https://mdfosb.com/en/smartply/case-studies/surrey-quays>

COMPETING PRODUCT ANALYSIS (Max weight scenarios)

PRODUCT	WEIGHT	TESTING STANDARD	TEST TYPE	FIXING TYPE
SMARTPLY PATRESS PLUS	250kg*	BS 5234-2:1992 - Partitions - Part 2: Specification for performance requirements for strength and robustness	Heavyweight anchorage (wall cupboard) Safe Working Loads (S.W.L.)	M8 x 70mm coach screws
NORBORD STRONGFIX	400 kg*	BS 5234-2:1992 - Partitions - Part 2: Specification for performance requirements for strength and robustness	Heavyweight anchorage (wall cupboard) Safe Working Loads (S.W.L.)	5 X 50mm Wood screw
ELLIOTIS PLYWOOD	Unknown	** No definitive testing to any British standards available	**	**
BIRCH PLYWOOD	Unknown	** No definitive testing to any British standards available	**	**



NOTES ON TEST RESULTS	1) * Results for Heavy weight cupboard scenario for STRONGFIX and PATRESS PLUS vary as different fixings have been used for the same test.
	2) ** No official tests have been carried out on Plywood grades for use as a patress support at the time of writing due to the varied number of sources of plywood grades, species and quality making it difficult to establish specific test results. To date no supplier of plywood has carried out testing to BS 5234-2 requirements
	3) ** On site tests - measuring pullout strength only, are done so in an uncontrolled fashion and do not comply with any standards, thus are not reliable as methods of confirming patressing suitability for defined design loads (e.g. a TV wall unit with 4 fixings and a weight of 200 kg)