



Summer 10/11

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connected

12 PAGES OF
ALSPEC NATIONAL NEWS

CARINYA MARKETING AND PRODUCT UPDATE

**CLEAN FUTURE FOR WINDOWS
NIGEL JOLLANDS**

**NOW AVAILABLE ...
HEAVY DUTY SECURITY HINGE**

**ALSPEC 2011
Calendar and Diary**

**More about the
403 Pneumatic Door Closer**

**CUSTOMER CORNER
KINGSWOOD ALUMINIUM**

**SPOTLIGHT ON.....
EMMA O'KEEFFE**



intro

Welcome to our Summer issue of Connected, keeping you up to date with the latest news from ALSPEC.

In this issue you will find:

- Information on our new high performance security hinge
- The latest info on INVISI-GARD advertising activity and the new Dealer locator on the website
- Some more information on our Carinya range, focusing on the Sliding Window
- Details on the new Lockwood 403 Screen Door Closer
- An update on our latest Specification activity
- An article on the keynote speaker from the AWA conference, Nigel Jollands
- And our popular regular spots Customer Corner and Spotlight On...

In our last issue we gave you a sneak peek at our new Residential Window System, Carinya. In this issue we give you some more detailed information on the Carinya Sliding Window including some great photography that will be used in our marketing material. You will see this is consistent with positioning Carinya as the leading choice for fabricators when looking for alternative systems that answer the challenges of energy efficiency and the more discerning customer base.

At the recent AWA conference in September, ALSPEC sponsored the keynote speaker, Dr Nigel Jollands. Nigel is the Head of the Energy Efficiency unit of the International Energy Agency in Paris. He spoke about the role of windows in a clean energy future. Nigel is a fascinating speaker and gave some real insights into the directions that the demand for energy efficiency may lead windows. In this issue we outline some of the key features of Nigel's talk.

ALSPEC have been very active in the area of Architectural Specification in the last two years. James Natter and Ian Speight have been very busy travelling the country to spread the word to Architects. This new direction for ALSPEC has been so successful that we have now added another specification resource in Brisbane. Graeme Dwyer has a successful background as an Area Manager for ALSPEC and has taken up the challenge to manage our specification activities in Queensland. He has already received a fantastic response from Architects and we look forward to further success in this area over the next few years.

Thanks to your support as customers, we are almost ready to move into our new facility in Loganlea in Brisbane. This move will take place over Christmas and we look forward to bringing you a full article on the new site in our next issue.

As always, we are grateful to our customers for their ongoing support and look forward to the opportunity to help you to grow your business.

Barry Lunn
National Sales & Marketing Manager



INVISI-GARD
316 STAINLESS STEEL SECURITY

Dear INVISI-GARD Dealer

For the majority of our Dealers, the month of October will see put into action the Marketing Campaign that we have developed with your advice and assistance. Darwin Dealers were lucky enough to be first cab off the rank back in July. It's fair to say that this year our efforts are bigger than ever before and we firmly believe the results will reflect these efforts.

On the whole, Dealers around the country have welcomed this season's campaign and we sincerely extend our thanks for your contributions which will assist in offsetting some of the costs involved. The multi-pronged approach sees radio, print, internet and television advertising aimed at directing end users towards INVISI-GARD as their security solution of choice. In addition, we have appointed personnel toward the specification end of the security market driving architects and specifiers toward choosing INVISI-GARD in the first instance to meet the requirements of their particular project. I can convey first hand, that the levels of interest being generated in the specifying community for our product are growing quite rapidly and we can point to some project wins already. As you can see we are tackling the supply chain from both ends, and this will continue to deliver strong results.

In summary, -

- We have metro and regional radio advertisements airing from October to February.
- Regional television advertisements in Queensland, New South Wales, Western Australia and Darwin going to air from October.
- Highly distinctive INVISI-GARD advertisements in metropolitan Yellow Pages.
- Specification trade nights in capital cities Australia wide.
- Dealer Locator functionality on the INVISI-GARD website.

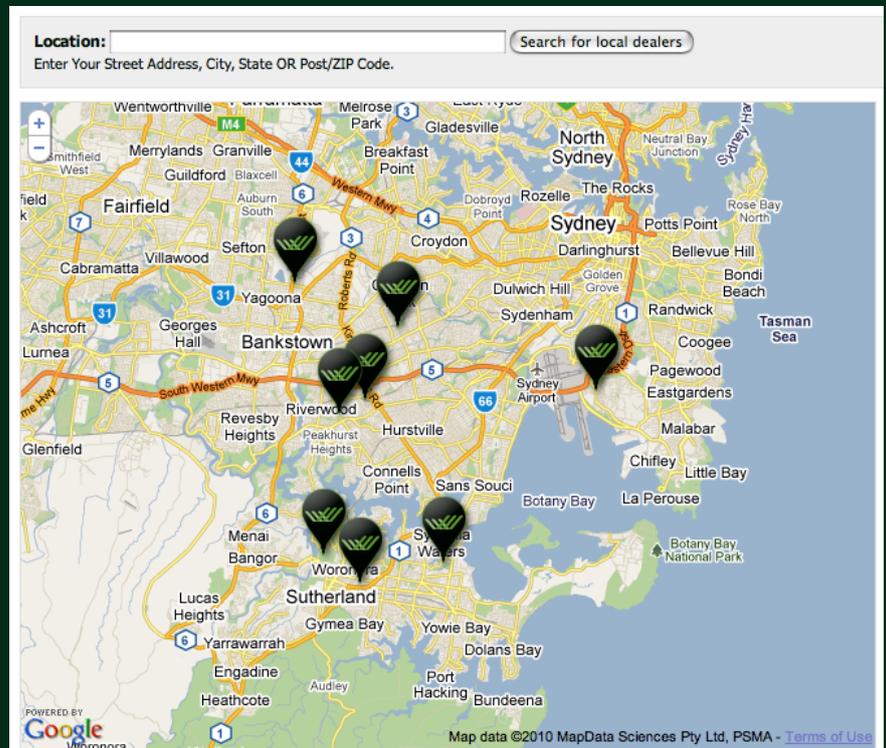
The Dealer Locator is particularly important as a means of capturing the growing slice of the end user market that carries out their shopping and product searches via the Internet. In our instance, they simply put in their street address or postcode and then hit the search button. All INVISI-GARD Dealers in close vicinity will then be shown via Google Maps and details of each Dealer can be seen.

Available now, we also have a substantial enhancement to our Dealer website offering you all the opportunity to have access to marketing tools, newsletter articles, brochures, technical information, animations and our photography library which you can use in your own businesses to grow revenues.

We are confident that the campaign will deliver great results for all of us in this coming season and trust that you see value in what we are all striving to achieve. Once again, we thank you for your contributions and look forward to continuing to be of great service to you and your business.

As this is the final article prior to the Festive Season, I would like to extend to all of you and yours a safe and Happy Christmas. Take care and we'll be back for more in 2011.

Phil Esteban
Manager – Stainless Steel Security



INVISI-GARD Dealer Locator

carinya update

Carinya Sliding Window

In our Spring edition of Connected we gave you a brief introduction to Carinya. This included a very quick outline of our initial residential suites just to wet your appetite! In this edition I would like to focus attention on our Carinya Sliding Window, pointing out some features and current updates on this product. In regards to marketing, you will see on the next page that the sliding window has been professionally photographed, allowing us to plan our brochures and online presence with a consistent feel.

Design

The modern design uses smooth edges and flat finishes, removing unsightly ridges, grooves and other elements of traditional residential window designs in the market. Performance and glazing options were critical, with glass sizes of up to 10.38mm possible within our 50mm outer frame. A double glazed design is complete, awaiting approval.

Rounded sash rails provide a modern look, designed to cater for our standard range of ALSPEC gaskets. Where possible, the entire Carinya range has been designed to utilise existing products, limiting our need for new components and reducing stock both from a supplier and customer perspective.

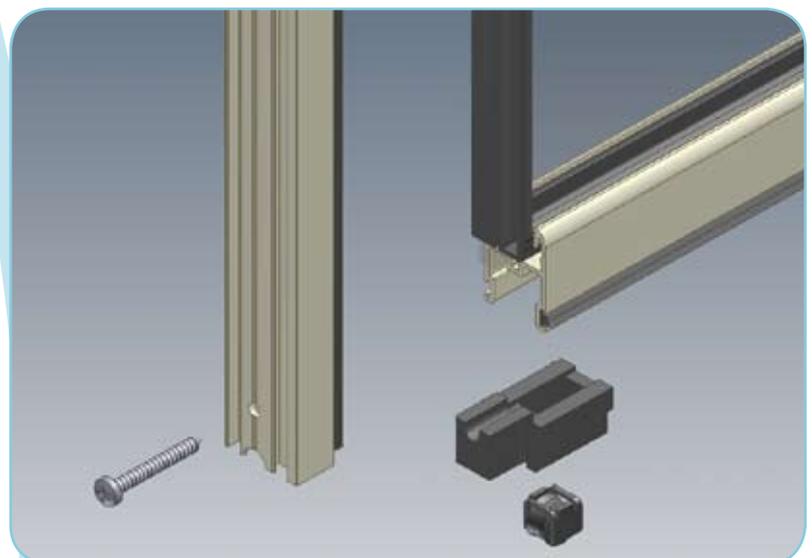
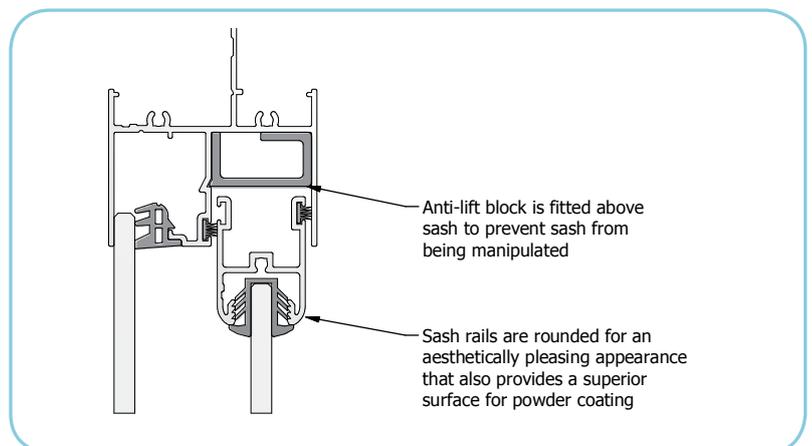
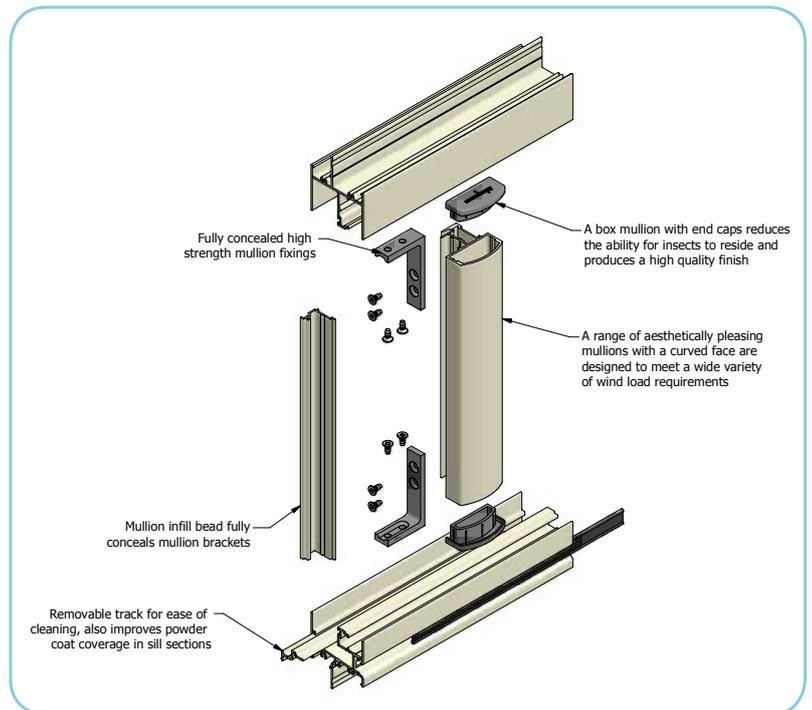
The glazing of the fixed panel is pushed to the very front, allowing for a flat, clean and modern appearance.

The concealed mullion bracket provides strength, without untidy screws and fixings being visible and is simply covered with an infill bead. A range of mullion options provides strength and performance, with caps available to fill the exposed mullion and provide a quality finish.

Corner Detail

The sash for the Carinya Sliding Window features corner blocks to ensure the best performance in all applications. The corner block ensures the corner is aligned correctly and does not allow the sash to twist resulting in better structural performance and increased resistance to wind and water penetration.

The corner block is also the housing for the ALSPEC proprietary roller. This is the same roller that is used in our View-Max commercial window suite and is a proven performer even with heavy sashes.



Marketing

We have recently completed professional photography of the Carinya Sliding Window and Door on display in a Queensland residential development. These images will form the basis of our brochures and online presence, setting a consistent lifestyle feel for all Carinya products. These images also demonstrate the advantages of the Sliding Doors' 90 degree corner, allowing the room to be opened up to the outside alfresco area.

Thank you to all those patient customers demonstrating interest and who are keen to become Carinya Dealers. The Sales and Marketing team have been working extremely hard finalising details including a website, technical manuals, wall charts, brochures and an extensive testing regime to work toward a target release of early 2011.

Sean Russell – Manager Carinya Windows



clean future for windows

with Nigel Jollands

At the AWA conference in September, ALSPEC sponsored the keynote speaker, Dr Nigel Jollands. Nigel is the Head of the Energy Efficiency unit of the International Energy Agency (IEA) in Paris. He spoke about the role of windows in a clean energy future.

Nigel first spoke about IEA, which consists of 28 member nations, including Australia, US, UK, Germany, Japan and Canada. The shared goals of the IEA include Environmental Sustainability; Improved Energy Efficiency; Improved R & D and Efficient markets.

Nigel quoted the Financial Times of London, “ Energy efficiency is the antithesis of what we have come to expect from government initiatives. It is long-term, dull – and effective”.

The IEA has made 25 energy efficiency recommendations across 7 sectors; cross-sectoral; buildings; appliances & equipment; lighting; transport; industry; and energy utilities. These recommendations, if implemented globally could save around 8.2 GtCO₂/yr by 2030. This would be a reduction of 20% of expected CO₂ emissions in 2030.

In buildings the recommendations were in 5 areas:

- 2.1 Building codes for new buildings
- 2.2 Passive energy houses and zero energy buildings
- 2.3 Policy packages to promote energy efficiency in existing buildings
- 2.4 Building certification schemes
- **2.5 Energy efficiency improvements in glazed areas**

Recommendation 2.5 Windows and other glazed areas recommends:

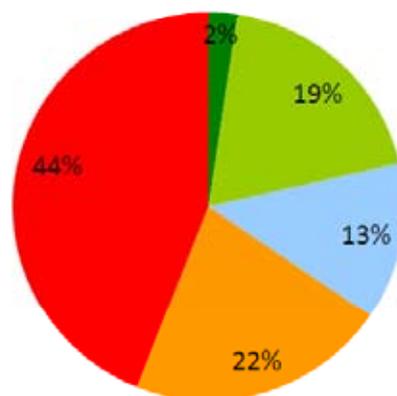
a) Governments should set up a policy package to improve energy efficiency in windows and other glazed areas. This policy package should include:

- i) Minimum efficiency standards for windows and other glazed areas that are based on least lifetime costs;
- ii) A requirement for window and glazed products manufacturers to provide energy efficiency labelling for their products; and
- iii) Governments establishing demonstration projects for efficient windows and implementing energy efficient window procurement policies.

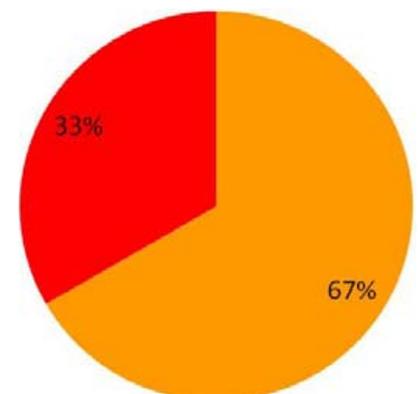
In Australia, an IEA publication in 2009 rated the implementation of the recommendations for windows and glazed areas as follows:



Windows & glazed areas recommendation



Recommendation 2.5
All IEA countries



Recommendation 2.5
Australia

new flyer

As you can see the gap between Australia and the other IEA countries is substantial in this area, giving lots of scope for new government policies in Australia for greater energy efficiency in windows.

Nigel put forward some recommendations as discussion points for government and industry:

Government

- 1) The energy price is a key driver of energy efficient behaviour
- 2) Strengthen building codes
- 3) Make windows energy efficiency labelling mandatory (WER's now voluntary)
- 4) Need for package of complementary measures including financial incentives and procurement policies

Industry

- 5) Strengthen WER's and industry leadership
 - a) Support mandatory WER's
 - b) Agree to phase our single glazed façade windows
 - c) Ensure compliance monitoring
 - d) Work to educate the public
- 6) Continue with industry input into official standards committees and building codes developments

It is clear that many other countries are a lot further ahead in the area of energy efficient glazing, giving us great scope for improvement. The Australian industry has started to change and it looks likely this change will continue offering some fantastic opportunities for the industry here to develop and add greater value to buildings.

- Not implemented
- Plan to implement
- Implementation underway
- Substantial implementation
- Fully implemented

403 PNEUMATIC DOOR CLOSER BY LOCKWOOD



The Lockwood 403 Pneumatic Door Closer incorporates many features and benefits for both the fabricator and home owner.

From the ease of installation to the simple speed adjustment feature, fabricators can be comfortable when using the 403 Pneumatic Door Closer.

The Closer not only comes with the integrity of the Lockwood brand it also comes with its 10 year warranty providing even more confidence in the products performance.

Closing speed is adjustable by hand, making this product easy for any homeowner to use.

Now available from ALSPEC in the following colours:

- Spring Loaded bleed valve for smooth closing
- Surface Mounting
- Rapid Air release function
- Automatic latch operation
- Easy installation making it easy for the fabricator
- Suitable for left and right hinged screen doors up to 21kg
- Door hold open feature

ASSA Part	ALSPEC Part	Finish
403SLK	304163	Black
403P01	304163	Primerose
403W01	304163	White
403BRHOP	304163	Brown
403SLDP	304163	Silver



Call 1300 ALSPEC (257732)

www.alspec.com.au



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Please contact your Area Manager if you would like a copy of this flyer.



LEFT: The Beach House, Glenelg. Hunter Flushglaze 150mm.

BELOW: IKEA, Adelaide Airport. Hunter Flushglaze, 100mm & 150mm.

END PAGE: Martin Towers, Adelaide Hunter Flushglaze 100mm

AVK Warehouse, Wingfield. Hunter Flushglaze 100mm.



How long has Kingswood Aluminium been established?

Kingswood Aluminium had humble beginnings as a very small part of a group of businesses headed by Melrose Building Company and Kingswood Building Company. In 1974, Kingswood Aluminium Windows became an entity, producing domestic aluminium windows. By 1982 it was making its mark in the commercial sector. Its first landmark project came in 1989 with the securing of the prestigious Adelaide Oval Grandstand (aka Sir Donald Bradnam Stand).

In 1993 there was a merger with B & M Aluminium and in 1995 Kingswood Aluminium transformed itself into the company it is today. It was the year in which several key projects were secured. By 1996, Kingswood moved to larger premises at Melrose Park to accommodate its growth (one of the many moves). Due to its rapid growth it became clear that Kingswood could no longer successfully service the traditional tender market, so another fabricating base was developed trading as Adelaide Aluminium. Adelaide Aluminium has developed its own market as a major fabricator in the medium commercial market.

What is your area of expertise?

Kingswood Aluminium specialises in design and construct projects where a collaborative relationship with the client and the construction team (architects, engineers, builders, other trade contractors) provides a best-outcome solution for all interested parties.

What are some of the prominent jobs you have worked on using ALSPEC products?

IKEA, Adelaide Airport. Utilised Hunter Flushglaze, 100mm & 150mm.

AVK Warehouse, Wingfield. Hunter Flushglaze 100mm.

Martin Towers, Adelaide. Hunter Flushglaze 100mm

The Beach House, Glenelg. Hunter Flushglaze 150mm.

Why is Kingswood Aluminium so successful?

Kingswood's success is due to many things, but particularly our people. Key people such as Steve Millar, Andy Waterman and Simon Bergamin have been with the company for over 20 years. Our staff turnover is very small. Since 1994, our total staff has increased from 9 to 27 and our factory personnel from 14 to 38.

Why do you use ALSPEC?

It is our belief that companies such as ALSPEC are partners in our business and our relationship with people such as Richard Harrison and David Stagg tend towards inclusion in our business. We look for reliability, responsiveness, product range, quality, speed and interest in our company when selecting our suppliers and we find those qualities in ALSPEC.



s p o t l i g h t

Emma O'keeffe

**Project Co-Ordinator
Queensland Office**

What was your first job?

My first job was working as a Kitchen Hand at an Aged Care home when I was 16. During my time working there I really enjoyed interacting with the elderly.

What did you want to be when you grew up?

I wanted to be a chef. I loved cooking when I was younger. Either that or a Wildlife Officer.

What would you like to do now? Why?

I'd like to have some kind of position that would require me to do a lot of travelling, including overseas.



Most exotic place ever visited?

I have travelled overseas a couple of times and visited plenty of beautiful and exotic places. One in particular that stands out would have to be staying on an island resort in Crabi, Thailand. Nothing beats having staff wait on you hand & foot while sipping on cocktails on a secluded beach. I also loved China and am quite proud of myself for walking to the top of The Great Wall.



Favourite Past time? Hobby?

I'm not really a hobby kind of person. When I have spare time I like to play Wii games and surf the net.

Where would you like to be in 10 years time?

Professionally, I want to be working in a job I love and enjoy. I would hope that I had done a lot more travelling within Australia and overseas.



Tell us something about yourself that no one at ALSPEC knows.

I'm sure this would be pretty amusing to some people and maybe even a little hard to believe but I took ballet lessons for about six years as a child. Yes and I even wore a tutu. I was also 'age champion' in 100 and 200 metre sprints a couple of years running while I was at school.



Griffith University - QLD

projects completed



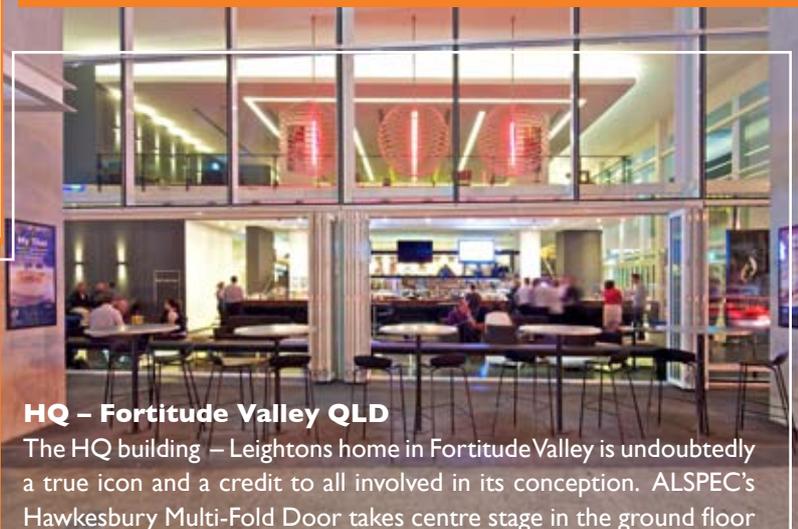
Kingfisher Apartments – New Farm QLD

The Kingfisher Apartments recently completed and located in the elegant suburb of New Farm showcases ALSPEC's Altitude Apartment Sliding Door. This system was chosen for its ease of manufacture and superior structural/weathering characteristics. Other systems used for this project included the View-Max Sliding Window, & Hunter 100mm Flush Glazing Framing.



Griffith University - QLD Nathan Campus Building N53

With this project not only has the ALSPEC commercial Hunter 100mm Flush Glazed Framing system been used, the ever functional Emerald partition system has been extensively utilised for the internal fitout. This together with the Swan 45mm Shopfront Doors with wide stile configuration keeps the commercial feel throughout the building while providing the strength necessary for such a high trafficable vicinity.



HQ – Fortitude Valley QLD

The HQ building – Leighton's home in Fortitude Valley is undoubtedly a true icon and a credit to all involved in its conception. ALSPEC's Hawkesbury Multi-Fold Door takes centre stage in the ground floor Bar and restaurant area. The Hawkesbury Door demonstrates its versatility by allowing multiple door panels to be opened or closed over large spans. This enables the Bar owners the flexibility of having the entire area opened or partially opening up, depending on weather conditions creating a comfortable environment for patrons.



specification

James Natter
National Specification Manager

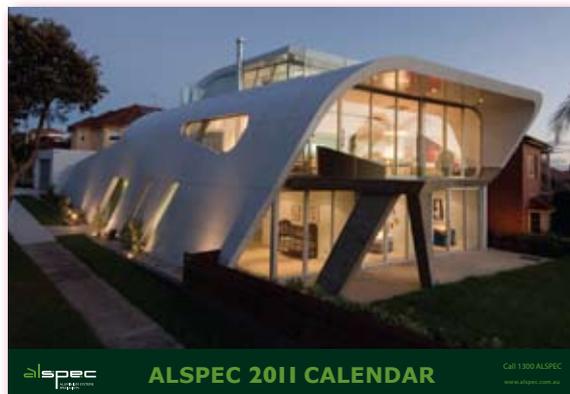
Specification found itself on the Gold Coast at the renowned Spendelove Restaurant Southport where some imperative ALSPEC awareness was infused into the Architectural community. This inaugural event uncovered some real opportunities for Graeme Dwyer to gain some traction in his market.

Speaking of QLD we returned to the well-known 'Lightspace' Fortitude Valley where once again a good turn out resulted in many leads and inquiries. Thanks to Phil Esteban for his support on the night. Finally in the wild west and locating ourselves at the nostalgic Royal Perth Yacht Club. Numbers were good with a lot of Interior Designers and Architects filling the room. Stewart Wimmer and Wayne Miller from our Perth branch performed outstandingly, well done!

With 2010 coming to an end we are planning to go out with a bang, with nights in Sydney (The Opera House, The Carriage Works), Newcastle (Crowne Plaza), Melbourne (Anna Pappas Gallery), Geelong (Crowne Plaza) and Sunshine Coast (The Ebb) still to complete. Our new facelift is complete with new banners and a new show reel showcasing ALSPEC. Look out for these innovative additions in the near future.



calendar diary &



The ALSPEC calendar and diary is every year a highlight, bringing together our top projects and renowned architectural photographers to showcase our best to architects, builders and fabricators alike.

Moebius House in Dover Heights NSW takes pride of place on the covers of the new 2011 calendar and diary and the ensuing months feature prominent Australian projects such as the Hafele Headquarters in QLD, Saffron Apartments in WA and The Merchant at Docklands VIC to name a few.

If you would like to see your next great project featured in the 2012 calendar and diary, contact your ALSPEC Area Manager or ALSPEC Marketing Department by March 2011 with your happy snaps. We'll take it from there!

heavy duty security hinge

New Brochure:

The ALSPEC Heavy Duty Security Hinge offers a quality hinging option as part of both our generic and INVISI-GARD security systems offer. The new stepped security hinge features extremely high fatigue performance and is very aesthetically pleasing.

In terms of product performance, this extruded aluminium hinge provides durability and the assurance that the hinge flaps will not unroll when being used on heavy doors. The hinge is anodised for improved appearance and corrosion resistance. Internally, four delrin polymer hinge pin liners and four stainless steel washers act in concert to ensure a smooth, frictionless and noise free operation when opening and closing a door. The hinge has been fatigue tested to 100,000 cycles without any sign of wear!

Specifications:

- Hinge Flaps 6063 T5 Aluminium
- Hinge Liners Delrin Polymer
- Hinge Pin Grade 304 Stainless Steel
- Hinge Caps Grade 304 Stainless Steel
- Hinge Washers Grade 304 Stainless Steel

Testing:

- Fatigue tested to 100,000 cycles with no sign of wear.

The ALSPEC Heavy Duty Hinge is available in the following finishes:

- Brushed Metallic Anodised
- Black Anodised



Please contact your Area Manager if you would like a copy of this brochure.

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