

Art BrickTM



**A FINISH TOTALLY INDISTINGUISHABLE
FROM THE REAL THING**

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Holmfirth, West Yorkshire, HD9 4AP

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INTRODUCTION

**Bent Ley Road
Meltham
Holmfirth
West Yorkshire
HD9 4AP**

Dear customer,

Many thanks for showing an interest in our award winning finish, ArtBrick.

This pack is aimed at giving you an insight on what it is and how it can benefit you.

Imitation brick. It's the filler for the gap in the market. It's the product with all the pros and none of the cons of all the alternatives. It's cost effective, efficient, robust and looks stunning. It doesn't fit into any category and isn't easily described in any other way than its name, ArtBrick. You wouldn't believe it isn't real.

Capable of finishing almost any substrate, be it new construction or a retrofit application such as external wall insulation, ArtBrick can be made to order or made to match any existing brick or stone stock.

There are rarely any additional lead times for bespoke finishes and everything is stocked, manufactured and formed right here, on UK soil.

Formed on site, ArtBrick is quicker to apply and more robust than pre-formed brick slips and does not compromise in appearance, unlike brick effect renders.

I hope you enjoy the enclosed content and should you have any queries, don't hesitate to contact one of our sales representatives.

I look forward to doing business with you in the future.

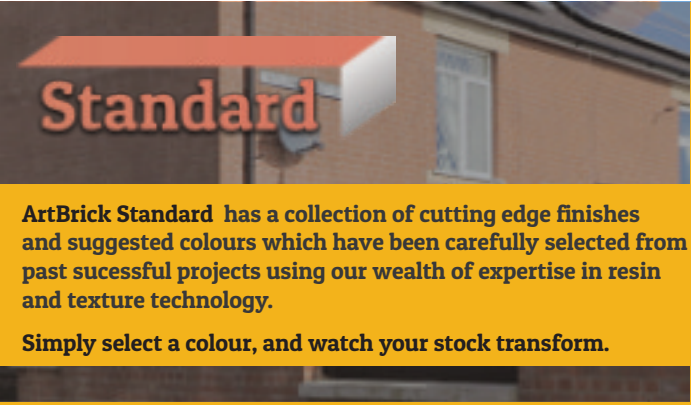
Yours faithfully,

A handwritten signature in black ink, appearing to read "Mark Harrison", is written over a light grey circular stamp.

**Mark Harrison
Managing Director, ArtBrick Ltd.**

THE APPEARANCE OF THE ARTBRICK FINISH IS SO FLEXIBLE IT CAN BE USED IN A NUMBER OF WAYS

In order to simplify the selection process to suit your exact needs, there are four sub-products to choose from



Standard

The "Standard" section features a background image of a modern residential building with a smooth, light-colored facade. A 3D graphic of a brick is positioned behind the text "Standard".

ArtBrick Standard has a collection of cutting edge finishes and suggested colours which have been carefully selected from past successful projects using our wealth of expertise in resin and texture technology.

Simply select a colour, and watch your stock transform.



Traditional

The "Traditional" section features a background image of a brick wall with a traditional, slightly weathered appearance. A 3D graphic of a brick is positioned behind the text "Traditional".


ArtBrick Traditional can be matched to any existing masonry, be it brick or stone, especially in conservation areas, to ensure the new facade remains in keeping with it's surroundings. It is also possible to 'fine tune' finishes to ensure that whilst the new appearance is in keeping with the old, the two can still be easily differentiated.



Stone

The "Stone" section features a background image of a stone wall with a natural, irregular texture. A 3D graphic of a brick is positioned behind the text "Stone".

ArtBrick Stone is the newest product in the ArtBrick line. ArtBrick Stone can be combined with any of the original three ArtBrick Flavours to give a super-realistic, award-winning stone finish.



Bespoke

The "Bespoke" section features a background image of a brick wall with a unique, geometric pattern. A 3D graphic of a brick is positioned behind the text "Bespoke".

ArtBrick Bespoke is suitable for clients with their own ideas on finish, and can be adjusted and modified as per their requirements. Housing stock and complete boroughs can be transformed into truly bespoke, rejuvenated communities.





BE CREATIVE AND CHOOSE YOUR OWN COLOUR



As well as recreating the tint & hue of brickwork. ArtBrick™ can also replicate the colour of mortar, so to authentically reproduce the appearance, shading and hue of real brickwork

Standard



SAB001 LIGHT TERRACOTTA



SAB002 TERRACOTTA



SAB003 TERRACOTTA MULTI



SAB004 LIGHT BROWN



SAB005 DARK TERRACOTTA MULTI



SAB006 LIGHT BROWN & RED



SAB007 GREY & BROWN



SAB008 BURNT ORANGE



SAB009 LIGHT GREY & ORANGE



SAB010 SAND AND YELLOW



SAB011 LIGHT BROWN MULTI



SAB012 LIGHT BROWN AND ORANGE



SAB013 DARK BROWN



SAB014 LIGHT BROWN



SAB015 LIGHT BEIGE



SAB016 ORANGE & BROWN



SAB017 SAND



SAB018 DARK BROWN MULTI



SAB019 RICH RED & ORANGE



SAB020 LIGHT BROWN & GREY

BE CREATIVE AND CHOOSE YOUR OWN COLOUR



Traditional



TAB001 DARK BROWN



TAB002 LIGHT TERRACOTTA



TAB003 DARK TERRACOTTA MULTI



TAB004 LIGHT GREY MULTI



TAB005 LIGHT BROWN



TAB006 TERRACOTTA



TAB007 TERRACOTTA MULTI



TAB008 BEIGE



TAB009 DARK GREY MULTI



TAB010 LIGHT BEIGE & GREY



TAB011 RICH ORANGE



TAB012 GREY & BROWN



TAB013 RICH RED & ORANGE



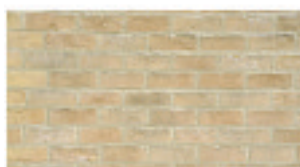
TAB014 RICH RED MULTI



TAB015 LIGHTEST BROWN & GREY



TAB016 LIGHT BROWN & ORANGE



TAB017 LIGHT BEIGE



TAB018 LIGHT ORANGE



TAB019 BURNT ORANGE



TAB020 LIGHT RED & GREY

TEST WALL WITH ARTBRICK™ FINISH



Location: Munich, Germany
Tests Carried Out:
· Weathering
· Adhesional Bond Strength
· Freeze and Thaw
Date of Testing: 27th March 2017
Date of Completion: 30th May 2017

ArtBrick™ was recently involved in an enhanced weather testing programme to determine adhesional bond strength, effects of weathering, freezing and thawing.

The weathering experiments were conducted in accordance to the ETAG 004 and ETAG 017. The European Organization for Technical Approvals (EOTA) is a comprehensive performance and durability evaluation system, which is prepared for plastered exterior surface systems.

NOTE: After completion of the weathering cycles, the test wall (as seen in the above image), was stored for 7 days in standard climate.

23.03.2017 START OF WEATHERING CYCLE (according to ETA004) COMPLETION OF WEATHERING CYCLE 23.04.2017

**3 hours at temperature 70°C
with 10% humidity**

1 hour of rain at temperature 15°C

2 hours at temperature 20°C

PASSED

5 FREEZE-THAW CYCLES OVER A 5 DAY PERIOD ACCORDING TO EOTA GUIDELINES

**8 hours at temperature 50°C with 10%
relative humidity**

16 hours at temperature 50°C

PASSED



EOTA-RIG TEST FOR ARTBRICK™

HARD BODY IMPACT TESTS WITH A STEEL BALL WEIGHING 1KG

1Kg and 3J (Joules)

PASSED

ADHESIONAL BOND STRENGTH USING A HERION MACHINE


Tensioning Speed 50 N/sec

PASSED

SO RESULTS CONCLUDE THAT ARTBRICK™ IS MORE THAN SUFFICIENT TO WITHSTAND FAR HARSHER CLIMATES THAN THE ONES IN THE UK.



HOUSING REJUVENATION PROJECT IN WREXHAM, NORTH WALES



Client: Wrexham County Borough Council
Contractor: Westdale Services
Construction Method: Airey construction
Project Size: 75 properties
EWI System: Structherm Structural EWI
Finish: ArtBrick™

Westdale Services were appointed by Wrexham County Borough Council to deliver a Structherm Structural EWI / regeneration scheme to around 75 airey properties starting from October 2016, and due for completion August 2017. The structural EWI accompanied with ArtBrick™ along with re-roofing and added external works have been carried out to extend the life expectancy of the properties.

An airey house (founded by Sir Edwin Airey and constructed after the Second World War), is a prefabricated concrete box structure, which is formed from closely spaced storey-height external wall columns (104mm x 57mm in cross-section and reinforced longitudinally with small steel tubes), to which thin concrete cladding panels are fastened with copper wire. There is an internal spine wall constructed similarly with columns of 75mm x 57mm cross-section. The first floor and roof beams are bolted to the columns.

Airey properties have massively outlived their expected lifespan, and are designated by BRE as 'Defective'. SEWI and ArtBrick make the houses look and perform like properties of traditional construction.

OUTCOMES

- Life expectancy of the properties have been extended up to 30 years
- Thermal performance of a new build
- Complete appearance transformation
- Cost of refurbishment with ArtBrick is far cheaper than any other method



TREATING THE EFFECTS OF EFFLORESCENCE ON A PRIVATE PROPERTY IN BARNESLEY

A photograph of a two-story brick building with a dark brown roof and a window with a dark frame. The brickwork is a reddish-brown color. A yellow banner is overlaid on the bottom left of the image.

Client: Private Homeowners
Contractor: Westdale Services Ltd
Construction Method: Traditional
Project Size: 1 Property
EWI System: Struchterm Lightweight EWI
Finish: ArtBrick™

Westdale Services were appointed by a private homeowner whose property was suffering the effects of efflorescence. Brick effect render that is applied during difficult or wrong conditions can result in a finish that is totally unintended and destructive to the colours of the products.

Efflorescence (or more affectionately known as 'Lime Bloom'), is a fine, white powdery deposit of water-soluble salts left on the surface of masonry as the water within evaporates. These deposits tend to appear usually a month after the building is constructed, and leave the property looking unsightly.

The property in question had External Wall Insulation (EWI) installed in January 2014, but within days the applied render showed signs of efflorescence. It got so severe that the homeowners were desperate to hide the appearance of their property from friends and neighbours. However, ArtBrick™ was applied as a remedy to the problem, and to date there have been no signs of efflorescence.

With a proven history, ArtBrick™ is absorbed by background materials rather than a surface coating, and preserves it's hue for a lifetime.

OUTCOMES

- **The homeowners are now ecstatic with the appearance and thermal efficiency of their home.**
- **To date ArtBrick™ has been used on over 5000 efflorescence free properties to authentically reproduce the appearance, shading and hue of real brickwork.**



ECO-REFURBISHMENT OF 200 VICTORIAN PROPERTIES IN CRAGHEAD, COUNTY DURHAM



Client: Durham County Council
Contractor: Westdale Services Ltd
Construction Method: Traditional
Project Size: 300 properties (phased)
EWI System: Structherm Lightweight EWI
Finish: ArtBrick™

Westdale Services were appointed by Durham County Council to deliver a Structherm EWI / regeneration scheme to around 300 dilapidated Victorian terraces, in a very deprived area which suffered from nearly one in five empty homes

ArtBrick™ worked closely with the Planning Authority to propose a scheme that was in keeping with the local vernacular, with the aim of retaining as much heritage and architectural merit as possible. As such, we proposed a Brick render EWI Specification, which exactly matched the existing imperial bricks in colour, texture and size. Other ancillary specifications were catered for, including cast iron gutters and rainwater goods.

Properties have seen their appearance dramatically rejuvenated whilst preserving their original period character, with an uptake of 99%, resulting in the regeneration of an entire community.

Improvements to public realm and public open space has complemented the regeneration of these Victorian properties, using ERDF capital and programme funding sourced through Durham County Council (with match-funding) Public open space was reinstated with a mixture of soft and hard landscaping, including cobbles, dwarf wall, cast iron railings, bollards and street furniture.

OUTCOMES

- Market confidence in the area has improved significantly
- Void property levels fell from 17% in 2010 to 7% in 2012
- 14 long term empty properties have been brought back into use since August 2011.
- House values rose from an average 37K in 2010 to 60K in 2014



SINGLE HOUSE REJUVENATION PROJECT IN BARNESLEY

A close-up photograph of the brickwork on the house, showing the texture and color of the bricks and the mortar joints. The bricks are a mix of red and brown tones, and the mortar is a light color. The image is set against a yellow background.

Client: Private Homeowner
Contractor: WB Design Renders
Construction Method: Solid Wall Property
Project Size: 1 Property
EWI System: Structherm Lightweight EWI
Finish: ArtBrick™

WB Design Renders were appointed by a private homeowner to deliver an ArtBrick™ finish to a 1920s solid wall property that was rendered soon after construction to prevent damp passing through the walls,

Due to the property having solid walls (one brick thick), the client wanted insulation, but also wanted the house to look how it once would have prior to rendering.

Solid brick wall construction became the backbone of building in the Georgian and Victorian eras, although stone was often used instead in areas where there were good local quarries. The cavity wall, one of the key features of contemporary masonry construction didn't appear until late Victorian times, and didn't become commonplace until the 1920s.

When we showed the client the option of ArtBrick™ they were overwhelmed with the prospect of what could be achieved whilst having EWI installed, but not having to compromise with finish and detail.

OUTCOMES

- A damp proof membrane (DPM) was installed which was only possible due to ArtBrick's™ versatility.
- The stone feature cills and stone plinth were recreated to remain in keeping with original traits.
- ArtBrick™ Traditional was used to create a real authentic look.

