

# INSIDER

Jul 2009  
Issue 11

## Maggie's Centre shortlisted for Stirling Prize 2009



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Every quarter, a representative from an area of the SAS Group reports on Company activities, important news and what to look out for in the forthcoming quarter.

**People find it hard to believe that every day new opportunities arise and the level of activity in certain sectors remains good. Whilst Commercial new build is on its knees, the Education, Health and Infrastructure sectors remain very buoyant.**

Construction in Transport across the globe has never been busier. Significant schemes in Jordan, Oman, Bahrain, Abu Dhabi, India and closer to home Heathrow, Gatwick, Leeds and Bradford airports are all presenting huge opportunity for the group products.

Clients/End Users are now, more than ever before, looking for better value in the whole construction cycle. This is playing into our hands as the complete group offering in terms of Partitioning, Joinery and Ceilings when packaged up offers the client just that.

We are making a big push on doors and are being welcomed with open arms as an alternative to our competitors. The service expectancy of the customer in terms of the 48 hour quotation

turn around, 2 week lead time, cost competitiveness and quality is top of our agenda. We are starting to push the awareness of our products into the joinery world, companies that we have never dealt with in the past.

Overseas, we have changed our emphasis from re-active sales to pro-actively chasing the specification of a project. With greater coverage in terms of people focusing on the individual regions we have discovered some incredible schemes along with new customers, clients and specifiers. We are generating awareness for not only our core products but for Partitioning and Doors.

Historically, there has been one market overseas for Avanti, Qatar, it has been and will continue to be a great market. Over coming months we are concentrating our efforts to expand our customer base to other regions. Kuwait, Oman, Abu Dhabi etc of which all represent exception opportunity for Avanti.

**Phil Smith**

**The Maybole business continues to be extremely busy with major projects going on in cities such as London, Dublin, Riyadh and Abu Dhabi to name a few. This has resulted in increasing manning levels within the Manufacturing Unit with revenue levels being targeted to increase during the remainder of 2009.**

A significant volume of our business is now Export and this presents a number of different challenges to UK supplied projects which will in the months ahead test all the various Departments at

Maybole particularly packing/product identification on some very multi-item orientated projects.

Our initial audit for OH SAS 18001 certification from BSI takes place at the end of August and in the past six months we have passed our re-audits to retain both certifications for ISO 9001 and ISO 14001. A number of our employees will receive long-service awards this year with Ernie Caldwell, press brake operator, reaching the 20 year service milestone in November.

**John Gemmell**

**Another very active quarter for HCP with a significant influx of traditional HCP trench perimeter work. Securing such schemes as 1100m of special stainless perimeter heaters for Dublin Airport with Mercury Engineering, 1000m of trench heaters for the National Audit office with Mitie Engineering, and 850m of trench heating closer to home at Hastings college.**

HCP are currently have a very healthy quote book and order activity, which looks like its set to continue through this year.

Radiant Heating forecasts an increase in work in the education sector suggests a significant increase in radiant work during Q3 and Q4.

The money wheels of business continue to make trading problematic, and find I'm having to devote more and more time to managing projects and orders with customers.

Further radiant panel testing will hopefully produce more opportunities for radiant panel business.

**HCP**  
**Robin Dixon**

**The Project Management team have had a busy first half year in 2009 completing a number of projects nationwide. The general downturn caused by the current economic climate has only just begun to affect the interiors sector of the construction industry. There is now a noticeable drop in the number of tender enquiries being received.**

The Greyfriars office development in the centre of Bristol commenced in 2008 has just been completed, in which PM installed active Integrated Service Modules on 17 refurbished floors. On the education front projects brought to completion included Service Modules at Walsall College; system 600 acoustic lighting rafts at Rednock School at Dursley near Gloucester; and a bespoke ceiling at the Twyford C of E School in Acton, North West London. New projects recently commenced

include South Trafford College in Manchester and Writhlington School in Radstock, Somerset. PM even helped out a major examinations board with the completion of the Earlsdon Park, Coventry headquarters for the Qualifications and Curriculum Authority.

Over the border into mid Wales PM has just completed the Ceredigion County Council Offices and the new Welsh Assembly Building, which are located side by side in the coastal town of Aberystwyth.

Project Management is hoping to further develop station refurbishment work; having completed two projects at Waterloo Station in London, we are currently working on the Snow Hill Station in Birmingham. We are hopeful of securing include the refurbishment of Sunderland Station and the extension to the City Thameslink Station in central London.

**David Bland**

**All the people that we meet in the market are always surprised at the variety of products SAS International are now manufacturing.**

The past quarter we have been working hard to develop the profile of SAS Doors and Partitioning. The SAS Group have developed vastly over the past few years. Still led by ceiling products we are now being recognised for Doors, Partitioning, Radiant Heating, System 600 acoustic lighting rafts and chilled ceilings and beams/ISMs. Our reach into the education, health and transport sectors has improved greatly. Our export development will be a priority for the rest of 2009. SAS Group products now represent a large

percentage of products required for building interiors. We are proud to be able to offer specifiers and clients maximum value and quality across the product portfolio at a time when project teams require and expect more.

Avanti and HCP are strongly contributing to the group and our relationship and awareness of product ranges and operations is much improved. Look out for future information on SAS Modular Solutions.

With the expansion of operations and resource we are targeting markets and sectors that were previously unreachable. The project development team are seeking opportunities for SAS across the UK and beyond.

**Andy Jackson**

**SAS Modular Solutions has recently completed a prestigious installation at the Royal London Hospital comprising of the supply and installation of 1208 fully populated service modules. All were manufactured to incorporate the 'above ceiling' corridor wall thereby deriving the benefits of fire/acoustic stopping of all service penetration through both the lateral & cross corridor walls.**

The option of incorporating the partition walls within the module construction provides significant cost benefit to the project and maximises the space available within the corridors for the co-ordination

of the services. Module walls, as a standard, are designed for an acoustic rating of 45dBa. Each individual wall is constructed to comply with the individual fire compartmentalisation requirements.

The development of 50 of these walled service modules has been received with great enthusiasm by both existing & potential clients. Having visited our factory in Reading to inspect modules in manufacture they are eager to discuss further developments where modules can assist achieve the very tight 'build times' that current construction programmes demand.

**Kevin Williams**

## Maggie's Centre, London shortlisted for Stirling Prize 2009

Maggie's Centre has been shortlisted for this year's Stirling Prize, sponsored by the Architects' Journal.

**The Shortlist for the RIBA Stirling Prize 2009 has six schemes and were chosen from a list of 22 2009 RIBA Award winners.**

*The six are:*

- Maggie's Centre, London; Rogers Stirk Harbour + Partners
- Bodegas Protos, Spain; Rogers Stirk Harbour + Partners
- Fuglsang Kunstmuseum, Denmark; Tony Fretton Architects
- 5 Aldermanbury Square, London; Eric Parry Architects
- Liverpool One Masterplan, Liverpool; BDP
- Kentish Town Health Centre, London; Allford Hall Monaghan Morris

The RIBA Stirling Prize is given for the RIBA Building of the Year. It is run in association with The Architects' Journal and is presented to the architects of the building which has

been the most significant for the evolution of architecture in the past year. The winning architect receives a cash prize of £20,000. The prize is named after the great British architect Sir James Stirling (1926-1992).

The winner will be announced at a ceremony in London's Old Billingsgate Market on 17 October and will again be televised by Channel 4.

SAS International developed and manufactured the soffit ceiling lining for the building designed by Rogers Stirk Harbour + Partners (RSHP). This involved the design of the bespoke triangular metal panels which are suspended internally and externally from the structural steel work. Skylights, solar shading panels and the bullnose feature around the canopy's perimeter were also designed and manufactured.



## SAS International Dublin Office Expansion

SAS International is pleased to announce that it has expanded its operations in Ireland.



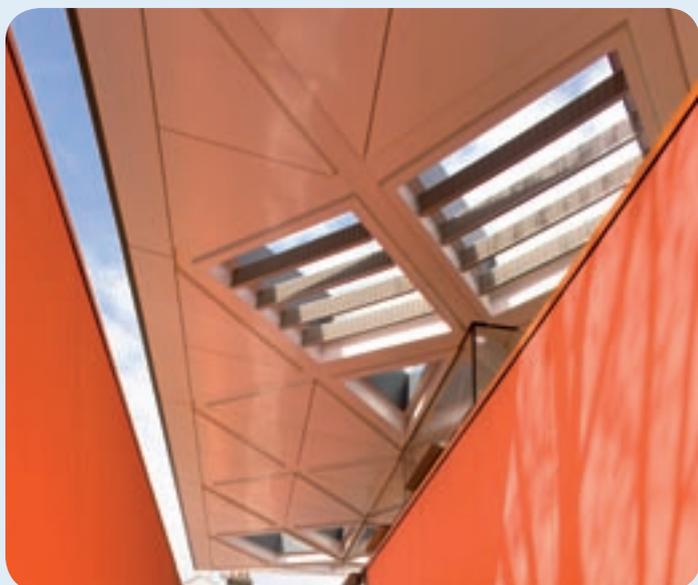
The company opened a dedicated Irish office in August 2006. To cater for its increasing product line, service offering and recent new business wins, SAS International has moved to a larger unit situated at Blanchardstown Corporate Park, Dublin.

The new office serves as a hub for SAS International's entire product portfolio, operating as a sales office and national distribution centre for metal ceilings systems, room comfort systems, architectural metalwork, partitioning and doors. The new site in Dublin provides essential space to fully stock product lines, providing a truly comprehensive service for project teams in Ireland.

SAS are servicing local projects, working from initial concept through to installation with specifiers, contractors, M&E consultants, developers and clients.

The new SAS International Dublin office is located at the following address:

SAS International, Unit 252, Block A,  
Blanchardstown Corporate Park, Dublin  
15, Ireland  
Tel: +353 (0) 1 899 1134  
Fax: +353 (0) 1 899 1753  
Email: [enquiries@sasint.ie](mailto:enquiries@sasint.ie)  
Web: [www.sasint.ie](http://www.sasint.ie)  
Cathal McGuinness:  
[cmcguinness@sasint.ie](mailto:cmcguinness@sasint.ie)



# New Case Studies available on website this quarter

 Case Study Durranhill Police HQ, Dublin metal ceilings	 Case Study Eircom, Dublin metal ceilings	 Case Study S4C, Cardiff partitioning	 Case Study Abbey Business Centre, Canary Wharf partitioning	 Case Study Police Federation room comfort
Durranhill Police HQ	Eircom	S4C, Cardiff	Abbey Business Centre	Police Federation
 Case Study Alderley Park Conf. Centre, Manchester architectural metalwork	 Case Study Leigh Technology Academy architectural metalwork	 Case Study King's Fund HQ, London architectural metalwork	 Case Study Waterloo Train Station, London architectural metalwork	
Alderley Park Conf. Centre	Leigh Technology Academy	King's Fund HQ, London	Waterloo Train Station	

If you require copies of case studies or would like to suggest a project for us to work on, please contact a member of the Marketing Team.

# French and Spanish Literature Now Available

The SAS Metal Ceiling brochure and SAS Tee Grid Brochure have now been translated into French and Spanish for our European markets.



Perfil T de SAS

Spanish version of the Tee Grid Leaflet

## SAS Front Cover

AJ Specification recently featured a drawing of the refurbishment at Waterloo Train Station on the front cover of its ceilings issue, and featured a case study inside..

AJ Specification is a monthly supplement to the Architect Journal which is one of the UK's largest independent architectural magazines. It has a 100% paid for circulation of 12,000 subscribers.



## Insider Feedback

In every issue we try and ensure the entire group, including every facility, is represented fairly and accurately.

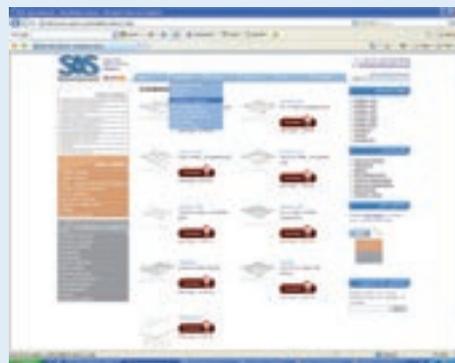
If you, as a reader or contributor to the Insider, feel that you have a story or picture to contribute please send it to [sasinsider@sasint.co.uk](mailto:sasinsider@sasint.co.uk)

## Click into SAS

Each quarter we look at a different section of the SAS website highlighting features, benefits and updates.

SAS International's website offers users access to a download section which allows various types of documents to be downloaded easily from the website: [www.sasint.co.uk](http://www.sasint.co.uk)

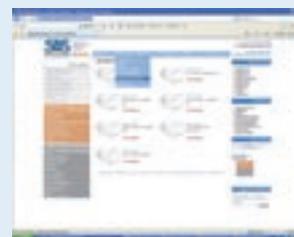
- CAD Downloads
- Literature
- Gallery
- Installation advice
- SAS statements
- COSHH data sheets
- Acoustic statements
- SAS Insider
- Location maps



Installation advice



SAS statements



Acoustic statements



techos metálicos

critères de spécification

confort acoustique	26	préfabrication	40
esthétique	32	pose	41
accessibilité et maintenance	34	durabilité	42
finition peinte	36	durabilité du produit	43
intégration	38	comportement au feu	44
		normes de qualité	45



Sample pages from Spanish and French versions of the Metal Ceilings Brochure

These brochures are available in pdf format and will be available on the SAS website shortly.

# The O2 Arena, Dublin

SAS International provided over 500 specification grade doors, as well as an acoustic wall panelling solution, to the recently renovated O2 Arena in Dublin.

Designed by HOK Architects, the O2 Arena has seen the legendary Point Theatre completely renovated with two new storeys added and capacity increased to over 14,000.

The SAS door solution consisted of 304 walnut veneered and 217 fully finished painted, and saw SAS doors and hardwood door frames specified throughout the landmark arena's five levels. The bespoke manufacturing service offered by SAS allowed doors ranging in widths from 680mm to 1810mm and up to 2.26 metres in height being specified in accordance with the client's stringent brief.

A variety of single and double bespoke doors, including differing vision panel requirements, was installed throughout the building with fire ratings of up to 60 minutes (FD60). To meet the acoustic requirements demanded in a large



doors

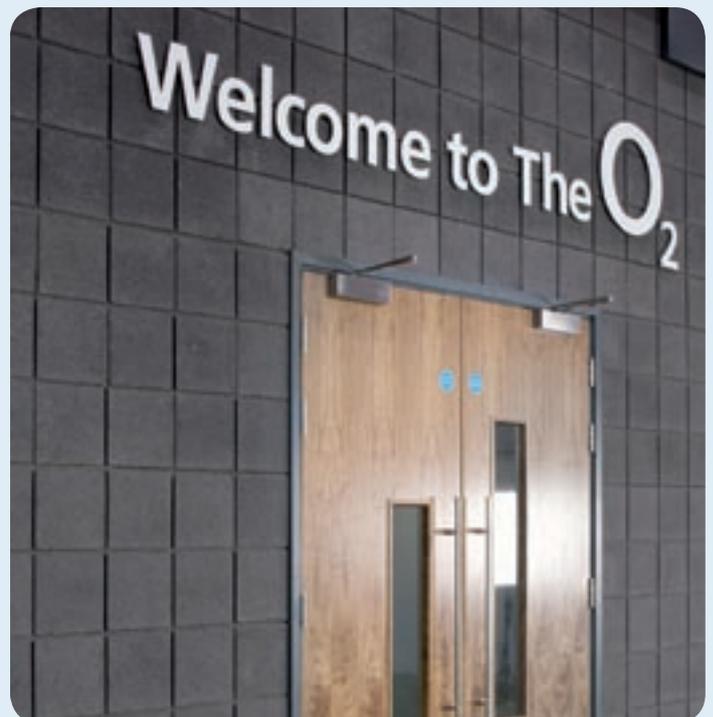
music arena, the doors were fitted with acoustic seals and automated threshold strips, while the door frames were installed with acoustic seals.

The doors were manufactured at SAS Apollo Park's 40,000 square foot door facility, meeting the demanding specification and minimal lead times set.

In addition to the doors featured throughout the arena, SAS also provided acoustic wall panelling within the main auditorium as well as the main lobby areas, manufactured at SAS Maybole. These panels were

designed and manufactured to integrate smoothly within the overall design of the building as well as to create an aesthetic wall feature in its own right.

The O2 Arena opened in December 2008 and was previously known as the Point Theatre and has been Dublin's main arena for large scale indoor events since it was converted from a train shed in 1988. The original building was completed in the 1880s and is protected as an Irish Heritage building. The design brief called for HOK to create an international class concert venue that would attract the world's premier performers to Dublin.



# HCP Website

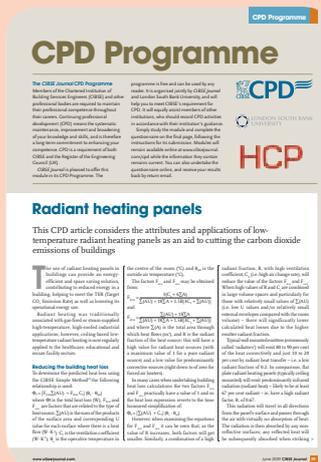
HCP website users receive a monthly email, informing them of the latest company updates including new press releases and case studies. In addition to keeping HCP at the forefront of specifiers' minds the email also drives additional traffic to the website. In one instance website traffic jumped by 65% compared to the week before!

The website is proving very popular with website traffic up 37% compared with last year. This is due to the in part to good website optimisation, resulting in high rankings on search engines like Google. It will continue to play a key part in increasing HCP's profile in the M&E sector.



# 310 M&E Specifiers complete HCP Radiant Heating CPD

HCP published a CPD module on 'radiant heating panels' in the June issue of the CIBSE Journal, the official journal of the Chartered Institute of Building Services Engineers.



The CPD, which was written in conjunction with leading Building Services Engineering course provider, London South Bank University.

Along with providing an overview of product the CPD highlighted energy efficiency and space saving advantages. It also contained detailed technical argument for the use of such a heating system.

A copy of the CPD can be found at [www.cibsejournal.com/cpd/jun09/](http://www.cibsejournal.com/cpd/jun09/)

# HCP Radiant Heating panels for new Bristol Heart Institute

HCP supplied 970 linear metres of radiant heating panels to the new £60m Bristol Heart Institute. Radiant heating is a new concept for the University Hospitals Bristol NHS Foundation Trust, but one which has been seen as offering real benefits in terms of infection control.

Alison Grooms, Commissioning and Redevelopment Project Manager for the Bristol Heart Institute, commented: "The design is a significant development in making the wards easier to clean and reducing the opportunity for cross infection risks associated with traditional wallmounted radiator systems. Radiant heating systems can free up valuable floor and wall space, leading to increased space flexibility. This is another key benefit as it helps facilitate easy movement of patients around a hospital".

The mounting of a heating system at high level can help meet Department of Health guidance on infection control.



Radiant heating systems are easy to access and their flat surfaces are easy to clean. Current deep clean guidance requires the removal of traditional radiator covers and cleaning behind radiators which can be both difficult and time consuming.

Radiant heating solutions heat objects rather than air, therefore energy is not wasted bringing large volumes of air to a comfortable temperature before occupants feel the heating benefits. Internal air temperatures can therefore be reduced whilst maintaining comfort levels. As a result less energy is used by the heating system, particularly compared with all-air systems.

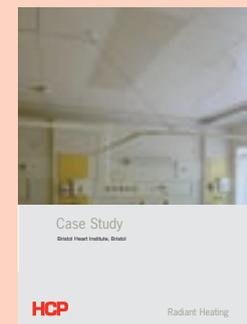
The systems also reduce air flow, and therefore dust movement in an occupied space, another critical consideration for a healthcare environment.

The new Bristol Heart Institute includes three cardiac catheter laboratories, a state of the art hybrid theatre, three in-patient wards for cardiac patients, a Cardiac Intensive Care Unit (CICU),

Coronary Care Unit and an out-patients department. The centre allows staff to work much more flexibly between the specialities of cardiology and cardiac surgery.

It is the largest building project undertaken since the 1970s for University Hospitals Bristol NHS Foundation Trust. The client worked with Hoare Lea, M&E Consultants, and Haden Young main contractors on the project.

### Case study available





# Avanti's Solare 60/60 Fully Glazed Partitioning System Provides Outstanding Performance

Avanti offers high-performance coupled with design-led finishes with its fully relocatable partitioning solution Solare 60/60. This fully glazed, frameless partitioning system successfully combines aesthetics with outstanding fire performance.

Solare 60/60 is one of the highest fire specification fully glazed, dry-jointed relocatable partitioning systems in the industry. It is tested at an overall height of three metres for 60 minutes integrity and 60 minutes insulation setting a new industry standard for limiting height.

Tests for Avanti's partitioning up to three metres high means architectural designs can become reality as clear

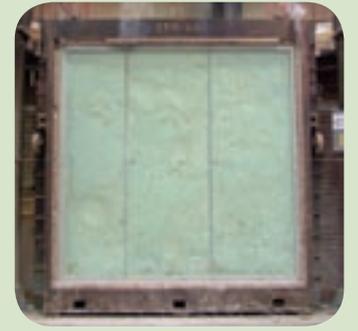
glazing, without vertical posts, can now be realised at a much stricter performance specification.

Its 60 minute integrity ensures the glass partitioning withstands collapse and prevents the passage of flames and hot gases. This provides essential protection for evacuation, meeting essential regulatory demands for fire escape routes.

Solare 60/60 performs to strict fire performance insulation requirements restricting temperature rise of the unexposed side. The surface temperature of the glass on the non-fire side does not rise by more than 180 degrees centigrade above the ambient room temperature at any single point.



5 minutes



23 minutes



40 minutes



71 minutes

## Why are performance partition systems required?

Approved Document B of the National Building Regulations – Ensures that buildings provide “measures necessary to ensure reasonable facilities for means of escape”. It is “Concerned with structural fire precautions where they are necessary to safeguard escape routes” and that “in an emergency occupants should be able to escape without any external assistance”.

“Once a fire has become fully developed it will attack the structure of the enclosure and try to spread beyond the room of origin. A fire resisting partition may inhibit the passage of fire for a given period of time.”

Different parts and types of buildings require differing fire performance ranging for 30 minutes for buildings not more than 5m high to 60 minutes for buildings not more than 30m high where sprinklers are fitted.

Any protected corridor or subdivision of a corridor must meet a minimum of 30/30. The results of fire tests are measured in time for integrity and insulation. Therefore 30/0 will give 30 minutes of integrity only and 60/60 will give 60 minutes of integrity and 60 minutes of insulation

During the test the system will fail for integrity if:

- The specimen collapses
- Sustained flaming is observed on the unexposed face
- A cotton pad can be ignited by hot gases emerging from the specimen
- It is possible to penetrate a gap in the specimen with a 25 mm diameter gauge
- It is possible to penetrate a gap in the specimen with a 6 mm diameter gauge and for it to be traversed for a distance of 150 mm.

Failure for insulation occurs if:

- Integrity failure occurs
- The average unexposed face temperature rise as measured by the thermocouples is greater than 140°C.
- The maximum unexposed face temperature rise as measured by any fixed thermocouple and the roving thermocouple is greater than 180°C.

## Avanti meets SAS

SAS International purchased Avanti in October 2007, slowly we have been running inductions to the SAS group and product portfolio..

On the 1st July 30 members of staff gave up their lunch hours at Burgess Hill to sit through an hour's presentation.

The presentation covered the entire SAS portfolio of products including metal ceilings, chilled ceilings, ISMs, architectural metalwork, HCP trench, perimeter and radiant heating, modular solutions and project management.

The presentation also gave an overview of our manufacturing facilities.

More presentations are planned for the remaining staff at Burgess Hill and Leeds.



## RIBA Avanti CPD Partitioning

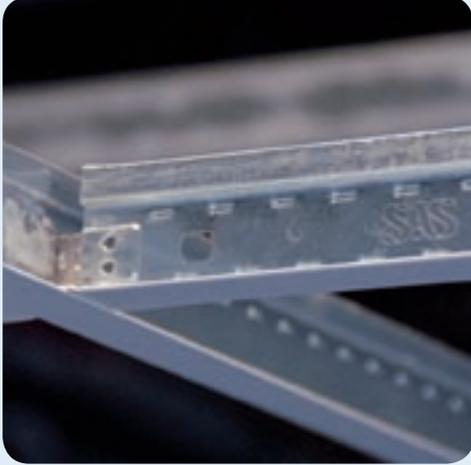
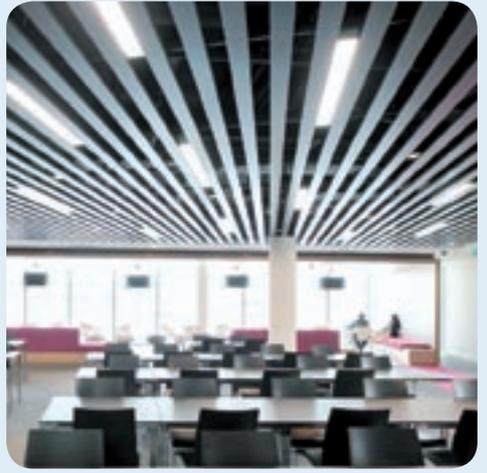
A new CPD seminar on relocatable partitioning systems is now available has just been approved by the RIBA.

The CPD looks at the design, specification and performance of all partitioning systems including track and stud, fully glazed, free standing pods and operable walls. It covers how the aesthetic demands can be met with the performance requirements for fire, acoustics and strength and stability.



The hour long presentation is aimed at architectural specifiers and will be promoted over the coming months. To book a CPD presentation, please email cpd@avantisystems.co.uk





**Top Left to Right:** Waterloo Peak Hour Subway, London · Ropemaker Place, London · Royal Business Park, Building 1000 · **Second Row Left to Right:** SAS Tee Grid · Riverside One, Dublin · Leigh Technology Academy, Kent · **Third Row Left to Right:** Ropemaker Place, London · Alderley Park Conference Centre · Durranshill Police HQ, Carlisle · **Fourth Row Left to Right:** Riverside One, Dublin · Modular Solutions – Royal London · Places For People, Gray's Inn Road

# A Day in the Life

Steve Burlton



I live with my fiancé Kerry in Hampshire; we have no children and have two mad dogs Molly & Ruby, both from a local rescue home although we got them as puppies. We also have two event horses at home and Kerry competes quite successfully in British Eventing competition.

I am Contracts Director for SAS Project Management,, I oversee our contracting business concentrating on our operational activities, alongside David Bland who concentrates on commercial issues.

You could say I have had a life long association with the business, My father was one of the first employees starting with SAS back in 1976. I have worked closely with SAS through my whole working life both as an external customer and internally.

My day starts at around 6:15 when I usually leap out of bed looking forward to the day ahead (I say usually, some days there is not a lot of leaping going on, particularly in winter). I walk the two dogs and check on the horses, in the shower, breakfast then in the car to work. I have a 40 minute drive in and usually try to plan what I want to achieve in the day ahead, targeting several things that must be done. Invariably this changes as soon as I walk in the office. I like to try to get into the office before everyone else, check my e-mails and deal with any issues that may have arisen.

I also find myself at the "pointy" end of things, when things go wrong, materials don't turn up, performance on site falls below expectations, it is usually me who has to face the customer. Things go wrong in this industry, it is a fact of life, however it is how you deal with things that is important. I often find that efficient recovery from perceived disaster can pay future dividends with a customer, they learn that they can trust you when things go wrong. I try to visit all the sites we are working on, some more than others!

Part of my role is sales and estimating, I make a few calls to customers, chase up tenders that have been issued and try to convince them that we are the right people to deal with! I will review tenders with Suzanne our estimator and try to make sure we are as competitive as possible and haven't missed anything whilst trying to maintain a decent margin!

*The work we do is very interesting and causes many headaches at the manufacturing end!*

SAS PM have a great team both on the contracting and design sides, it is vitally important for the collective and individuals to that we perform to the

SAS PM generally deal with complicated bespoke projects or SAS products that have a performance element, chilled ceilings and chilled beams both active and passive. The work we do is very interesting and causes many headaches at the manufacturing end! I know we seem to be reinventing the wheel on each project, although rest assured the efforts made at the factories are greatly appreciated.

best of our abilities and we constantly strive to improve. I advocate doing everything the "best" way possible, which more often than not is not the easy way. If you do it right the first time, you don't have to do it again. I try to always be on hand to assist and support our Project Managers who have a demanding and stressful job. Solving problems and deciding how to deal with difficult issues is an important part of my role.

I like to have an input into design and enjoy brainstorming ideas with Richard White to try to come up with the best way to achieve an architect's design, where possible without compromising the design intent, but by making it so that it can be manufactured and as importantly built on site. We usually thrash the ideas around before deciding that I'm right!! Although invariably I always learn something. It is one of the great things about this company that we have such diverse knowledge and specialities.

My day ends when it ends, sometimes later than others. I hate missing deadlines so often will stay and assist getting something out on time. I also get the opportunity to pick up on the things I wanted to do at the start of the day once everyone has gone! If I get home early enough I will go for a run in the woods with my dogs to de-stress, before collapsing in preparation to do it all again the next day.

P.S. Richard White is right sometimes too.

## Caption Comp 10:

Paul Collins



"Paul's Wallace & Gromit impersonation was missing a vital component..."

The winner of the last caption contest is Dylan Thomas. He wins an SAS USB stick or an item of SAS clothing.

## Caption Comp 11:

John James & Paul Smith



Suggest what John and Paul might be saying/thinking, or add a caption for the entire photo to win a special prize.

The best entries will be printed in the next issue. Send all entries to sasinsider@sasint.co.uk



## A Day in the Life...

Volunteer yourself or nominate someone for the 'A Day in the Life' section of the SAS Insider. Please let us know if you would like to appear or if you would like to nominate another person.

## Long Service Awards 2009

Name	Location	Start Date	Service
Richard Symonds	Bridgend	19/04/1999	10
Ian Rennie	Apollo Park	26/03/1999	10
Steven Reader	Apollo Park	04/05/1999	10
David Brown	Maybole	07/06/1999	10
Ryan Spence	Apollo Park	25/06/1999	10
Graham Humphrey	Burgess Hill	01/03/1999	10
John Gemmell	Maybole	02/05/1994	15
Anthony Kirkman	Maybole	23/05/1994	15
Ian Fynylas	Bridgend	17/04/1989	20
Ian Mackenzie	Bridgend	17/04/1989	20
Raymond Jones	Bridgend	22/05/1989	20
John Callard	Bridgend	18/06/1989	20
Neil Davies	Bridgend	19/06/1989	20
John Birken	Burgess Hill	01/07/1984	25

# Meet: "The Directors" – Part 1 (Part 2 in next issue)

## Q&A

	How did you end up working at SAS and what is your current role?	The best thing about working at SAS?	And the worst?	If you could change one thing about working at SAS what would it be?	First job?	Hobbies?	Your proudest achievement and why?	What is your favourite music?	Favourite food?
 Phil Smith	After spending five years in contracting, it frustrated me that I knew very little about how the products we installed were engineered. An opportunity came up at SAS and I joined in 1999. I am now Sales Director.	The people, customers/ clients, variety of interior products, iconic buildings we supply to, and the challenges we face every day.	Temptation of the food machine!	Sponsorship of cars! The addiction and compulsive television viewing watching the SAS cars racing is starting to get me into trouble. Even my daughter is hooked.	Contracting company – Astec Projects.	Apart from spending weekends with the family, I enjoy reading, on the odd occasion golf and all other sports.	Completing a 10k run last year. Why? Because I never thought I'd make it, albeit my wife beat me!	Hank Marvin.	It is difficult to beat a good British Roast, but a close runner would be Greek.
 David Bland	I walked into CCF Reading one day for a couple of sheets of plasterboard and a box of drywall screws. I met this "geezer" and ended up project manager at Special Acoustic Services Ltd. I am currently Operations Director with SAS Project Management.	Seeing regularly all the other old cogs who left and then came back	Project Management having to operate in a restricted market place.	Move to a building with windows.	Butcher's boy complete with bike; first real job was fruit & veg manager in a supermarket.	Mainly soccer; FA youth coach and manager, referee for more years than I care to remember, hence my slight blindness.	Turning a disused gravel pit into a 15 acre sports facility for local youth soccer and cricket teams including raising £1.5m funds (all done in my spare time!).	Rolling Stones, Hollies, Status Quo, Queen (what do you expect at my age?) and secretly Take That; but don't tell the wife.	Try anything, and have done!
 Andy Jackson	Having worked as a marketing communication manager in the construction industry, I joined SAS to rebrand the company, and I am currently Marketing Director.	The people and approach. We still have lots of potential to be realised.	Communication	The importance of communication.	Wine assistant in a local supermarket. First proper job was a Journalist for CNN.	Golf, skiing & playing drums in a band.	Persuading my wife to come back to the UK from New Zealand.	Various: Jamiroquai and Paul Weller.	Very difficult – Jacket potato with tuna or curry – it's a dead heat!
 Steve Horner	I was approached by SAS to set up the Partitioning and Doors manufacturing process at West Bromwich 13 years ago and I am currently the Works Director at Apollo Park.	The diversity of the daily challenges means you never get bored.	The diversity of the daily challenges means you never go home.	Better inter-company communications.	Apprentice Tool maker for Rolls Royce Marine Division.	Motorbikes, motoGP, world super bikes and anything else on wheels you can pour petrol into.	My two boys and keeping custody of them after my divorce.	Varied choice of music from the Jack Johnson to Linkin Park.	Italian.
 Mark McElhinney	My dad knew Tony Adams the MD of SAS, who gave me a job as site manager on Liverpool Street train station! I am currently Managing Director.	Getting to travel and meet customers.	Driving to Reading on a Monday morning.	Move Reading to other side of Swindon.	Setting out engineer in Milton Keynes.	Cycling, dancing, gardening, cinema.	Qualifying as BSAC diving instructor. I should have taken that job in Barbados though, when I was 24.	Depends on my mood, Jimmy Hendrix to Lady Ga Ga. Good music is good music.	Oysters, scallops and mussels.
 John Gemmill	Ended up working at SAS after graduating and started as trainee production engineer in 1990. From 2000, my current role is Operations Director.	The unknown and 'hourly challenges'	My fellow Directors! Only joking, nothing really.	For our customers to plan order placement more effectively rather than asking the impossible every day from the factories, making us less efficient due to continuous fire fighting.	Paper round at 12 and then bingo caller at Butlins at 18 – hence reason I get up early and am good with numbers.	Keep fit, rugby and 'being a big kid on the Wii'.	Becoming a father – always gets me emotional.	Kenny G, Deacon Blue and Girls Aloud (great music and pleasing on ears and eyes).	Italian & Sushi.
 Kevin Williams	I was a Senior Mechanical Project Manager. I met Eddie, when SAS Modular Solutions first got involved. And the rest, you say, is history. I am now the Operations Director.	Being able to develop my own ideas to make SAS Modular Solutions the number 1 in the UK for modular fabrication, which I firmly believe we now are.	Long hours and being away from home and my family during the week.	At the moment, nothing.	Apprentice Pipe Fitter Welder and have been in the industry ever since.	Football, (my wife says it's an obsession rather than a hobby) snooker & all sports.	Getting married, the birth of my 3 children, watching them grow up and develop, graduate from university and see them all with excellent careers, with excellent future opportunities ahead of them.	Diverse really, 70s and 80s The Who, the Jam, Motown.	Italian



### Nominate Your Team

No one is excluded from appearing in the "Meet the team" section of the SAS Insider. Please let us know if you would like to appear or whether you would like to nominate another SAS department.

# Alderley Park Conference Centre

## Alderley Park Conference Centre incorporates waveform linear strip ceiling

A stunning Linear Strip Waveform ceiling has been installed in the main lecture theatre at Alderley Park Conference Centre, Macclesfield.

SAS International's Project Management Team, working with architect Nicholas Alderson of Alderson Design, designed and installed a solution where a bespoke ceiling system complements a fully functional acoustic soffit.

Nicholas Alderson, Director of Alderson Design says: "The role of SAS in this project was not just that of a specialist ceiling manufacturer and installer, they also facilitated the co-ordination and installation of the specialist lighting, AV/VC systems and the principle containment and lighting (Tecton) busbar routes. This proactive role helped to make the ceiling installation a successful example of how to develop a concept into a complete technical solution that satisfies all elements of a comprehensive design brief".

The ceiling in the lecture theatre needed to balance the required audio-visual, video conferencing and TV technical performance requirements without compromising on aesthetics. The outcome combines a black painted void and acoustically treated



soffit and a suspended ceiling system which undulates, adding an exciting additional dimension to the ceiling plane.

The solution required meticulous design and build. A solid strip form is featured above the stage area to help project sound outwards. However the strip design means that in the main auditorium the waveform, by way of contrast, could be open.

Here the challenge was that profile sides and suspension grids would be highly visible from below. This was resolved by SAS Project Management developing a concealed suspension system integrated into the ceiling's profile.

There is an endless array of different criteria for acoustic requirements within buildings which affect suspended ceilings.

The ability of the Linear Strip Waveform surface to absorb sound, minimising the reflection of sound energy back into a space, was an essential requirement for the conference centre.

The bespoke ceiling helps prevent reverberations which can sometimes be caused from sound reflections from room surfaces. In an environment where excellent audio-visual surroundings such as a lecture theatre are critical this was a key consideration.

The overall result is a striking yet very functional design. The ceiling area measures 252m<sup>2</sup>. Luminaires above the stage and in the main auditorium are able sit within and follow the flowing form.

A major research facility in the company's global network, state of the art new offices and research buildings have been created on the site, of which the lecture theatre is a core part.



### Case study available

