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Irish H & V News

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IRISH H&V NEWS

JANUARY/FEBRUARY 1988 IRELAND'S BUILDING SERVICES MAGAZINE



Professional Image-Creation

HAVING IDENTIFIED a lack of professionalism in terms of marketing and image-creation on the part of many domestic contractors, Terry Delahunty of Heatequip has devised a unique package whereby the industry can now present a unified face to the consumer.

Participation is limited to BGE-approved installers and basically comprises the facility to purchase lease a choice of Nissan vans at preferential rates. In addition to the cost advantages the scheme offers, there is the added bonus of the specially-designed "livery" (see photograph for style) which projects the individual company concerned as being part of a strong professional team.

This corporate image was devised in association with BGE, Kathleen O'Sullivan of the Board working very closely with Mr Delahunty to arrive at the final lettering/sign writing chosen.

In addition to helping participating companies project a more professional image, the idea is also helping to create a unified and more positive standing for domestic installers as a whole.

Essentially, the package Published by ARROW@TU Dublin, 1988

comprises the availability of special rates on two models — the Nissan Vanette and Nissan Urvan — and covers diesel options in both long and short-wheel versions. The rates (exclusive of VAT) are as follows:

Vanette diesel — £133 (S.W.B.); £138 (L.W.B.); Urvan diesel — £159 (S.W.B.); and £164 (L.W.B.).

These prices are for a 3-year

lease, at the end of which the van is returned. At this stage there is the option to purchase the van for its current market value or simply to change it for another new model. Separate quotes are available for acquisition leases.

The package was arranged through UDT and the vans come from Windsor motors. All carry a 3-year and 100,000 km guarantee.

HQSC — Now For The Real Challenge

THE RECENT publication of the draft Technical Specification for Heating Installations by the Heating Quality & Safety Committee marks a major milestone for the industry but is, nonetheless, only the beginning of the battle to ensure more efficient, more cost-effective and — above all else — safer heating installations.

The discussion document now with all sector representatives covers 60 pages and as such is very detailed. Obviously, this will not be the everyday manual of operatives but rather the "Bible" which can be referred to for guidance

and clarification.

Once the various reactions and submissions on its contents have been collated and incorporated over the coming months, the final document can then be published as the authoritative definition on heating installation matters.

Presumably, what will follow is separate "working manuals" on say oil, solid fuel and gas installations which will allow the installer easy reference to the more pertinent and perhaps common areas of concern. This could be carried at all times — and maybe even all three depending on the type of work

engaged in — with reference to the "Bible" only being necessary in specific instances.

However, taken that this — or presumably a somewhat similar course of action — is adopted over the coming months, it is then that the HQSC will really have its work cut out for itself. Too often in the past standards and specifications have been drawn up without ever being properly implemented or enforced.

Recognising this pitfall, the HQSC realises that *Certification* and subsequent *Implementation* are of equal importance to the success of the Specification.

Consequently, what the full Committee programme entails is (a) the collation of all comments on the present discussion document into an agreed Specification which can then be published; (b) the adoption of a Certification system covering both new installations and those already in existence; and (c) the 100% implementation and enforcement of the Specification contents by the relevant Government authority.

Continued on page 16.



● Bernard Costelloe, who has been appointed Sales Manager, Grundfos (Ireland) Ltd, with effect from 1 January last. Mr Costelloe has wide experience of all sectors of the building services field and has been with Grundfos (Ireland) Ltd since their formation in 1984. In that time the company has seen its market share grow substantially to the point where it is now market leader, especially in respect of domestic circulators.



FOR GREAT RESULTS, JUST ADD WATER

The world's leading manufacturer of domestic circulators is also a leader in pump technology.

Ongoing research and development bring together both innovative design and sophisticated production techniques that keep Grundfos out front in reliability, energy efficiency and assured quality.

For example, our Multi-Speed pumps

now incorporate built-in motor protection and provide even greater flexibility in performance for more effective energy saving.

Our Light Commercial and "Bronze" range too, now provides closer system matching with a wider choice of models.

Today and right into the future, you can count on Grundfos to stay one step ahead in pump technology.

GRUNDFOS®



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• *Lister at Hermitage: John English, the then BTU Captain, with Tony Gillen and his specially-commissioned portrait painting which was presented by Irish H&V News. Joe Warren of the journal actually made the presentation of this very unusual prize which took many by surprise ... especially Tony himself.*

MARCH FEATURES

- ★ *Rainwater Systems*
- ★ *Pumps & Circulators*

IRISH H&V NEWS

IRELAND'S BUILDING SERVICES MAGAZINE

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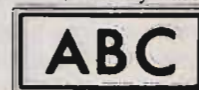
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Irish Heating & Ventilating News circulates to key executives in the heating, ventilating, air conditioning, refrigeration, sanitary ware, plumbing and environmental control industries. Its circulation also includes energy managers, architects, designers, sanitary engineers, environmental engineers, housebuilders and building merchants in the 32 counties of Ireland.



MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS

AIR CONDITIONING



• The Carrier Model 42VK/KQ slim floor-mounted vertical unit from Walker Air.

Carrier Packaged Air Conditioning from Walker

Walker Air Conditioning are sole distributors for Carrier Air Conditioning equipment in Scotland, NI and the Republic. Just recently they have introduced a new range of small, split, air conditioning systems, one of the most innovative of Carrier's developments in recent years.

The principal features are: single, dual, and triple split systems, seven different types of indoor units in nine capacities including the unique 'Corner Cool' units indoor units mixable in multi-split systems.

Heating and cooling is available with every model including heat pump operation in most, and for the first time Carrier offer automatic changeover on these units.

Different ceiling heights and awkward room shapes are easily overcome as these units can be fitted on the floor, wall or in-ceiling mounting. The revolutionary "Corner Cool" units are available in two types — one for mounting flush

against the ceiling in the corner, becoming part of the building structure; and the other for mounting high against the wall.

The quiet running outdoor units may be mounted on the ground, the wall or the roof, stacked or arranged back to back. Narrow sills, balconies, or flat roofs are typical sites.

Systems with only one indoor and outdoor unit range from 2.8 to 16.3 kW (9,500 to 56,000 Btu/h). Dual and triple split systems provide two or three independent systems with capacities up to 7kW (24,000 Btu/h) each. Individual zone control is provided for all systems.

In a new construction they are the ideal and economical selection. In refurbishment and retrofitting, complete ductwork and waterpiping, water chillers, condensers, and pumping systems are replaced with easily-installed refrigerant piping. The adaptability and flexibility of the systems enable heating and cooling to be provided unobtrusively and economically when and where needed in traditional or modern commercial buildings.

The Carrier vertical 50 US air cooled split or packaged air conditioners have been designed to give an unusual

degree of flexibility in commercial air conditioning applications. Both indoor and outdoor sections are equipped with belt-driven centrifugal fans and are therefore ideal for buildings with a low noise level requirement. Five sizes from 10.5 to 53kW nominal capacity are available and the 50 US has a comprehensive range of accessories to allow tailoring to specific application demands.

The Carrier Series 50CH single-package cooling units with horizontal airflow are designed for side supply and return installations in small commercial buildings. Having a nominal cooling capacity of 20.8 - 30.5kW, they can be connected to existing horizontal ductwork or plenums and placed on slabs, piers, unit supports, or on roofs, where downflow units are unsuitable.

Also suitable for this type of building is the Carrier 50RQ air to air heat pump with 28.4 kW heating and 29.3 kW cooling capacities. An accessory plenum can be added to direct airflow downward and provide weatherproof openings for ductwork connections. Two compressors provide high capacity and cost effective

two-stage heating and cooling gives standby protection.

The Carrier 50PG for larger industrial and commercial applications features high efficiency semi-hermetic compressors and two independent refrigerant circuits providing standby capacity and improved efficiency at partial load. These packaged air to air heat pumps have a nominal cooling capacity of 45.1 to 56.8 kW.

Walker Air Conditioning have experienced high demand for the Carrier 50EQ air to air heat pumps in commercial premises, and particularly in connection with retail stores. These sophisticated units provide heating, four steps of control, cooling, two steps of control and economizer operation, with fully integrated solid state circuit control.

Walker's experienced engineers are trained by the manufacturer and can provide full customer support from assistance with system design through to after-sales services and maintenance.

For further information contact Walker Air Conditioning Ltd, Dublin Industrial Estate, Finglas Road, Dublin 11, (Tel: 300844).

No flap – Less hum.



The Humming bird gets its name from the characteristic noise its wings make as they beat together up to 100 times per second, enabling it to fly at speeds of over 70mph and creating quite a stir in the atmosphere.

Fortunately the elegant range of Carrier packaged and split air conditioning units require nowhere near as much energy to run.

And naturally without all the flap produce far less hum.

Designed for a wide variety of applications in offices, shops, pubs and clubs, restaurants, conference areas and factories, they quietly and efficiently provide a clean and temperature controlled environment.

For larger commercial and industrial applications, there is a wide range of air to water heat pumps, liquid chillers, air handling and condensing units.

Plus VVT, the latest Variable Air Volume control system.

Whichever Carrier product you choose, you can rely on Walker Air Conditioning design, commissioning and after sales service support.

Just ask us.

The Carrier logo, featuring the word "Carrier" in a white, serif font inside a blue oval.

world leader in air conditioning
and heating technology

WALKER AIR CONDITIONING



Carrier 30GQ 080 air to water heat pump serving the air handling plant at Trabolgán Leisure Centre, Cork.



The swimming pool and restaurant area at Trabolgán Leisure Centre, Cork, conditioned by Carrier.



Carrier 19EA centrifugal liquid chillers installed in the headquarters of the Bank of Ireland, Dublin.

Sole Carrier
Distributors throughout
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Glasgow
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Dublin
300844
Belfast
02318 5234

AIR CONDITIONING

Mitsubishi Expands Range

Following the successful launch of Mitsubishi air conditioners in January 1986, the company is now expanding its range of "Mr. Slim" split-type air conditioners.

The present range includes the following units:-

PL Series — ceiling cassette unit, 5.8 - 16.3 KW;

PJ Series — 1200 x 600 mm ceiling cassette unit, 6.9 - 16.3 KW;

PC Series — ceiling suspended units, 5.8 - 15.4 KW;

PK Series — wall-mounted units, 5.8 - 10.4 KW;

FE series — ceiling concealed units, 8.2 - 13 KW;

PR Series — roof-top units (cooling only), 14.5 - 27.9 KW;

PS Series — free standing units, 10.4 - 27.9 KW;

Each unit is available in "cooling only" or with heat pump.

Mitsubishi have now re-introduced their redesigned MS range from 2.3 KW to 5.0 KW. Other developments in the product portfolio include the expansion of the P J range with the introduction of PJX units which have two indoor units to each condenser.

The PC series units have been re-designed with a new enhanced body design. Over the coming months the existing wall-mounted controller will be replaced by a new slim-line controller which incorporates a 12-hour timer, touch-button control and self-diagnostic function.

The existing features of Mitsubishi air conditioners are unique in the marketplace according to the company. Standard features on all Mitsubishi units include:

- Two-year warranty parts and labour;
- Condensate drain pump;
- Automatic swing louvre for uniform distribution;
- Condenser fan speed controller;
- High-pressure and low-pressure switches — increased unit protection and longer life for compressor;

- Electric boost heater — closer temperature control;
- Advance microprocessor control — up to 16 units from one remote controller;
- Each unit has its own thermostat to control the temperature in its own area;
- Self-diagnostic trouble shooting function;
- Fresh air intake and branch duct.

Mitsubishi air conditioners are being distributed by the following companies:

Tempart Ltd, 6 - 8 Pembroke Lane, Dublin 4.

Frescold Services Ltd, Grattan Quay, Waterford.

Whiriskey Refrigeration Ltd, Gregboy, Claregalway, Co. Galway.

Irish Air Conditioning Systems Ltd, 21 Castleknock Oaks, Dublin 15.

Thompsons Air Heating & Ventilating Ltd, Shortcastle, Mallow, Co Cork.

Masterair Continue to Expand

Masterair Products have grown from strength to strength during 1987. In the latter half of the year this Irish manufacturer has entered the UK market in order to expand its export potential. They successfully completed the prestigious Eli Lilly development in Liverpool which was the biggest order undertaken during the year.

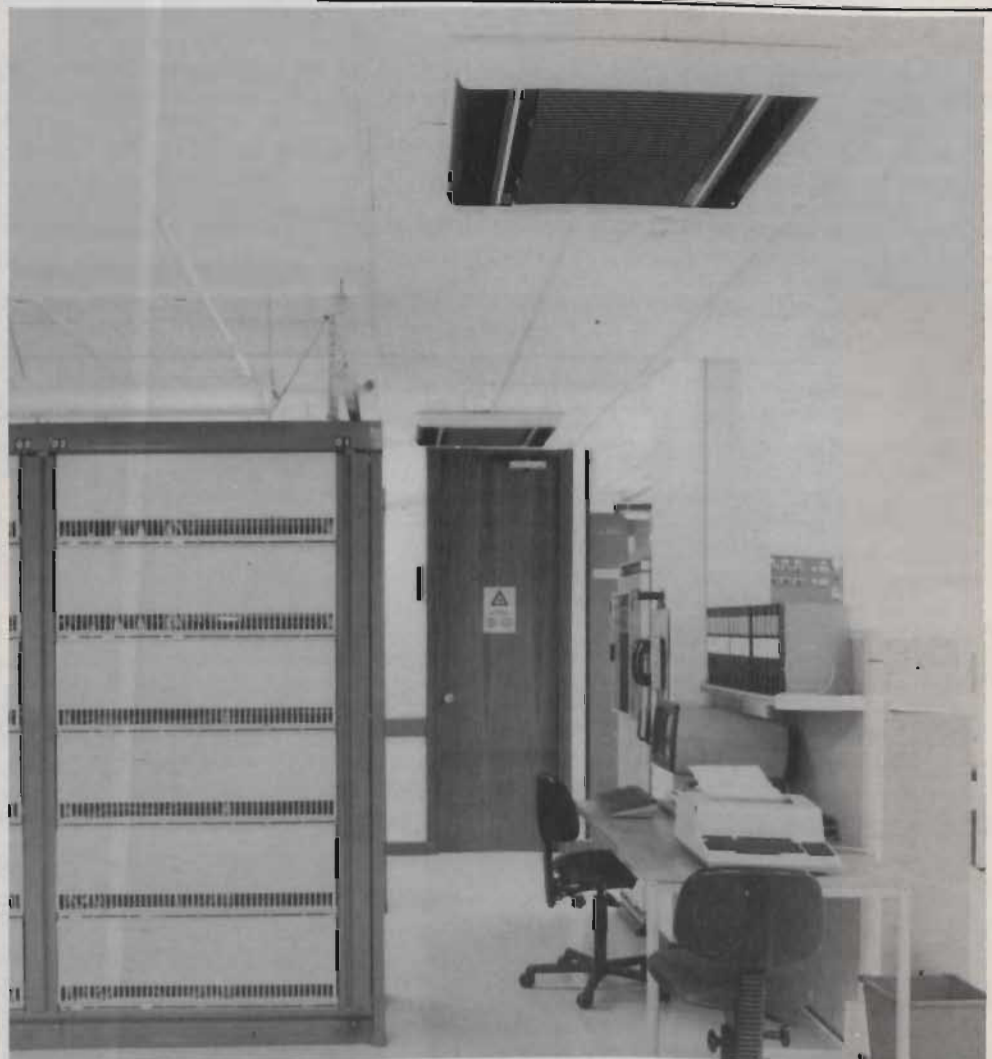
Masterair's success is largely attributable to its ability to offer a co-ordinated package combining mechanical and electrical components. The range of equipment offered by Masterair includes air handling units; sound attenuators; controls and control panels;

and refrigeration equipment. All these services are often combined in one single package.

In the latter half of 1987 Masterair Products entered into the field of gas-fired air handling units and have successfully manufactured and exported gas fired units to a variety of projects in the UK.

Due to the commercial success of the company they have purchased a new 50,000 sq ft factory and are presently installing the most updated manufacturing equipment to enable them continued expansion into the export market. The majority of order handled by Masterair Products permeate from the Irish-based heating and ventilating trade.

In the engineering division they have installed a complete computer-aided mechanical and electrical drafting facility. It is the intention to extend this



• Mitsubishi — PL. Ceiling cassette, 5.8 KW - 16.3 KW. Available in cooling only or heat pump.

Standards...

Condensate lift-up mechanism automatically removes condensate.

Suction line thermal switch avoids unit 'icing up'.

High/low pressure cut-out switches extend the life of the compressor. Outdoor unit only.

Knock-out panel for branch duct.

Self-diagnostic trouble shooter identifies and indicates any malfunction.

Condenser four speed controller regulated by ambient temperature. Heat pump outdoor unit only.

Knock-out panel for fresh air intake.

Advanced microprocessor gives remote control of up to 16 units from one controller.

Automatic Swing Flow louvres for an even distribution of air.

...not extras

Mitsubishi Electric have dramatically raised the standards of air conditioning and heat pump technology, as well as offering many valuable features – at no extra cost.

Take the ceiling-mounted model shown above, for example. Its comprehensive specification and high quality engineering could fundamentally change the way you think about cost-effective air conditioning. It incorporates several advanced features which, from other manufacturers, are often only available as extras.

Once again, Mitsubishi lead the field in energy-efficient air conditioning, bringing you a uniquely impressive product range notable for its superb engineering, competitive prices, and totally dependable service support.

The new Mitsubishi range of air conditioners and heat pumps includes floor-standing as well as wall, window and ceiling-mounted models. Every one of them incorporates the highest standards of innovative technology.

To obtain full details of their outstanding performance and specifications, may we suggest you contact Mitsubishi at the address below.



MITSUBISHI ELECTRIC

The best condition for air to be in

Mitsubishi Electric, Western Industrial Estate, Naas Road, Dublin 12. Tel: 505007/561333. Telex 90221. Fax 561337.

Mitsubishi Approved Air Conditioning Distributors: Dublin: Tempair Limited, 6-8 Pembroke Lane, Dublin 7. Tel: (01) 683855. Cork: Thompsons Air Heating & Ventilation Ltd. Shortcastle, Mallow, Co. Cork. Tel: (022) 21521. Galway: Whiriskey Refrigeration Ltd. Cregboy, Claregalway, Co. Galway. Tel: (091) 98154.

Waterford: Frescold Services Ltd. Grattan Quay, Waterford. Tel: (051) 72004.

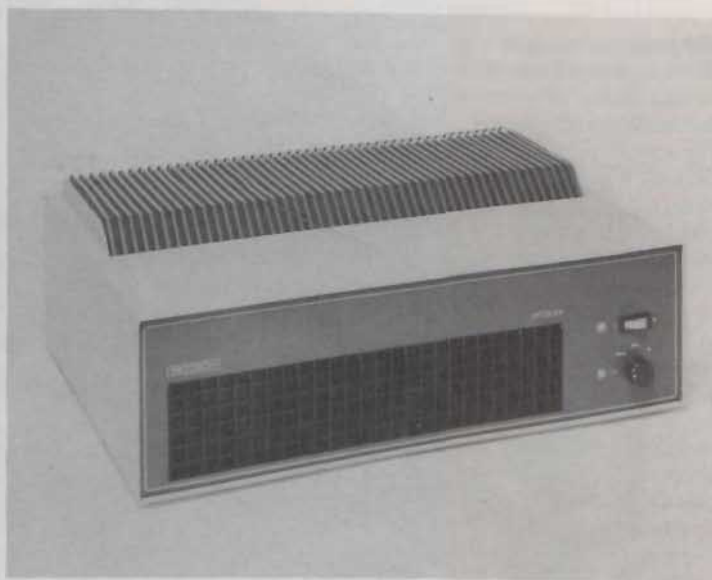
G.T. Phelan Ltd.

AIR IMPROVEMENT PRODUCTS

Bionaire air purifier/ionizers and humidifiers



• B.T. 201 Ultra Sonic Humidifier.



• B.T. 2001 Fan Filter Ioniser.

You can control the quality of the air you breath

You breathe approximately 22,000 times a day. With each breath, you inhale all the harmful pollutants found in the air such as dust, pollen, smoke, viruses, exhaust fumes, asbestos, etc. This often results in a feeling of fatigue and stress which can lead to a lack of concentration, colds, hay fever, asthma attacks and many other discomforts.

BIONAIRE provides you with clean air, 24 hours a day. The unique electret filter which can remove from the air even the smallest, invisible and therefore most dangerous polluting particles.

Revitalise indoor air

Outdoor, country air contains negative and positive ions in great quantities. These ions act as one of nature's air cleaners. Ionization is also important for our everyday mental and physical well-being.

The indoor air in home and office environments normally is depleted or negative ions due to synthetic fibres, ventilation systems, electronic components and pollution. This often results in stale air and related problems such as headaches, nervousness and weariness.

BIONAIRE air purifiers correct this situation by providing sufficient quantities of negative ions which revitalize the air and in combination with the electret filter also purify the air.

BIONAIRE air purifiers are ideal for office applications

The advanced design and features are based on state of the art technology. These BIONAIRE units purify and improve the quality of the air even in large room applications while still being energy efficient. The electret filter guarantees maximum air flow with up to 99% filtration efficiency. BIONAIRE offers a wide range of models suitable for all applications from homes to individual offices to large conference rooms.

Lack of humidity in the air, often caused by winter heating, can dry out your nose, throat and skin. Excessive dryness can also damage furniture, carpets, leathers and fabrics. Another serious problem is the damaging and uncomfortable effects of static electricity generation and discharges resulting in static shocks. An efficient humidifier is needed to rectify these problems.

BIONAIRE ultrasonic humidifiers represent the 'State of the Art' of the current technology available in humidification. Ultrasonic sound vibrations are used to break up water into a fine mist, allowing for more efficient absorption into the air, while automatically maintaining room humidity at a comfortable level.

G.T. Phelan Ltd.

59 ROCK ROAD, BLACKROCK, CO. DUBLIN. TELEPHONE 832622

AIR CONDITIONING

facility into the manufacturing division.

The bulk of equipment manufactured by Masterair is air handling units. The range offered extends up to 170,000 m³/hr. All the units made are customised to match individual requirements, which is ideally suited to circumstances where standard inflexible solutions are not suited. Outdoor units are fully galvanised throughout, including the Masterair box steel structural steel frame.

The roofs of outdoor units are pitched from a central apex running the entire length, thereby eliminating the often-encountered phenomenon of rainwater ponding on flat roofed units. The access side of outdoor units incorporate a rain-water overhang to discharge the rainwater from the roof beyond the doors.

Outdoor units are often supplied with pre-piped coils incorporating three port control valves inside the units. The outdoor units are usually

pre-wired via a system of conduit and trunking, thereby eliminating the problem of locating control valves and damper motors on the external surface of equipment. Extended drain trays are incorporated on all cooling coils to allow the future installation of a draft

eliminator should it be required to increase the air throughput at some future date.

Further details from Masterair Products Ltd, John F Kennedy Park, Killeen Road, Dublin 12, (Tel: 562891); Fax: 562896.



• Masterair Products' new premises allow for the manufacture of all types of units with size and special requirements presenting no difficulty.

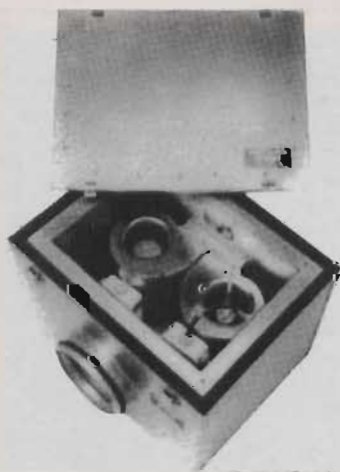
G T Phelan ... For Climate Control

Headaches, fatigue, lethargy, sore eyes and dry throat — all these symptoms are becoming more commonplace in the average city office. With the emphasis on energy conservation, and buildings designed without the facility of opening windows, the atmosphere becomes progressively contaminated.

Cigarette smoke, dust, and other airborne particles, all add to the problem. The natural electrical balance in the air deteriorates, and a rapid build-up of positive ions occurs.

By mid-afternoon the feeling of drowsiness sets in, soon followed by all the other ill-effects. The end result is a general feeling of being unwell, but not being able to

The GEMINI TWIN FAN UNITS



Quiet Pack twin fan unit.

- Compact
- Quiet
- Roof Mounted
- Duct Mounted
- Wall Mounted
- Automatic Changeover Panels
- HOT SPOT Motor Protection

DAN CHAMBERS LTD.



57/58 Brunswick St., Dublin 7.
Tel: 720448/720555/720971
Telex: 91129



TDF twin duct fan.

THE ONLY NAME IN VENTILATION

AIR CONDITIONING

explain just why. A lack or loss of concentration is followed by a fall in productivity. Eventually, in many cases, a period of sick leave follows.

The Biotech range of air cleaner ioniser units is specially designed to combat these conditions. The room air is passed through a specialised filter, which removes all airborne pollutants (down to size of .01 microns).

A built-in ioniser can then be utilised to restore freshness to the emerging cleaned air. The result is a clean atmosphere, staff comfort and satisfaction, and a feeling of well being.

You can breathe the difference.

Tel: 01-832622 for full details.

Envopak Air Handling Units

Envopak Ltd was formed in 1985 with the express purpose of manufacturing air handling units and other A/C products.

Envopak Ltd has now moved to new premises at Unit 2, Palmgrove Industrial Estate, Shanowen Road, Santry, Dublin 9, and is presently engaged in manufacturing A/H units.

As Envopak Ltd was formed from a sister company — Shamrock Air Conditioning Ltd — who are located at the same address and continue to provide service, maintenance and installations as usual, they share the same directors, namely Jack Duff and Frank McManus who have been in the business a long time.

The Envopak Ltd air handling units are made to a high standard with quality as a priority.

Some of the construction features are:

- (1) Rigid frame from aluminium profiles;
- (2) Double-skin insulated panels, outer skin BSC plasticol colour, whose plastic-coated finish on both sides give a tough scratch-resistant surface;
- (3) Heavy rugged, treated steel base;
- (4) Positive seal on panels and doors;
- (5) Fans either forward or backward, curved blades are selected at a high efficiency

- point on the curve for low noise and energy saving;
- (6) Doors are fitted with lockable tee handles (chromium plated) and heavy-duty aluminium hinges;
- (7) Units for use outside available on request;
- (8) Heat recovery humidification, cooling, heating, filtration mixing including return air dampers and fans can be supplied to order as single packaged units;
- (9) Many options are available such as externally-mounted motors; special motors for variable speed drives; fan inlet guide vanes, etc;
- (10) Larger units and specials to customers requirements.

Envopak Ltd are so convinced of the engineering durability and the non-rusting characteristics of the range that they offer a 3-year warranty on all their units, (apart from filters and belts).

A number of units, including complete roof-top packaged and heat recovery units, have been manufactured and are in operation in various parts of the country already.

Envopak's policy is to provide high-quality units at competitive prices, and to give customer satisfaction from inquiry through to after-



QUALITY AIRHANDLING UNITS
0.3m³/s — 22m³/s

UNIPACK SERIES



3 YEAR WARRANTY
Positive Seal on Panels and Doors

Rigid Frame Construction From Aluminium Profiles
Double Skin Insulated Panels

Outer Skin BSC Plasticol
Inner Skin Galvanised Steel
Insulation 25mm

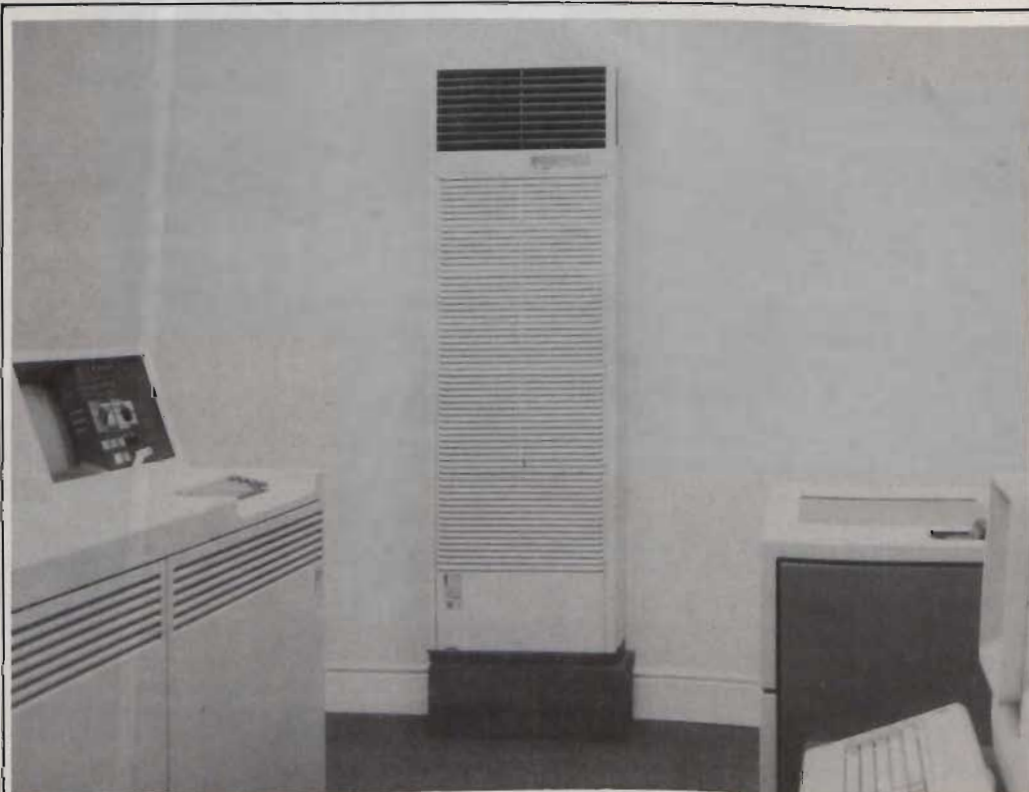
Backward or Forward Curved Fans
Many Options Available
Rugged Treated Steel Base



• The Unipack series from Envopak sales service.

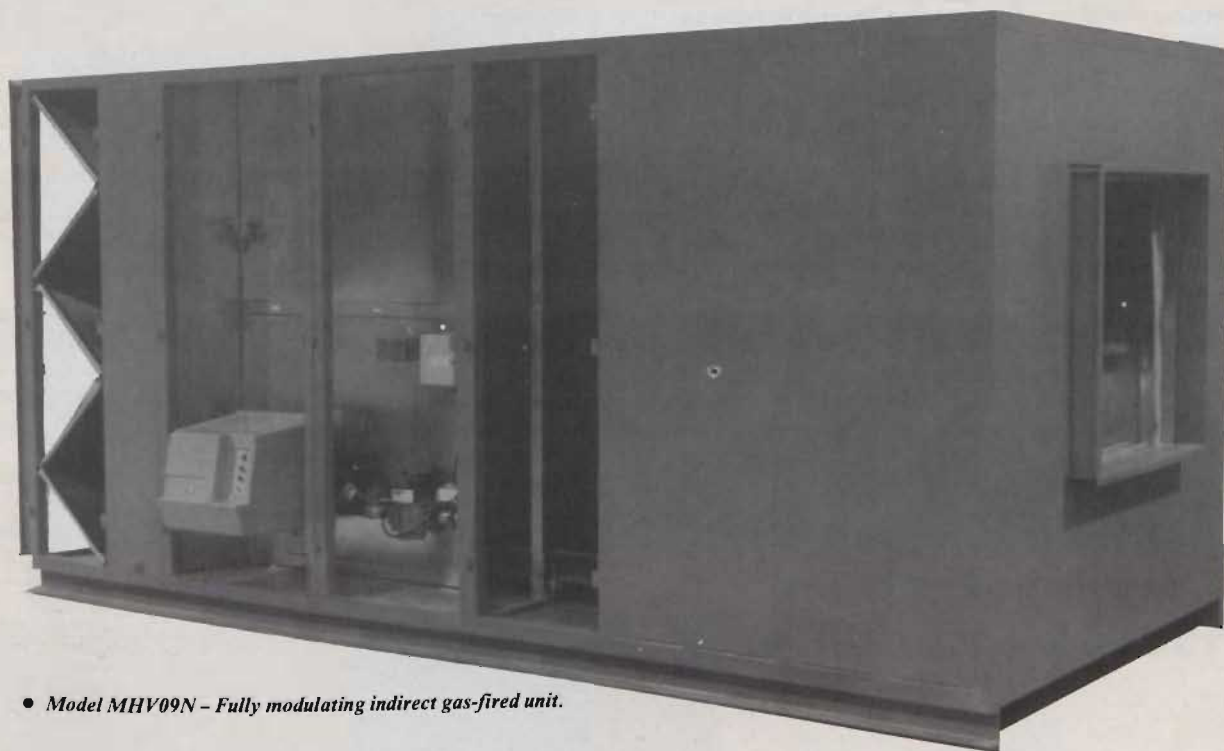
Details from Envopak Ltd, Unit 2, Palmgrove Industrial

Estate, Shanowen Road, Santry, Dublin 9, (Tel: 427853); Telex: 90403.



• Mitsubishi — PS free-standing unit, 10.4 KW — 27.9 KW. Available in cooling unit or heat pump.

Masterair Products Ltd introduce their new range of indirect and direct gas-fired air handling equipment.



• *Model MHV09N - Fully modulating indirect gas-fired unit.*

Standard gas-fired units are manufactured from 10 kW - 700 kW capacities with larger duties available on application to the factory.

Also available from Masterair Products are:

- Standard central station air handling units
- Sound attenuators
- Controls and control panels
- Armstrong live steam humidifiers
- Condensing units and chillers up to 120 kW.
- Defensor electrode boilers



MASTER AIR

PRODUCTS LTD.

John F. Kennedy Park, Killeen Road, Dublin 12.
Telephone 562891 Telex 30100 MAST EI Fax 562896

AIR CONDITIONING

Longford Ventilators — 'Exclusive' For Season Control

Since 1 January this year, Season Control Ltd is the officially-appointed sole distributor throughout the 26 counties for the entire product portfolio of Longford Ventilators Ltd.

In recent times Longford were the first company to begin home manufacture of grilles and associated products, finished units initially rolling off the production line approximately 10 years ago.

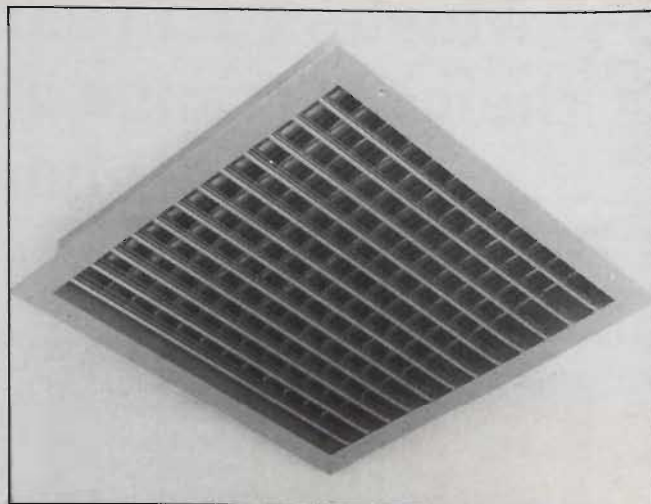
Over the last decade the company has had mixed fortunes with its market share varying at different intervals. However, just recently Longford has conducted a complete market analysis and

it was this information which was used to formulate its new strategic plan. Essentially, the intention of this plan is to re-establish Longford Ventilators as the single-most important supplier to the Irish grille and associated products market.

The company is confident that its quality control, ability to deliver and overall product range is second to none so the next stage in its expansion strategy was aimed at strengthening its perception and image in the marketplace. Hence the link-up with Season Control Ltd.

Between them both, Ben Kearney and John Granger of Season Control have over 40 years experience in the industry, with Ben in particular being especially well-known throughout the country after nearly a quarter of a century in the business.

Following the recent appointment Season Control has embarked on a major promotional/marketing drive aimed at highlighting the vast



• One of the standard double-deflection grilles from the extensive Longford Ventilator's range now being distributed on an exclusive basis by Season Control.

and varied extent of the Longford range and also the quality-control procedures employed throughout the entire production process. An added advantage, according to Ben Kearney, in dealing with Longford is that the flexibility now being demanded by the marketplace cannot be served

any more efficiently by anyone else. "Being a manufacturer", he says, "Longford can always be relied on to deliver on a virtual ex-stock basis at very short notice."

Coupled with this is an advisory service to help customers devise the most appropriate and efficient

Complete range of Silencers to meet HVAC requirements.

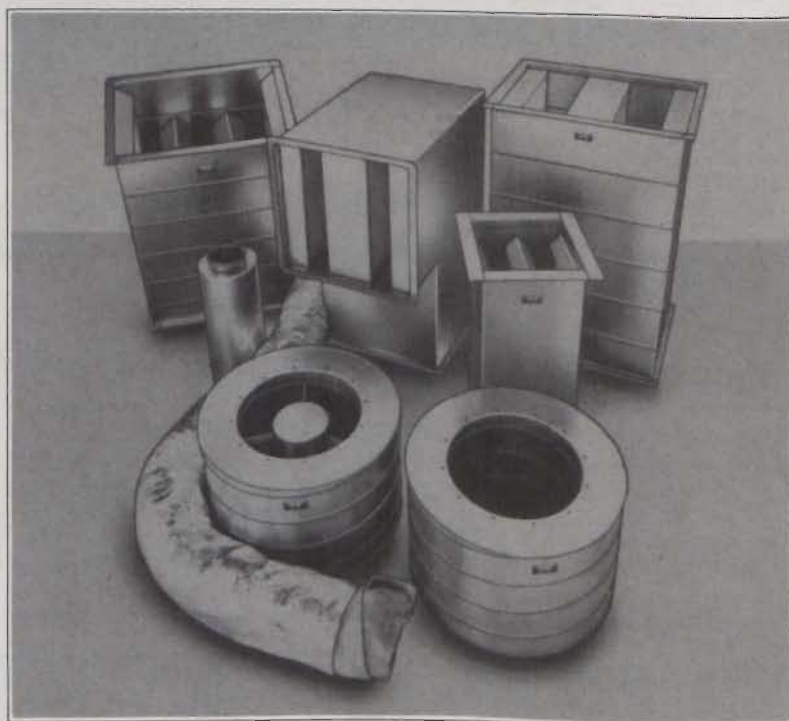
Range includes both straight and bend splitter silencers fitted with proprietary flanges as standard.

All units manufactured from galvanised sheet steel to DW142.

Tested to BS 4718: 1971.

Circular silencers up to 1000mm diameter and available EX-STOCK.

Comprehensive catalogue including Rapid System analysis — a simplified guide to noise control.



Q~LINE RANGE OF SILENCERS

AVAILABLE VIA BELFAST & DUBLIN DISTRIBUTORS

ENVIRONMENTAL SUPPLY CO. LIMITED (0232) 53329
DAN CHAMBERS LIMITED 01 - 720448



roof units group

AIR CONDITIONING

solution to an air movement problem and the "unrivalled" ability to produce custom-made solutions for particularly difficult and awkward projects.

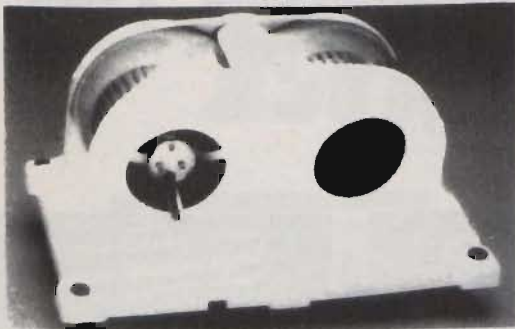
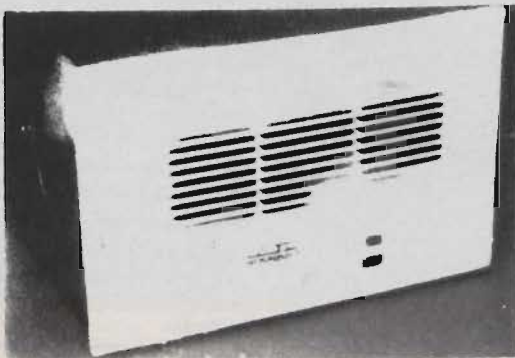
The basic Longford Ventilators' product range comprises single and double deflection grilles; egg-crate grilles; linear grilles; and any special requirements or requests which can be produced to order.

Presently, a comprehensive full-colour catalogue is in the final stages of production and should be available for general

release by the end of February. Included will be full technical details and selection charts showing performances and efficiencies.

• Other products in the Season Control Ltd portfolio include Ozonair filtration products; Biddle heating products; and Zest air movement accessory equipment.

For full details contact Season Control Ltd, Unit B, 390/396 Stannaway Drive, Dublin 12, (Tel: 559154/559155).



• Gemini twin fan units from Dan Chambers Ltd. Picture shows the flush mounting model (top) with the power unit (bottom).

Think Gemini by Dan Chambers Ltd

A most comprehensive range of twin fan units is on offer from Dan Chambers with duties ranging from 40 cfm to 4615 cfm and performing against pressures up to 1.5 ins w.g.

Sharp modern styling is personified in the new Gemini

Mark II mini-twin available in surface, flush or duct versions and ideal for office or commercial applications, having exceptional air performance beyond that of any competitive product.

Roof extract installations are well catered for with the new and extended G2B range, which offers 16 different models while ducted installations will welcome the TDF "in-line" range of units. For applications requiring "whisper quiet" performance, the proven and popular Quiet Pack is now available as a

Sandford Engineering Co.Ltd.



Fire Dampers

Now manufactured in Ireland by Sandford Engineering who invite comparison with all imported products in cost, quality, and delivery.

NOTE

1. Our TIFEU fire dampers are 4 hour tested to British Standard 476: Part 8 1972 and the International Standard ISO 834: 1975 and evaluated by the IIRS.
2. Immediate manufacture and delivery following order.
3. Any size supplied.

Sandford Engineering Co.Ltd.

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AIR CONDITIONING

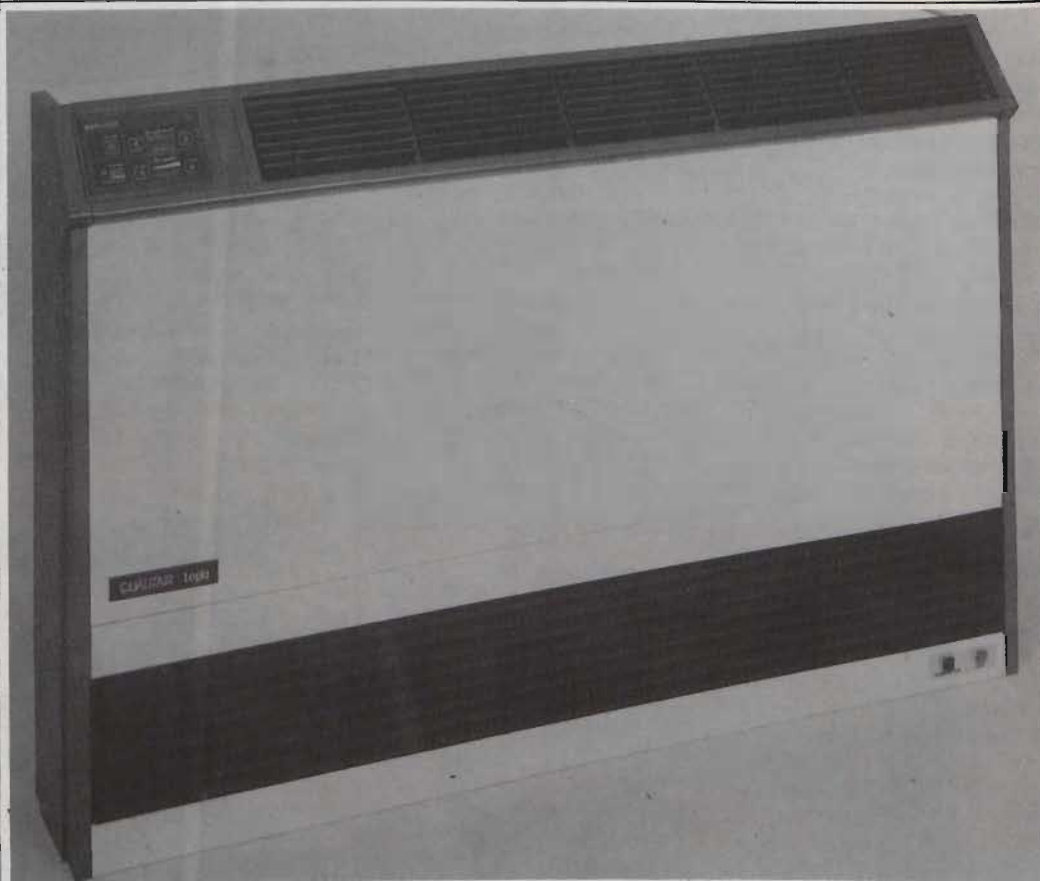
twin-fan unit also.

All the units are powered by the revolutionary external rotor motor which is factory matched to its centrifugal impeller, the G2 and TDF being backward curved with the Mini-twin and the Quiet Pack twin being forward curved.

Powerful, quiet and all speed controllable, the units are designed for long hard life, particularly the motors whose rate of failure of less than one unit per thousand means "fit it and forget it" can be the order of the day.

A full range of ancillary equipment is available ranging from soaker sheets to facilitate roof mounting, terminal cowl, auto changeover panels, speed controllers, and the new Gemini Mark II mini-twin comes complete with built-in automatic changeover and time delay as standard.

Further information from Dan Chambers Ltd, 57 North Brunswick Street, Dublin 7, Tel: 720555/720971.

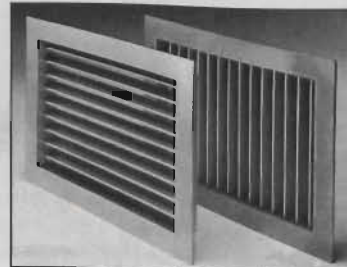
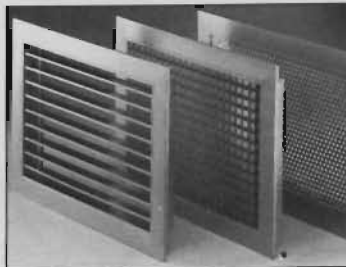
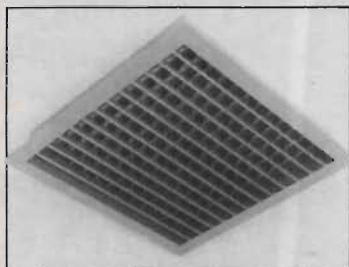
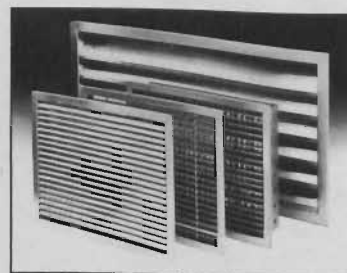
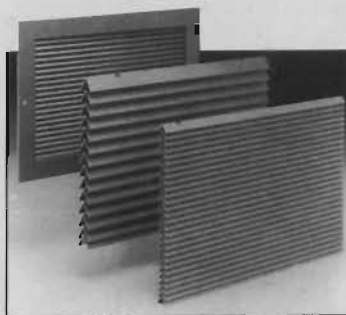
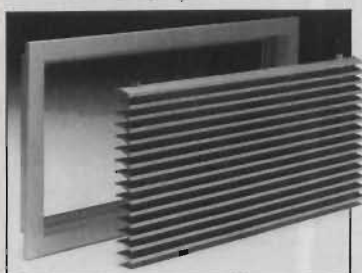


• One of the models from the Qualitair Logic range now available from Tudor Engineers.

LONGFORD VENTILATORS



SEASON CONTROL LTD GRILLS



Sole Distributors:

SEASON CONTROL LTD

Unit B, 390-396, Stannaway Drive, Dublin 12. Telephone 559154 559155 558885

Suppliers of: Heating • Ventilating • Air Conditioning • Filtration Products

AIR CONDITIONING

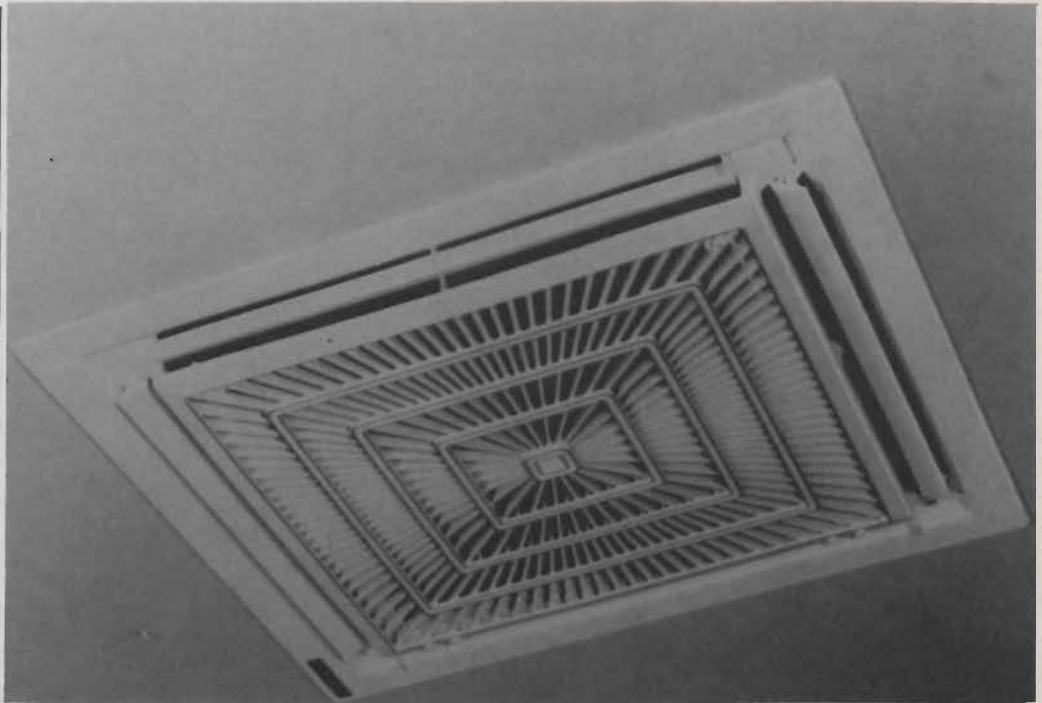
Sandford Major on Import Substitution

Sandford Engineering wish to take this opportunity to thank all their customers for their support in 1987 and hope in 1988 to provide an even better service.

Sandford Engineering are proud of their efforts to diversify to products that have traditionally been imported over the years. Their Tifeu fire dampers are their number one product.

They also manufacture a variety of components for the air conditioning and ventilation trade such as volume control dampers, sound attenuators filter frames, aluminium and stainless steel kitchen canopies.

Enquiries to Malachy Loughran at Dublin 01-806481.



• *Global Split – The Carrier 40QK cassette unit for split systems from Walker Air.*

Envopak



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AIRHANDLING UNITS
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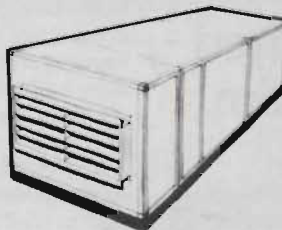
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AIR CONDITIONING

Qualitair Air Conditioners

Qualitair (Air Conditioning) Ltd of Kent have recently appointed Dublin company Tudor Engineers Ltd as their sole representatives in Ireland. Tudor are now supplying the comprehensive range of Qualitair machines to the trade, including:

EXCEL small split A C Systems up to 7 kw (24000 BTU/hr);
EXCEL high sensible heat ratio models up to 5.5 kw;
EXCEL heat pumps (split systems) up to 7 kw;
EXCEL QCW chilled water fan coils up to 6 kw;
EXCEL 'Logic' close control with humidifier up to 5.5 kw;
QWR room air conditioners packaged units up to 6.75 kw;
QPM room air conditioners packaged units up to 5.2 kw;
QJW room air conditioners packaged units up to 5 kw;
QJS split system heat pumps up to 5 kw;
QBU 360 free-standing split systems up to 10 kw;
QDH dehumidifiers;
QKK cellar coolers.

Excel evaporators: Excel evaporators of all types can be fitted with a high-efficiency electrostatic filter to remove the finest dust particles and smoke from the atmosphere. Excel machines can be fitted with an internally-mounted condensate pump; an electric heating coil or a hot water coil. The electronic touch-panel can control fan speed and temperature in eight discrete steps, and incorporates a 24-hour memory allowing instant start-up at the correct settings, following a power cut. Excel machines are suitable for wall or ceiling mounting.

Qualitair condensers: The new Qualitair QCX condensing unit has been designed to be particularly quiet to meet today's environmental requirements. A variety of standard features and optional extras are available.

Standard features — Low-pressure cut out (Air conditioning model only); Quick easy access; Self-contained electrics box; Crank

case heater; Readily-mounted on a wall, on the ground or flat roof; Generously-sized heat exchanger; Interlocked wiring; High-ambient operation (Air conditioning model only); Auto-defrost (heat pump model only).

Optional extras — Wall-mounting brackets; Start capacitor and relay (STD 24 model); High-pressure cut out (air conditioning model only); Head pressure control (air conditioning model only); Head pressure control; Soft start; Coil guard; Compressor protection device; Isolator; Pre-charged coupling lines (air conditioning model only). Excel logic system — Excel Logic close-control systems are specifically designed for computer room applications. Temperatures can be controlled to 0.5°C. An attractive dedicated humidifier module can be fitted to the underside of the Excel evaporator, extending the sleek modern styling of the evaporator. The humidifier incorporates a built-in single stage humidistat, controlling humidity levels to $\pm 5\%$ R.H. Three humidifier sizes are available, from 1.5 up to 4.0kg per hour.

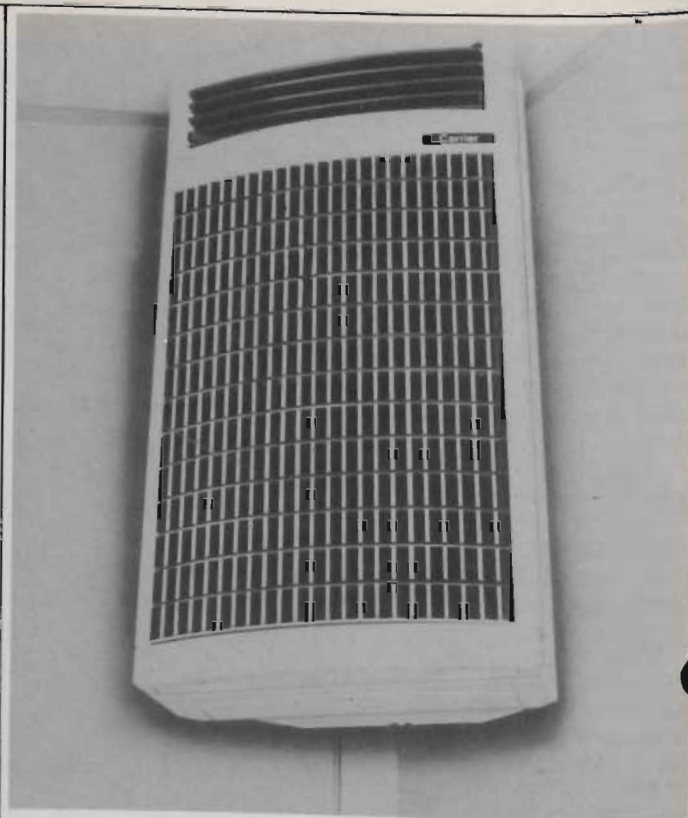
Qualitair Ltd are constantly updating their range of machines and will shortly launch a ceiling cassette model in several sizes up to 7.0 kw.

Tudor Engineers Ltd carries a comprehensive stock of Qualitair machines and spare parts, and can offer quantity discounts to the air conditioning trade. Details from Unit 63, Cherry Orchard Industrial Estate, Dublin 20, (Tel: 263377/263212); Telex: 91280; Fax: 261280.

Strengthened Range from Coolair

Coolair Ltd enters 1988 with a strengthened and improved product portfolio from Daikin, Lennox and Airedale.

Daikin — The Daikin VRV (variable refrigeration volume) commercial multi-system is now available as a heat pump system in addition to a cooling



• Global Split — The Carrier 40PQ Vertical Corner Cool wall mounted unit from Walker Air.

only version.

Condensing units are modular with 5HP compressors connected to a combination of indoor units which are available as ceiling-suspended, recessed, ceiling and ceiling-cassette types.

The cassette range of split systems has now been expanded to include four basic sizes with capacities of:
FHYC 45 : 4.7 Kw;
FHYC 71 : 7.8 Kw;
FHYC 100 : 10.5 Kw;
FHYC 125 : 13.0 Kw.

The ceiling height requirement has now been reduced to approximately 300mm for all units. New features also include Auto changeover control on heat pump units; Up and over condensate pump; and Filter warning and blocked drain indication.

Daikin also now has a range of chillers and condensing units with centrifugal fans for indoor location with capacities from 5HP to 10HP.

Lennox — The Lennox range of roof-top packaged units now includes GCS16 gas-fired heat pump units with capacities ranging from 10 to 35 K.

These units can include full control system; economiser

system; free cooling; side or bottom discharge and return connections; and ceiling supply and return diffuser assemblies.

Airedale — This range of computer room, close control units is now available with microprocessor controls with liquid crystal display of temperature, humidity, hours run and indication of alarm, i.e. compressor failure, humidity failure, filter change, air flow failure and overheat.

Four additional alarms are available for special site requirements.

A serial communications port is also provided for communication to provide remote management of units in three ways:

(A) Via remote mimic panel;
(B) Via remote management computer managing up to six units;
(C) Via a centralised computer managing up to 30 units either in the same building or communicating with remote units using modems providing performance graphs, data logs, alarm monitoring and remote on/off.

Further details from Coolair Ltd, 25 Cookstown Industrial Estate, Tallaght, Co. Dublin, (Tel: 511244).

DAIKIN

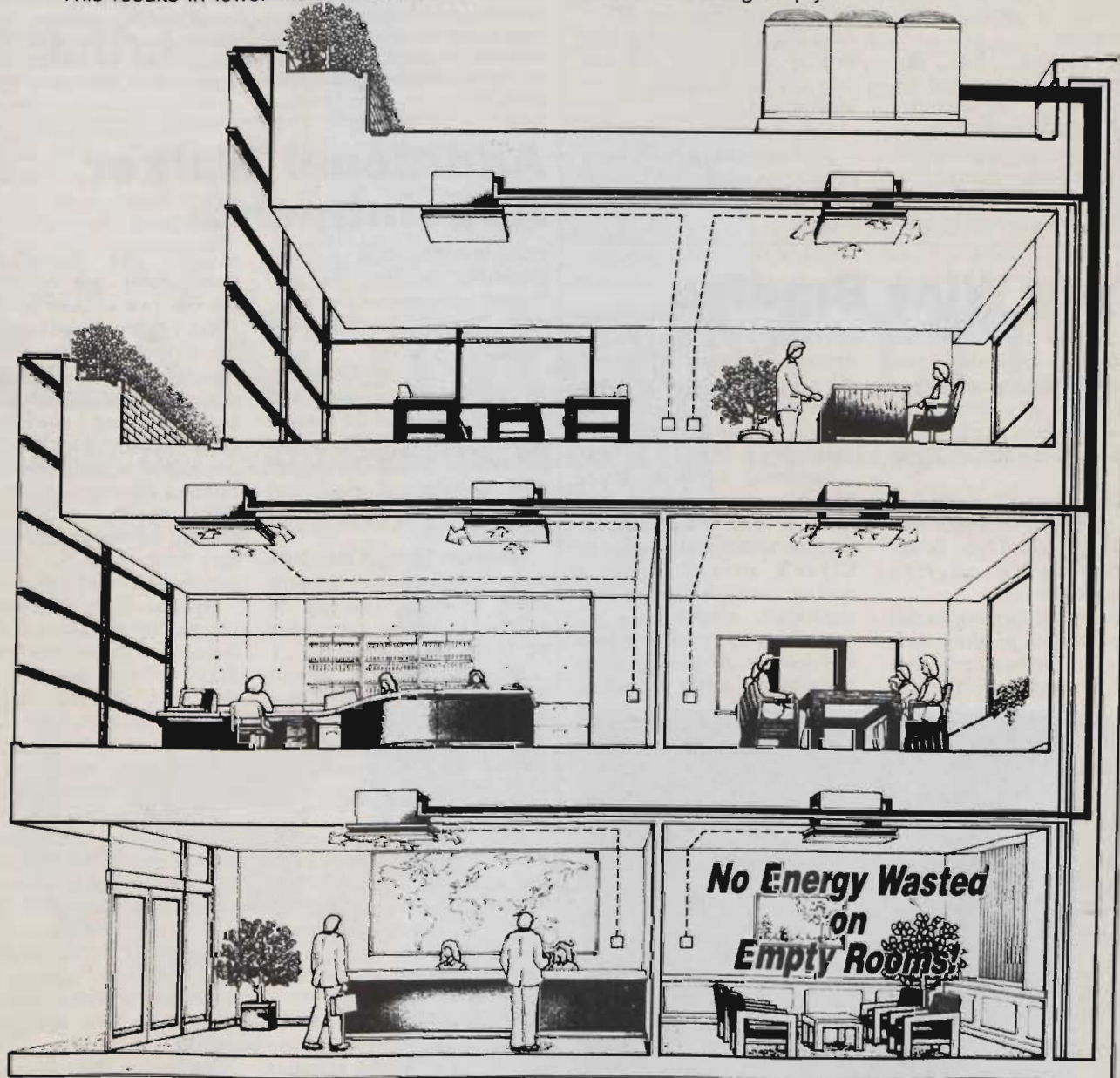
Retrofit Fit Air Conditioning Cooling Only And Heat Pump

Low Initial Investment, Low Maintenance Bills

Actually, you save every step of the way with the Multi-System Air Conditioner. You save installation space because the system needs no bulky air ducting, transfer equipment or water piping, and you save the cost of these materials too, as well as the time normally taken to install them. You end up with a system that, through superior efficiency and organization, is simpler and thus more reliable. This results in lower maintenance costs.

Flexible System Control for the Greatest Energy Savings Ever

Micro-Climate Control keeps saving you money, day in and day out. With Micro-Climate Control the cooling is locally controlled, from a convenient remote control in each room. Remote control thermostats automatically control the corresponding compressors in three stages: Maximum, 50% and Off, for an amazing energy savings. And each fan coil unit can be shut off independently from the remote control to avoid cooling empty rooms.



coolair

Limited

AIR CONDITIONING/AIR DISTRIBUTION

Published by ARROW@TU Dublin, 1988

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H&V NEWS

Continued from front cover

Rather than fear such a programme, the industry should welcome and indeed assist in its implementation. Pending legislation — and moreover existing legislation such as IS 288 1987, "Thermal Performance Requirements for Water Heaters and Space Heaters" — will sooner rather than later be brought to bear on the industry and it would be far more beneficial to be ahead of this occurrence than having to deal with it retrospectively.

Additionally, the adoption and implementation of the Specification contents could bring with it greater work opportunities.

It's known that the Department of Energy and the Department of the Environment is already considering its duty under recent and proposed EEC Directives covering this sector of the industry. Therefore, what would be ideal

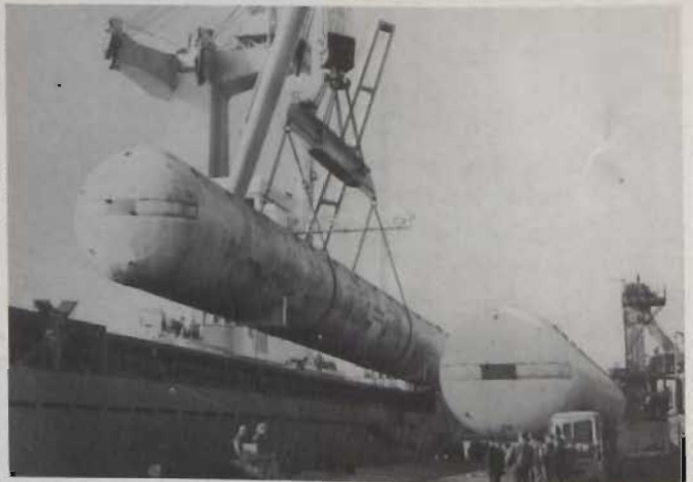
is for the HQSC to make representations to both Departments in an effort to get recognition and "status" for the Specification.

This done, the industry's interests would be well protected while it would also ensure an ongoing "voice" at decision-making level.

However, none of this will be possible without the whole-hearted support of all sectors of the industry involved in this area, be they contractors, installers, product suppliers, fuel-source suppliers etc.

So, if you have received a copy of the draft Specification for comment, don't ignore it. Additionally, if you haven't and wish to make a contribution, then contact the HQSC (at 01-370101) and do so.

The timing and circumstances of the Specification publication presents an opportunity not to be missed ... make sure you support it.



• Calor received delivery of six giant size LPG storage tanks at Tivoli, Cork recently. Calor is investing £2 million in further developing its site near Cork harbour in order to meet the increasing demand for LPG in Munster. A special bogie system was developed by Calor engineers to move the tanks from the cargo ship 'Fairmast' to the Calor site a half mile away. Measuring 135ft long and 14ft in diameter, each tank has the capacity to store 220 tonnes of propane gas.

Additional Walker Appointments

FOLLOWING OUR report in December detailing the new Walker management structure, further appointments have been made.

To recap, the new Chairman is Robert Holmes, Chief Financial Officer of the Smurfit Group. Joint Chief Executives are George Whillock (responsible for sales and marketing) and Stewart Roche (responsible for finance).

However, Michael Buckley's area of responsibility has now been extended from the 26 counties to become Director of all 32 counties of Ireland.

In order to assist Stewart Roche in his new position, Ray Nardone, who has been with the Accounts Department in Dublin for many years, has been promoted Financial Accountant.

Sam Gilbert continues to pilot the Belfast office through the most difficult of all the Walker Business sectors and in 1988 will pursue the major objective of developing the Belfast Service Department under Robin McCoosh.

To further strengthen the Glasgow office, Tom Wilson has joined as Branch Manager and will report directly to George Whillock on all aspects of the Glasgow office sales and service performance.

There has also been an important change of emphasis

in the way Walker Air Conditioning are conducting the UK part of their business. From 1 February 1988 onwards the Glasgow office will be almost exclusively dedicated to the sales of Carrier Air Conditioning equipment including Carrier Air Handling. The exception to this will be the Holland Heating products, but there will be no conflict between the two air handling ranges as they are suited to different sectors of a very large market.

All other product lines will be handled by the London office including Condair humidifiers, Elkay drinking fountains and the more recently acquired major franchises such as Menerga dehumidification/heat recovery equipment and Delair desiccant dehumidifiers.

These ranges will be sold into Scotland via London-based sales engineers, each of whom has specific responsibility for particular products. By clearly defining the areas of responsibility in this way the new lines will receive the individual attention necessary to establish their place in the market.

To support this expansion of the London office, Service Director, Gordon Whitfield has been charged with further developing the Walker Services business throughout England and Wales.

Clyde Wins Bradlee

AS PART of their continued consolidation/expansion programme, Clyde Systems Ltd has acquired the sole distribution rights throughout the Republic of Ireland for the Bradlee Boiler range.

Bradlee is a well-established name in the boiler sector and the link-up with Clyde brings together the far-reaching experience of both.

Clyde will be carrying the full Bradlee product portfolio and, to further strengthen their penetration and servicing of the

marketplace, they have appointed Gordon McCabe — who is widely known throughout the industry in his own right — as Industrial Sales Manager.

Raymond O'Flynn, Clyde Managing Director, told *Irish H&V News* as we went to press that the addition of Bradlee to Clyde's overall product package would be backed by a significant stockholding to ensure prompt order-response and delivery. All models in the range carry a 3-year guarantee.



• At the reception to announce details of the Shires Leinster Open which was held in the Badminton Hall, Dublin recently were Brendan Whooley, Managing Director, Shires Ireland Ltd; Ann O'Sullivan, International Player; and Ray Allison, President Knights Badminton Club.

H&V NEWS



• The H R Holfeld (Pumps) Ltd stand at the London H&V Show late last year.

H R Holfeld UK

IN OUR April/May 1987 issue we reported that Holfeld Pumps had established a new subsidiary company in the UK to promote its fluid handling programme.

Holfeld Pumps design and supply advanced pumping technology and manufactures the Holpak range of pump sets

and pressure booster systems. The distribution, marketing and service is carried out by the wholly-owned British-registered, London-based company — HR Holfeld (Pumps) Ltd — with its offices in Sutton, Surrey.

As a key supplier of packaged pump sets, Holfeld Pumps has

to date established an impressive project reference list comprising leading mechanical services contractors, water authorities and well-known industrial clients. The permanent Sutton Office and UK staff have enhanced the company's reputation and promoted its manufacturing programme and standing to that of a serious local London supplier known to consultants, contractors, fire specialists and the authorities.

Holpak pressure booster pump systems are designed, manufactured and commissioned to specific customer requirements covering a wide range of application including cold water boosters with flows up to 100 l/sec. with heads up to 200 metres; fire hose reel pump sets designed in accordance with London Fire Brigade regulations complying with FOC and NFPA recommendations and manufactured in accordance with BS 5306 Part 1 1975; Fuel oil transfer sets for pumping oil

of varying viscosities to burners, generators and for tank transfer; Pressurisation sets are manufactured for use on chilled and hot water systems.

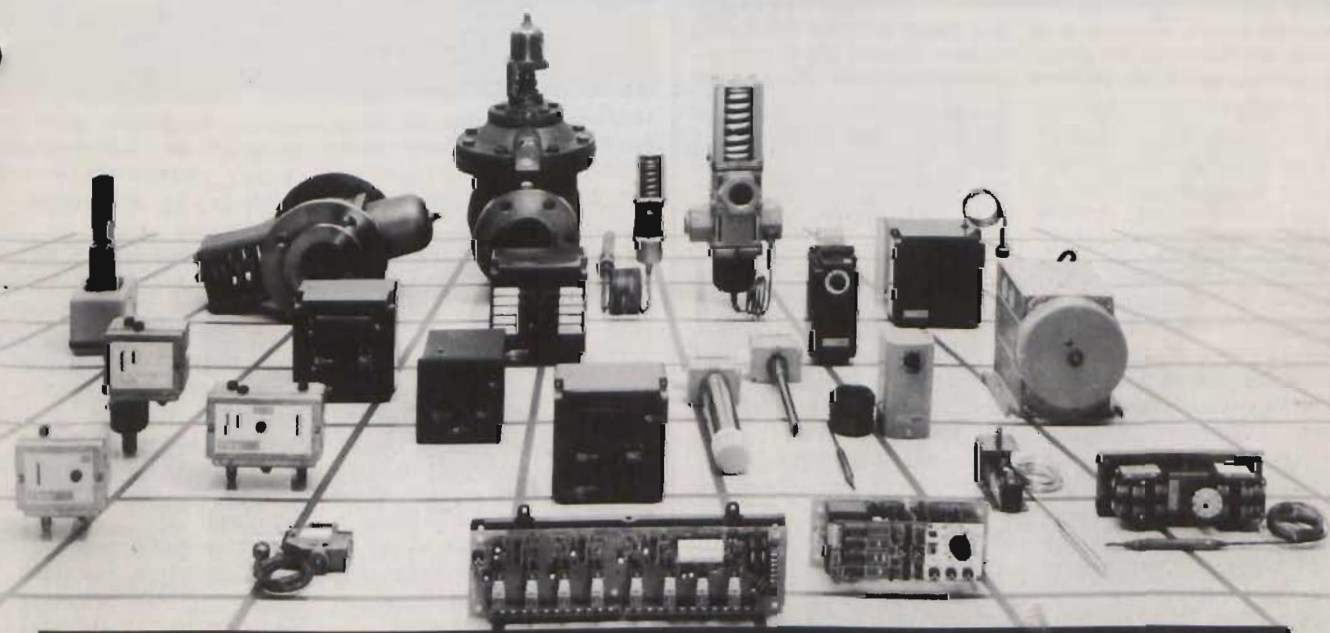
The level of business generated by Irish companies active in the mechanical/building services field in the UK is substantial and it is the company's aim to service this market, especially in view of its association with the same consultants and contractors in Ireland.

The company recently exhibited the Holpak range at the London H&V Show at the Olympia Complex in London. Holfeld Pumps had five different packaged pumpsets on display with a small selection of HNM end suction close-coupled pumps, plus the Jetpak domestic pressure set range.

Indeed, the Holpak range comprised one of the largest selections of pump sets on display at the show and led to quite a significant level of

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H&V NEWS

general enquiries with 52 of those requiring a more detailed follow through, 16 of which were for actual quotations. Over a third of the total were for the Middle East with the remainder being for the UK.

In all the year Holfeld Pumps have been servicing the UK marketplace and participating at trade exhibitions there, Richard Holfeld told *Irish H&V News* that this show provided them with their best return ever.

This perhaps is also a reflection on the impact the formation of the UK-registered office has had and the fact that

UK personnel are, in the main, employed to man the office. For the moment Richard Holfeld himself is overseeing the operation in a general context with Gerald Cater, who is the General Manager of H R Holfeld (Pumps) Ltd in the UK, actually running the operation.

Indeed, so successful has the venture been to date that Richard sees himself being able to withdraw to a very large extent sometime this year and essentially leaving it to the local-based personnel to run the entire operation.

National Merchant of the Year Award



• *National Builders Merchant of the Year, Tadhg O'Connor (2nd left) is pictured with (from left): Des Byrne, Managing Director, Wavin; Christine O'Connor; and the Minister for Trade and Marketing Seamus Brennan, TD.*

A FAMILY business in Limerick which was set up less than 10 years ago is the 1987 National Builders Merchant of the Year.

Tadhg O'Connor Ltd, with branches in Rathkeale and Newcastle West, was chosen as the National winner for its well-presented premises and the quality of its customer service.

The Award was presented to Tadhg O'Connor by the Minister for Trade and Marketing, Seamus Brennan TD, at a luncheon at which four regional awards and seven special category awards were also presented by the Minister.

Apart from Mr O'Connor, who received the Munster Regional Award as well as the National Award, the other regional winners were Frank

Connaught/Ulster Regional Winner; Chadwicks, Sandford, Dublin Regional Winner and J.E. Telford's, Mountrath, Co. Laois, Leinster Regional Winner.

National special category awards went to the following: Most improved merchant — R N Gillespie, Carlow; Best plumbing department — Morahan & Hughes, Galway; Environment Award for traditional shop front — M. Beatty and Company, Loughrea; Best trade facilities — Chadwicks, Mallow; Most original display of Wavin products — Smith Building Supplies, Walkinstown, Dublin; Best patio display — Chadwicks, Coolock, Co Dublin; and For marketing innovation — Heiton McFerran, Letterkenny.

Appointments

• *Philip G Derby has been appointed Marketing & Sales Director of Evode Industries Ltd, Newtown, Swords, Co Dublin. Graduate of the Marketing Institute of Ireland, Mr Derby joined Evode Industries in early 1986 and has held the position of Marketing & Sales Manager prior to his appointment. He has broad experience in the petroleum and health care sectors and also did extensive post-graduate work in marketing in Boston.*



Renick Gets Babcock

RENICK ENGINEERING and their associate company GIM Boilers, have been appointed sole representatives in the Republic of Ireland for the complete range of Babcock Robey, Ygnis, Stone Generator steam, and hot water boilers.

Babcock's recent amalgamation and acquisition makes them the largest boiler manufacturer in Europe, offering a comprehensive selection of boilers with outputs from 250 to 70,000 lbs/hr of steam, or equivalent hot water duties, for process or heating.

Ygnis condensing boilers with outputs from 75Kw to 3,485 Kw are now available, for natural gas convertible to oil firing.

Recent boiler orders include Glenross Hosiery; Marrow Meats, Limerick; Agra Meats, Cork; Swissco Ltd, Cork; and Murphy's Brewery, Cork.

Renick's experienced service and commissioning staff offer an efficient after-sales service including service contracts, extensive spares department and nationwide teams of engineers.

Energy Efficiency in Buildings — EEC Report

AS A Member of the European Parliament's Committee on the Environment, Public Health and Consumer Protection, Niall Andrews, MEP, has been selected to prepare a report on the European Commissions Proposal for a Council Directive on information on the energy efficiency of buildings COMM (87) 401 final, 9th September 1987.

This proposal sets out the general principles of a procedure under which the seller or lessor of a building would be duty bound to supply to every potential buyer or tenant an energy audit of the building in question. The audit would be expected to contain details of: (1) The energy consumption of the premises as they stand; (2) Possible improvements, their cost, their impact on energy consumption and the return on the investment.

Following the Council

resolution of 15 March 1985, the Commission, in consultation with experts from the member states, examined questions relating to the placarding of the energy consumption of buildings by a process of certification:

- The results of two surveys carried out in the only member state where an information procedure is compulsory have been presented and discussed;
- The actions carried out or planned in other member states have been specified;
- The possible actions at the Community level have been examined.

As a result of these initiatives, the Commission considers it necessary to submit a proposal for a directive to the Council for adoption in accordance with the following general principles: — When they are put up for sale, an energy audit will be carried out and the resulting report

H&V NEWS

supplied to every potential purchaser in order to inform him/her of: the energy consumption of the premises as they stand; possible improvements, their cost, their impact on energy consumption and the return of the investment;

— When they are put up for rent, informing every potential tenant of the energy consumption;

— With recent buildings (which were built to certain standards with regard to heat) comparison with an equivalent new building against an appropriate scale.

The Commission believes that an information procedure of this kind will:

— Remove a major obstacle to investment designed to improve the energy efficiency of buildings, and;

— Speed up investment decisions and guide them towards those actions with the highest return;

— Improve the transparency of

the property market.

In addition to the main effects mentioned above, a procedure of this kind is expected in practice:

— To create jobs (the investment needed to save 1 million toe*/year in the building sector generates about 5,000 man-years of employment and reduced the social cost of unemployment by some 50 million ECU);

— In the longer term (15-20 years) to cause the greater part of the building stock to be covered by energy auditing; and

— To lead to the build-up of data bases on the state and real potential for improvement in the sector.

Anyone with any comments or views on the above, or who wish to get more information on the proposal, should contact Niall Andrews, MEP, at the European Parliament Office, 43 Molesworth Street, Dublin 2.

* million tonnes of oil equivalent a year.

addition to offering the extensive range of Hiross close control and energy-saving air conditioning equipment along with Hiross raised access flooring, are now the official Irish agent for the Airwell range of comfort air conditioning equipment. This range consists of window units 5,000/25,000 BTU's/hour direct expansion split systems

8,200/67,000 BTU's/hour, packaged rooftop units 32,000/103,000 BTU's/hour. Also available are water cooled and packaged watercooled units.

D C Compute Air Ltd can also offer the Wright range of computer room units. As they specialise in turnkey projects, they have a wealth of knowledge and experience to be drawn on.

Air Products Acquires Cryogas

AIR PRODUCTS Ireland Ltd has acquired Cryogas Ireland Ltd, the Dublin-based industrial gases supplier. Since the company entered the Irish industrial gas market in 1984 with the establishment of a purpose-built depot from which to supply industrial gases, Air Products has grown to a point where it now claims 10% of the Irish cylinder gases market, with particular prominence in high tech areas like electronics and pharmaceuticals.

Air Products Ireland's ultimate parent company is Air Products and Chemicals, Inc. of Allentown, Pennsylvania.

Cryogas Ireland Ltd — jointly owned by Patrick Flynn

and Cryoservice Ltd — entered the industrial gas market in 1980, employing innovative supply methods. The combined sales of both companies will account for almost 20% of the Irish cylinder gases market it is now claimed and, as further growth is forecast, all existing jobs are secure.

Patrick Flynn of Cryogas is now Managing Director of Air Products Ireland and Tom Harrington is Sales Director. It is anticipated that the current Cryogas operation will transfer to Air Products' purpose-built manufacturing facility on the Western Industrial Estate, Naas Road, Dublin.

Tight Squeeze By DC



• One of D C Compute Air's superchillers being passed through a pre-prepared opening in the roof of the Irish Life Centre during work on the Church & General project.

D C COMPUTE Air Ltd, (Tel: 01-392366/392009/392101) main contractors for Church & General insurance company in the extension of their existing computer room, had only mm's to spare as their large superchillers passed through a pre-prepared opening in the roof of the Irish Life Centre, each machine having a capacity of 51kw and weighing some 1300kg. Once inside the plant room, again with only mm's at either end, these machines were positioned onto prepared pipework.

Obviously, for Church & General this was a major shut down to up-grade their air-conditioning by two thirds of its

original capacity. Furthermore, there was the installation of a large 60kw Data Chiller which cools the main computer directly by chilled water.

Eighteen staff, from early Saturday morning, mounted the equipment and the work was completed by Sunday evening, when the computer suite was handed back to Church & General ready for work next morning.

For D C Compute Air Ltd, the work not only involved air-conditioning given that this was a turnkey package they were also responsible for the Halon System, partitioning, piping, ductwork and builders work.

D C Compute Air Ltd in

Satec Goes To R S White

R S WHITE (Water Treatment) Ltd, Dublin and Satec Ltd of Crewe, Cheshire, have entered into a sole agency agreement for sales and service of Satec plant and systems in the Republic of Ireland with effect from December 1987.

Satec specialises in standard packaged industrial water treatment equipment, including the well-known 'Eurowater' and S W S 2000/2900 range of water softeners and ion exchange plants.

Other Satec businesses are Satec-P W S Ltd (formerly known as Peabody Water Services and Advanced Water Services Ltd) which specialises in major engineered process water treatment plants for the food, drinks, pharmaceutical and electronics industries.

The combination of the resources of the two companies

makes the Satec range of products readily available in the Republic from an Irish company, while R S White will, in addition, be able to provide prompt and efficient service cover on both new and existing Satec installations in Ireland.

York Acquires ICE

YORK INTERNATIONAL Ltd recently acquired Industrial Cooling Equipment, the Manchester-based refrigeration company, established in 1938.

Acquiring this company will enable York to expand into speciality refrigeration and air conditioning markets and to expand their service network by over 40%.

H&V NEWS



• At the presentation of the inaugural Jim Culliton Award for Outstanding Services to the Irish Building Industry, awarded by the Irish Branch of the Incorporated Association of Architects and Surveyors to An Foras Forbartha, were (from left): Keith Mullins, IAAS President; Joseph Twomey, Chairman, IAAS Irish Branch; Pierce Piggott, Chief Technical Advisor, An Foras Forbartha; and Jim Culliton, Chief Executive, Cement Roadstone Ltd.

Inaugural IAAS Jim Culliton Award

THE FIRST Jim Culliton Award for Outstanding Service to the Irish Building Industry, inaugurated this year by the Irish Branch of the Incorporated Association of Architects and Surveyors, has been awarded to An Foras Forbartha.

The Award is in memory of the late Jim Culliton, who was Chairman of the Irish Branch from 1972 to 1975. Mr Culliton was an architect with expert knowledge of Georgian restoration work and on retirement was Head of the Dangerous Building Section, Dublin Corporation. The inaugural Award was presented at the Association's recent annual dinner and agm by his

son, Jim Culliton, Chief Executive of Cement Roadstone Ltd, and was received for An Foras by Pierce Piggott, Chief Technical Advisor.

Mr Culliton praised the dedication and outstanding service over the past 23 years of the An Foras staff, who are held in high esteem, both nationally and internationally. Mr. Piggott, on accepting the Award, said: "All at An Foras Forbartha are delighted not only to receive this Award in recognition of their services to the construction industry, but also at the enormously supportive response for the staff from the public and the professions following the

Government's recent announcement that An Foras will be dismantled as part of financial cut-backs."

The IAAS was established in 1926 as a multi-disciplinary association for building industry professionals and it is therefore most appropriate that the inaugural Jim Culliton Award should go to An Foras Forbartha, itself a multi-disciplinary professional organisation. The 32-county Irish Branch, established in 1964, currently has 140 members. Mr Joseph Twomey was re-elected Chairman of the branch at the recent agm.

Selectos For Davies

BRITISH GAS & Oil Burners, the Thetford-based company which produces pressure jet oil and gas burners for the domestic consumer and industrial markets, have appointed Davies of Fairview to serve the Republic of Ireland.

Davies will be supplying the Selectos range of burners and spares either direct or through stockists in Limerick and Waterford.

Declan O'Donnell of Davies said of the appointment — "Our company is so well known in the plumbing and heating industry throughout Ireland that we confidently expect to order a substantial amount of burners and spares in the first year, and there is no reason why this should not increase as time goes on."

Rotary £20m Order

THE ROTARY Group announce the award of several major mechanical and electrical contracts totalling in excess of £20 million which have been secured in the last three months.

These include a £13 million contract for Government buildings in Baghdad financed by Morgan Grenfell, supported by the ECGD: The Royal Naval Hospital in Gibraltar for Haymills (£0.5 million); Mechanical Services in London docklands, new crane wharf by Laing Management (£1.5 million); offices at Featherston Street in the City of London for Lelliots (£900,000); electrical sub-distribution for the British Museum (£850,000); British Nuclear Fuels Ltd, Capenhurst (£550,000) and mechanical contracts at Apollo Computers and Mitsubishi Ltd for Livingston Development Corporation in Scotland (£1 million).

CIBSE Events

Thursday 25 February — One-day Seminar — Building Services — the agenda for the 90s;

Friday 4 March — Technical Evening in Cork;

Saturday 5 March — Technical Visits in Cork;

Tuesday 15 March — Technical Evening — Trouble-shooting for lighting ballasts;

Thursday 7 April — Reconair Awards at the College of Technology, Bolton Street;

Thursday 14 April — Annual General Meeting; CIBSE/TCS Awards at the College of Technology, Bolton Street;

Thursday 21 April — Technical Evening — St Stephen's Green Shopping Centre.

APPOINTMENT



• Christopher Lundy, who has been appointed a director of the Apex Fire Group. Mr Lundy has been with the group for a number of years and has been largely responsible for developing and expanding the fire detection arm of the group's activities.

C&F Soccer Special

ENJOY A three day visit to West Germany and see some of the top games at the stadia in Stuttgart, Hanover and Gelsenkirchen. This is the invitation being extended by Glow-worm and C&F to installers who buy and instal a minimum of 50 Glow-worm gas boilers during the period 1 January to 27 May.

As long as contractors/installers order any of the Glow-worm gas boilers and reach the qualifying figure of 50 — they are on their way with the Glow-worm soccer special to Germany.

Full details from C&F.

Construction Industry In Crisis?

"The unbroken and depressing downward trend in construction industry output, which has been evident since 1981, is to continue in 1988, with a 12% drop in activity forecast.

"This dramatic reduction, the bulk of which has been directly attributed to cut backs in the Public Capital Programme, will be accompanied by a further reduction in employment in the construction sector. According to the Construction Industry Federation some 18,000 jobs are now at risk in the industry.

"Around 60% of all Public Capital Costs have a direct effect on the Construction Industry and the reduction in the Public Capital Programme this year by IR£235 million will have the effect of reducing activity by as much as 18%. However when the positive effects of the Custom House Docks Development in Dublin are taken into account the fall-off is reduced to 12% overall. There is no doubt however that the £250 million Custom House Docks Development will provide a major fillip to the industry but as it is to be developed over a 5-year period only £50 to £60 million will actually be spent on the project in 1988.

"In recent years the Public Capital Programme has experienced major cuts and it now stands at just 50% of the volume expended in 1982.

"In October of 1986 cement sales were down by 12.3% as compared with the same month in 1986 while cement sales in the year to October were 975,600 tonnes representing a drop of 6.6% on the same period in 1986. This trend is expected to continue.

"Trends emerging from Newmarket Information's own research indicate that the industrial building sector will continue on much the same levels as in 1987. However, some industrial observers feel that '88 will see a large influx of new foreign industries some of which may require custom-built units or at least refurbished advance units. If, as expected, the giant Merrill Dow company sets up a £75 million production facility in Cork and another major project

A special construction industry survey — conducted and published by Newmarket Information just prior to Christmas — points to a bleak outlook over the coming 12 months. A detailed economic analysis of the overall situation leads to this pessimistic conclusion though, on the other hand, the listing of hundreds of construction projects set to go ahead in 1988 — plus of course the Custom House Docks Development — do contain some grounds for optimism. The following is a brief resume of the survey's findings but full copies are available from Newmarket Information (Publications) Ltd, Ardeen House Marine Terrace, Dun Laoghaire, Co. Dublin, (Tel: 01-809476/809557).

like the recently reported Nigerian proposal for the expansion of Whiddy Island Oil terminal and Whitegate Oil Refinery come to fruition, then this sector could see more activity than it did in 1987.

"The commercial building and redevelopment front, which appears to be increasing year by year is expected to continue the trend in '88. This is expected to be the busiest sector and not only because of the Custom House Docks Project and inner city renewal programmes.

"A number of major shopping centres planned for the Cork and Dublin areas, and elsewhere, are expected to obtain final planning decisions from An Bord Pleanála in 1988 and some work could begin on these schemes immediately the planning go-ahead is given.

"The housing sector is to be badly hit in 1988 with the Irish Home Builders Association already predicting that the outturn for 1987 will show a dramatic 20% decline in housing completions. Figures released by the Department of the Environment for the first half of 1987 showed a 20% decline in the number of houses built and the trend for the second half of '87 was expected to be worse and the abolition of housing grants was only expected to have its true effect from June 1987. According to the Association the housing industry has declined by over 40% since 1981.

"Obviously with the current cutbacks, Public Capital Projects including: Roads, Civil Works Schemes, Public Housing, Schools and certain community projects will not go ahead in 1988.

The special report

"With the continuing fluctuations in the construction marketplace in Ireland, obtaining advance market information has become an essential part of any serious marketing programme if companies are to anticipate major changes in the marketplace and take informed decisions on how to react to these changes.

"Construction Opportunities 1988 has been published to provide companies operating in the construction and allied industries with a valuable guide to anticipated activity over the coming year. It should assist in planning their activity levels through the next twelve months making marketing efforts much more effective.

"Of course every effort is made to ensure the project information included in this Special Report is accurate and up-to-date but it should be noted that with continuing shifts in the priorities of Government Departments and changes in the marketplace which could affect private companies' decisions to proceed with major capital projects, some developments may be held over for another year.

"Having said that, however, we believe that the special report will prove an invaluable reference database and we trust your company will benefit from the extensive research that went into its production.

Perspective on 1987

"Official estimates produced by the Department of the Environment in July 1987 project a decline in construction output of 6.2 per cent in 1987.

"The decline in output over

1986 affects most sectors of the industry. The most significant, in larger sectors, include local authority housing down by one third, sanitary services investment down by one quarter and a 10 per cent decline in investment by semi-State bodies.

"Offsetting these are a very slight increase of about 1 per cent in the private housing sector due largely to the continued effect of the improvement grants and a growth of 10.7 per cent in commercial development.

"Notable developments in 1987 included the establishment of the Construction Industry Development Board under the chairmanship of property developer Robin Power. The new Board identifies the maintenance of existing jobs and the creation of new jobs as its top priorities and set itself a deadline of two months within which to make initial recommendations. A comprehensive report is to follow within twelve months.

Outlook for 1988

"Overall prospects for 1988 are dominated by the estimates for the Public Services, published in mid-October, and by trends in the private housing market.

"Provisions for Public Capital expenditure affecting the building industry show an overall decline of 20 per cent in cash terms on the original provisions for 1987. Allowing for inflation, the real decline will be of the order of 23 per cent. The 1988 provision is for £924m compared with £1,150m in 1987. Public Capital provisions account for around two thirds of all building output.

"It is expected that the decline in new private house construction will continue in 1988, as indicated by trends in 1987 and planning permissions data.

"Taken together, the Public Capital Programme provisions and the housing trends indicate a sharp decline in construction in 1988, though there may be some increases in smaller sectors such as agricultural and commercial building, an overall decline of 12 per cent in building output is now projected for 1988.

BTU Results

Tony Gillen Triumphs

At the final outing of the year in Hermitage on 4 December last, Tony Gillen confirmed his BTU Golfer of the Year status by winning the Lister-sponsored event which preceded a large get-together by members and their wives for an evening of dance and

entertainment.

Highlight of the affair was the Golfer of the Year presentation ceremony. In addition to the perpetual trophy, Tony received a "golfing portrait" of himself which was commissioned specially for the occasion by

Irish H&V News (see photographs).

Another equally-successfully outing was the Wilo-sponsored gathering at Royal Dublin a few weeks earlier.

Here the overall winner was Gerry Phelan with Brian Farrell taking Class 1; Brendan

Sheehan Class 11; Frank Somers Class 111; Ray Byrne, 1st Back Nine; Bernard Sweeney, 1st Front Nine; and Ben Kearney, 1st Visitors.



• Wilo at Royal Dublin: Gerry Phelan, overall winner, receiving his prize from John Ryan, Wilo. John Lavelle, BTU Captain is on the right.



• Wilo at Royal Dublin: John Ryan, Wilo, presenting Brian Farrell, Winner Class I, with his prize. John Lavelle, BTU Captain, is on the right.



• Wilo at Royal Dublin: Tom Scott, second on the Front Nine, receiving his prize from John Ryan, Wilo. BTU Captain John Lavelle is on the right.



• Lister at Hermitage: Hamper Winner Garvan Evan's with the then Captain John English.

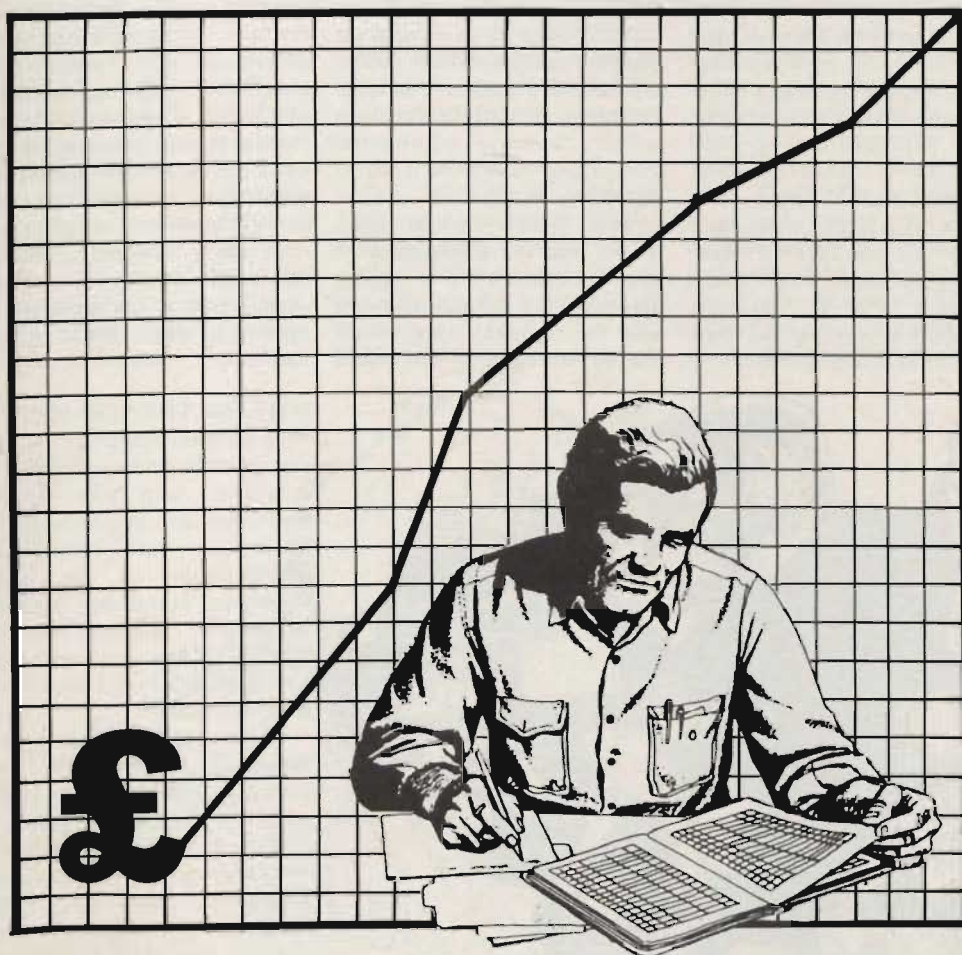


• Lister at Hermitage: John English, the then BTU Captain, congratulating Tony Gillen who capped an excellent season in winning the BTU Golfer of the Year by taking first place at the Lister-sponsored final outing of 1987 at Hermitage. He is pictured here being congratulated by John English.



• Lister at Hermitage: Hamper Winner Vincent Dowling with the then Captain John English.

Operating An Effective Credit Control Policy



THE EXTENSION of credit facilities performs a fundamental and essential function in business. Credit by definition revolves around the principle of "goods/services out — cash in". Therefore, the effectiveness of a credit control policy is quite often judged on the achievement of cash received targets of cash-flow projections. However, evaluation of a credit control policy must take cognisance of the contribution of good payers and/or large customers towards achieving their targets, writes Edward Lambert of *Hinsen International*.

If a company's working capital requirement is fulfilled in this manner, then a large percentage of its customers are availing of unauthorised extension of credit terms.

Taken in the context that

credit terms play a vital role in the determination of profit margins — and that profit margins remain constant whether a customer is large or small — the impact of this phenomenon on overall profitability becomes evident. Consequently, an effective credit control policy involves — planning, management and control.

The decisions that people make both in their business and personal lives are based on information. The results — positive or negative — of such decisions can be traced back to the information upon which it was based. Credit control is the most "information intensive" area in the majority of companies. Collection, storage and maintenance of this information is a major and expensive task. In the area of

credit control there are four main information impact points:

- (a) Credit approval processing
- (b) Account monitoring
- (c) Credit limit revision
- (d) Credit insurance

In an effort to determine the correct balance between the amount of information required and the cost of achieving that, companies specialising in business information present themselves as cost-efficient alternatives to an in-house approach. Thousands of companies in Ireland are now using business information companies and view the policy as an extension of their credit control function, rather than a replacement. These business information companies provide a report which contains relevant data on a customer, thereby facilitating order processing and

the overall credit control function.

How credible an alternative are these companies in the area of information collection and maintenance? The answer is subjective to the users opinion on:

- (a) *Quality*
- (b) *Content*
- (c) *Price*
- (d) *Levels of service*
- (e) *Scope*

— **Quality** relates to presentation, relevance, emphasis and a bottom line analysis which will aid the decision-making process of the user. Equally important is the age of the information being provided.

— **Content** comprises some, or all, of the following:

- (I) Correct corporate style and headquarters address;
- (II) Particulars of directors, partners, proprietor;
- (III) History of the concern including start-up date, changes in structure etc;
- (IV) In the case of private or public companies details of nominal and issued capital, shareholders, associate companies, directors interest in other companies;
- (V) Secured finance including the amount outstanding at the date of the last annual return;
- (VI) Balance sheet and profit and loss details when available;
- (VII) Activity which includes nature of business, type of premises, nature of tenancy, number of employees, branches' exports, development plans (if any) and other details considered relevant to the operation;
- (VIII) Payment analysis which includes current and past payment patterns, level of credit, payment terms. Also includes details of judgements and percentage imports;
- (IX) Name and address of bankers.

— **Price:** As in all industries prices vary from company to company, and vary from straightforward clearly-stated prices to complicated multiple and add-on pricing structures. It is important that the user

obtains a definitive pricing structure. However, a full updated report on an Irish concern can be obtained for IR£17 or less on the normal 5/10-day service level. The price increases according to the urgency with which the report is required.

— **Levels of service:** This essentially relates to the speed with which information can be obtained. (1) Current, up to date information within 24 hours; (2) Information within 48 hours; (3) Urgent 3/5 day service; (4) Access to computerised databases; (5) Standard 2- to 4-week service.

— **Scope:** The services available on Irish concerns are also available on foreign concerns. Looking at the adverse economic trading conditions of recent years, from a positive angle, it focused management attention on maximising the

than full integration into the credit control system. Consequently, a clear definition of involvement in the credit control system is imperative, and adherence to it is vital in order to achieve cost justification.

Managers' attitudes in relation to the use of business information reports vary. Some will use business information reports because they are required to by the terms of their credit insurance policy; others will try and use them in an effort to justify past decisions that have subsequently proved erroneous. However, most managers realise future sales growth, to a large extent, rests within the confines of their existing customer base. These managers will use business information companies, not only in facilitating expedient

information.

Naturally, no company is obliged to furnish information but a large proportion of them do so. This is a result of a greater awareness and appreciation of the role business information companies fulfill in modern business. In the past companies providing business information were referred to as "credit agencies" and to some extent still are. This caused apprehension and conjured up images to covert operations and clandestine practices. To a large extent modern professionalism within "business information companies" has done a lot to dispel this image.

This professionalism must create and correct balance of fairness to the company receiving the information and also the company upon which the information is compiled.

companies will be measured against results rather than claims in promotional literature.

Accepting that there are two sides to the equation — both equally important — it is worth mentioning the types of companies that use the service and the types of businesses which furnish the information. The profile of users covers all areas of business from service, through manufacturing and distribution. They range in size from small companies in terms of turnover to large national and multi-national concerns. Their geographical location is worldwide. Similarly, the businesses which supply the information cover a broad spectrum, from the small shopkeeper as manufacturers agent to the large multi-national.

WHY USE THE SERVICE?

Why should companies use the services of business information companies and why should businesses furnish information? From the users' viewpoint consideration of the cost involved procuring similar information in-house justifies the exercise, be it concerned with a new order processing or on-going evaluation.

This can be demonstrated by taking the tangible costs, i.e. cost of company search, bank reference, telephone charges relating to trade references etc and putting a value on the intangible cost, i.e. time involved in that process. For example, it could cost in excess of IR£15 for a credit manager to obtain a company search alone if a value is put on the time taken to go to the Companies Registry, process the request for the search etc. Equally, if not more important, the information is collated and presented in a biased manner.

Proper selection and integration of the services provided by a business information company eases the burden of administration on busy executives, thereby allowing them to put this time to more profitable use which further acts to justify the cost.

The impact of computerisation in the credit control area, allied to the rapidity with which the activities of a customer can alter, makes it essential to have up-to-date information. Business decisions today are made on the basis of information and this trend will intensify.



possibilities of converting variable costs to fixed costs. This has helped to reduce the frequency and incidence of expenditure budget overruns in certain areas. The proliferation of service companies specialising in specific areas testifies to this; therefore, the practical implementation of using "business information companies" in the day-to-day running of a business must be viewed in this context.

Unfortunately, due in part to the problems mentioned earlier of obtaining clear-cut prices from some companies, many managers find it difficult to measure the cost-effectiveness of the exercise. Similarly, many managers use a piecemeal approach towards using the services of a business information company rather

new business credit approval, but also to review existing customers with a view towards increasing business.

INFORMATION COMPILATION

Before examining the receptiveness to the concept of the companies upon which information is collated, it is important to outline the operation of business information companies. Most of the larger companies providing business reports approach the subjects direct, either by mail or telephone. This process serves two distinct functions: Firstly, it informs the company that a request for information on their business has been received; Secondly, it affords the opportunity to the company of furnishing or declining

Inherent in the balance is the accuracy and "currency" of information. Therefore, information supplied from databases which in essence are historic (albeit subject to periodic limited review) does not really do justice to the current position of the company to which it relates.

Consequently "information" should be the key element in a decision to use a business information company. The subject of the information must be satisfied that if the information is furnished it will be completely updated prior to issue on subsequent occasions. If the information is not fully updated, then neither the interests of the user or the subject are being served. In the final analysis the performance of business information

The businesses which supply information to business information companies also have a cost benefit in terms of expedient credit approval. Taking consideration of the levels of service available, mentioned earlier, a company, for example, could make a credit application to a supplier in the morning, receive approval within hours and the goods subsequently shipped in the afternoon.

Similarly, review programmes by suppliers facilitate upward revision of credit limits almost instantly where the customer requires additional supplies either on a one-off basis or on a continuing basis as a result of an increase in business. Most suppliers insure their credit and the necessity for up-to-date information is inherent

business information companies offering a debt collection service. The whole area of debt recovery has become something of a growth industry in recent years, with specialist companies, individuals and solicitors becoming actively involved. With so many diverse participants both the services available and the costs vary considerably. Notwithstanding this, some companies do offer a no-collection, no-commission service although the benefit of this is diminished through some companies charging a placement fee.

The effectiveness of the judicial process in soliciting payment is negligible. Therefore, company executives must decide either to perform the function of cash collection in-house or farm it out. Unfortunately, it is common

statement of policy regarding what function the debt collection service will perform and what price it will charge for doing so.

In evaluating a debt recovery company careful consideration should be given to integrity, reputation, operation, and results. This can probably best be done through requesting the names of existing clients of the particular company, for reference purposes. The area most difficult to evaluate is price. Apart from concerns offering fixed cost legal or letter services, most companies apply tiered percentage commission rates. These rates are dictated by, and relate to, such considerations as, amount of debt, age of debt, location, etc. There are exceptions to this whereby a clear concise costing can be made clearly and simply.

pre-arranged criteria. Obviously, this is the only method which maximises the cost-effectiveness of using a debt recovery company. It also enhances internal profit-orientated aims.

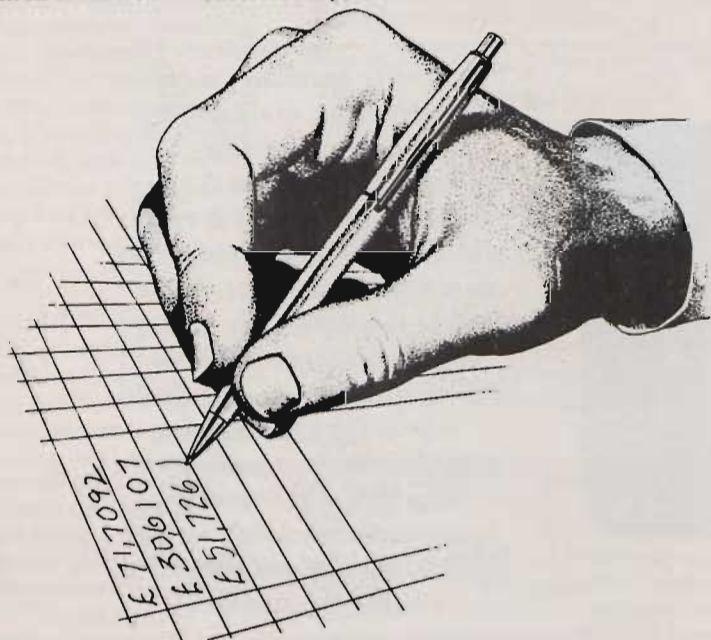
The list should then be forwarded to the debt recovery company, accompanied by any back-up material such as invoices, statements, etc, which may be required. The general procedure is that the debt recovery company will make application in writing for payment. Because the success rate of this initial approach is not high, most companies follow up quickly with personal contact. Subsequent to this action results should become apparent. The best possible result for all concerned is payment of the debt.

However, situations arise which require definition and clarification. In these instances answers, advice and proposed action defines results. Credit managers must be careful that debts placed for collection with a debt collection agency are not entered into a perpetual system that may never achieve any results. Essentially, the collection ratio can be high provided that the service offered by the debt collection company is effective and that certain criteria are observed by the client.

Business information companies are a fact of life in modern commerce. The services that they provide, which by and large are not solely confined to the two areas outlined earlier, are increasing in significance and importance. It is important that the business community does not feel threatened or intimidated by this situation. The basic realisation that the primary function of business information companies is to foster and develop trade should generate confidence. Education through openness can further illustrate the benefits to the business community at large.

Although the concept of using an outside source for information is not new to Ireland, historically the operation of the companies providing this information has been shrouded in secrecy. However, new professionalism now exists in these companies.

• Hinser International are a worldwide business services organisation with offices at 33 Fitzwilliam Place, Dublin 2, (Tel: 761265/760662/760792); Telex: 91117.



in the policies of credit insurance companies.

Consequently, suppliers update the information on their customers on annual or bi-annual basis. Therefore, when a company is approached for information, it need not necessarily relate to a request for a new credit line. The information is treated in the strictest confidence and clients of business information companies are bound by comprehensive conditions of service relating to confidentiality.

DEBT COLLECTION

Credit managers generally agree that the easiest part of the credit cycle is credit approval. In many instances the most difficult is the collection of cash. Therefore, it is not uncommon to find

practice to utilise the company sales force as debt collectors. This is an improper utilisation of what is probably the most expensive resource in any company. A salesforce should sell, that is what is paid to do and it is the only way it can be cost justified.

The interface between the sales department and the credit department is obviously important, but, it is quite often ill-defined and badly implemented. Therefore, in the interest of overall efficiency and profitability, careful consideration should be given towards using a debt collection service.

Unfortunately, due to the numbers involved in the business, the choice of which company to use is not an easy one. However, the choice can be simplified through a clear

HOW THEY OPERATE

Having chosen a debt collection company what are the typical services on offer and how do they operate? The simplistic viewpoint on this is that the function of a debt recovery company is to collect debts and what they do to achieve this is irrelevant. Of course this is not true, because the debt collection company is acting on behalf of their clients and any acts of impropriety would reflect on the clients. Also, in the interest of safeguarding customer goodwill, it is imperative that proper procedures be fulfilled.

On the credit managers part effecting the processing of debts for collection can be either difficult or simple. A properly-implemented system will automatically generate debts for collection in accordance with



FACE TO FACE

JOHN DARCY

Sanbra Fyffe — Confident in the Face of Adversity



"Generally speaking, we have found that the marketplace will support home-manufactured produce provided the quality is right and the availability and price-competitiveness reasonable. We see this especially through our involvement with our fellow-members in Octabuild — the indigenous building manufacturers organisation — together with whom we promote Irish goods on the basis of quality and adherence to standardisation."

Despite the difficulties which have continued to plague the construction industry over the last few years, Sanbra Fyffe Ltd. — which was the subject of a management buy-out approximately two years ago — has maintained its market share on the home front and is poised to develop significant export opportunities in the coming year.

Three directors — John Darcy, Liam Dean and Michael Sheeran — now control the operation and since taking over have between them finally reversed the demoralising spate of redundancies which were so commonplace in latter years. It's

true that there was an initial redundancy programme in the first months of the new regime but, since then personnel departures have been restricted to natural wastage.

Presently the company employs 110 people in total and the avowed aim of each of the three directors is to maintain that level of employment if at all possible. Other things being equal, this would have been a simple matter given that the productivity level has been greatly improved. However, the severity of the cutbacks in the construction sector, especially in the last six months, have all

but nullified the massive strides forward the company itself has made.

Market conditions are now such that, unfortunately, the foundry division of Sanbra Fyffe has had to shut down for a set period of time, the knock-on effect being a number of staff lay-offs and short time in other areas. However, John Darcy told *Irish H&V News* immediately prior to Christmas that there would be no redundancies.

"This is an unfortunate juncture at the present time," he said, "especially given the steady progress we have made since becoming 'independent' so to speak two years ago. There was a time when at least some of Sanbra Fyffe's problems originated from within the company but now, thankfully, this is no longer the case. Unfortunately for us though, the unprecedented level of both State and private expenditure cutbacks in the construction sector is something over which we have absolutely no control.

"Ironically, we presently feel this most in the large decline in demand for underground fittings such as stop-cocks, saddles etc, which has led to the foundry division shut-down. This is even more disappointing still given that the foundry has, to date, been a significant contributor to the company's well-being.

SOLID FOUNDATION

"Fortunately though, we had a very good first year. Throughout 1986 the home market improved significantly for us while we also made some inroads in the export sector. But then came 1987 with a dramatic collapse in home demand, especially in the first six months, with exports also falling back a little.

"However, the one consolation we have today is that we recognise these difficulties for what they are — extraordinary national and international market conditions which, while presenting great difficulties, effect all those involved in the industry.

"Additionally, we have the advantage of finally having got our own house in order. Of course I'm not suggesting for one minute that we have the 'perfect' operation going but we most certainly have sharpened our competitive edge. We are very competitive now in all areas of our involvement and, while we may still not be the cheapest, we definitely offer the best value for money.

"The quality of our entire product range is second to none and today especially this is further in our favour with more and more people conscious of the importance of getting a good quality product at the right price rather than a cheap, poor-quality item. Naturally the market is price-sensitive to some degree but, thankfully, that is not to such an extent that cheapest prevails, irrespective of all other factors.

"Given such a scenario, Sanbra Fyffe are confident that we can not only maintain our market share but also expand it in the coming 12 months. Obviously it's not going to be easy. The overall size of the market — especially in respect of new construction activity — is likely to diminish further but, as against that I see growth potential in the home improvement sector. This could apply especially to the farming community whom I believe will once again become an influential spending force throughout 1988.

KEY PERSONNEL

Directors — John Darcy, Liam Dean and Michael Sheeran

Sales Personnel — Des Byrne, Gordon Swinburn and Ian Gallagher

"But so much for the home market. We are also very keen to expand our export activities. To date we have become fairly strong in the UK and Norway but now our intention is to broaden our export horizons. Indeed, we are presently poised on the brink of a major breakthrough which could lead to a substantial increase in factory output on a regular basis.

"Prior to the management buy-out we were restricted to some extent from getting too involved with other manufacturers but now that we are free to supply parts — either in stamped or machine form — to virtually whom we like, we have been working on a strategic plan to maximise our output potential. These plans are now coming to fruition and hopefully the full benefits of our prolonged efforts in this respect will begin to materialise over the coming 12 months.

100% SUPPORT

"But this healthy situation could not have been arrived at without the co-operation of the entire staff. New wage and productivity agreements have enabled us to become much more price-

competitive, a situation which could not have come about without the full understanding of all company employees. Everyone at Sanbra Fyffe now understands the leading position in respect of quality we have to maintain but, more importantly, they also understand the market significance of this effort. The entire workforce is fully attuned to the importance of servicing the customer in other respects also and it is this which has given us the confidence as a management team to go out to the marketplace and aggressively sell ourselves. We now know that we can deliver.

"This is of crucial importance in today's marketplace with the tendency of most customers to minimise their stockholding. I'm not bemoaning this fact I accept that it's just the general trend in all industries. Yet at the same time the manufacturer is still expected to be able to supply product at even shorter notice than before. But such is the nature of business today and we at Sanbra Fyffe have tailored our production procedures to provide the needed flexibility this demands. Consequently, we never let the customer down.

"Of course it's a very delicate balance to maintain but, with the entire workforce working towards the same goal — and understanding the necessity of doing so — we manage to walk that tightrope successfully.

"We are totally dedicated to maintaining a service, not just providing product. To that end we have got the quality, productivity and price-competitiveness right and this package, coupled with the substantial stocks we try to maintain right across the board and our own nationwide delivery system, ensures we do just that.

"It is upon this scenario — despite the present difficulties which hopefully will be short-lived — that we at Sanbra Fyffe base our optimism for the future. I and my fellow-directors have absolutely no regrets whatever following the management buy-out and our aim now is to create a situation whereby Sanbra Fyffe occupies the pivotal market position in whatever fields we decide to engage in."

'FACTORED LINES'

Conex Sanbra — Specialist size compression fittings, ball valves and wastes;

Bolivar — Pipe support fixings;

Cimberio — Lever ball valves and engineering valves;

Eirline — Taps and mixer fittings;

Wade — Medium pressure couplings;

MNG — Thermostatic radiator and balancing valves;

Ston — Plastic waste fittings;

Metiflash — Zinc roof flashing;

Howard-Bird — Bathroom fittings;

Cistermiser — Flush-control valves

PLUMBLINES



PLUMBLINES

If only Latest BSRIA forecasts for the UK predict that **two million showers** will be sold throughout 1988, the largest growth sector being mixer valves.

The total market, including shower accessories, is reckoned to be in the region of £143 million Sterling, rising to more than £150 million in 1990.

Additionally, central heating sales in the UK are also at record levels. The oil boiler market showed an **increase of 20%** in 1987 with electric storage heaters and the combi sector also up.

As I said ... if only.

Getting back to the home market, I see that Dave Madigan at **Coppercraft** has just been appointed distributor here for the Alfa-Laval range.

Kick-off launch has been scheduled to coincide with a technical evening of the IDHE at the **Montrose Hotel** on 25 February next.

Olaf Obrant, MSc, Mech Eng is flying in specially on behalf of Alfa-Laval/Coppercraft to make a video and slide presentation on the



• Pictured with President Patrick J Hillery at the opening of the Carney Community Care Complex for the elderly and disadvantaged recently were from left to right: Gordon Brickenden, Engineering Design Consultant, Energy Conservation Services; Sean Levins, B. Arch MRAl of Meehan Levins Delaney Kavanagh & Associates Project Architects; and Jos' Dowse, Carney Community Care Chairman.

heat exchanger, more commonly known as the non-storage calorifier.

While it is an **IDHE** event, the evening has been made "open", with **CIBSE members** especially welcome.

On the home-manufacture front, I see that Ben Kearney's **Season Control** is now expanding the production side of the business.

To date they have been producing all types of filters for virtually every requirement in the air side but now **flexible ducting** is scheduled to come on stream.

The intention is to develop whatever potential this offers on the home front before pursuing sales abroad.

Quality coupled with availability and **price competitiveness** are the key features.

Best of luck with this new effort Ben.

Lost expertise? ... Talking with **Don Byrne** of Bolton Street recently, it would appear as if we are educating people in the building services sector simply to send them abroad.

While some regard this as a waste of time and indeed money, I agree with those who take the view that, while it is a loss to the country, it undoubtedly is a **godsend** to those pupils industrious enough to gain a qualification. It is also a good reflection on Bolton St and the course

itself.

A situation has now come about whereby **foreign companies** — principally from the UK — are coming to Ireland to recruit building services engineers. Indeed, a recent ex-graduate of Bolton Street has arranged for his principal partner to come to the college to interview **prospective employees** even before they take their final exams.

With the work prospects at home being as they are, this is surely an additional incentive for those in mid-course to study all the harder.

Of course it's an **undesirable situation** ... but try telling that to those who are only too glad of the opportunity to work

at all.

And who knows? ... maybe in a couple of years time when things improve we'll reap the benefit of these returning exiles who will, by then, be **all the more qualified** by virtue of their experience

On the theme of prospects, it's difficult to see what the **coming 12 months** hold in store for the industry. Some commentators are quite optimistic though the majority don't hold out much hope for an improvement in trading prospects.

However, what they all agree on is the need for a **positive** if not necessarily optimistic outlook.

Of course times are difficult ... and more so for some than others. Nonetheless, looking at those who have made the effort to **adapt and change** to maximise what prospects come their way, there are opportunities for those willing to work at it. I know it's **easier said than done**, but the point I'm trying to make is that without a positive — albeit realistic — approach, one has no chance.

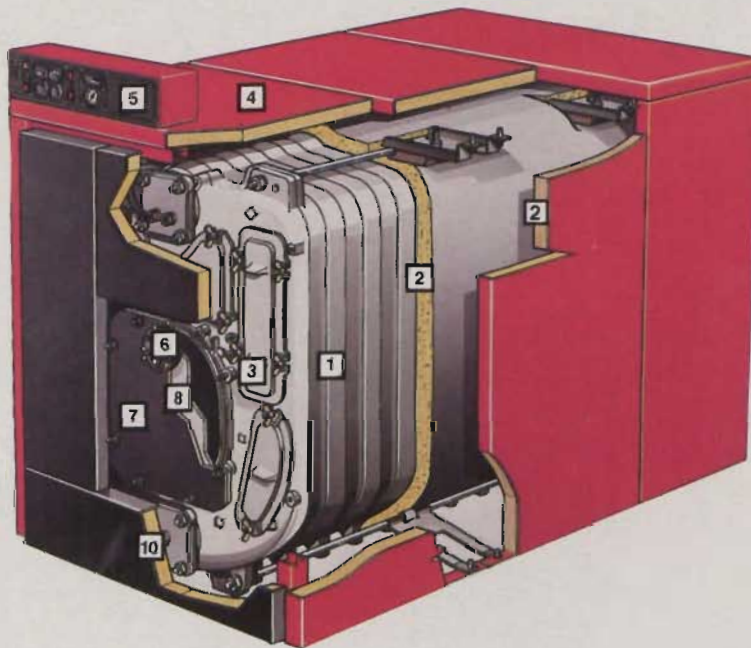


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higher heat/transfer surface. And, if after many years of efficient service, a section fails, in a cast-iron boiler, it is not necessary to replace the whole boiler — just slip in another cast-iron section.

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