

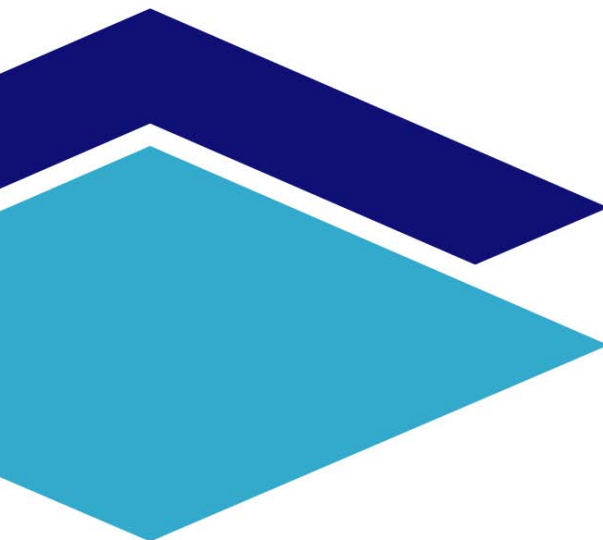


Proposal on:

The Market for Wall Claddings

Great Britain 2009

A Multi Client Report



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List of Contents

Title	Page Number
Introduction	1
Report Contents	2
Research Programme	5
Fees & Timings	6
Terms and Conditions	7
Order Form	8
Appendix 1 - Example Tables	9

Introduction

Construction Markets has been researching and reporting on the wall claddings market for over 30 years. The reports, based on hundreds of in-depth interviews with a wide range of key specifiers, users, manufacturers and suppliers of wall cladding products and extensive desk research have gained a reputation for unparalleled detail and accuracy. The report is an essential tool for anyone wishing to identify market dynamics, shares and trends or indeed anyone just wanting reliable and detailed intelligence on the market for wall cladding products.

The market has seen significant changes in that time and the developments to the content of the report have reflected this. These changes have included separate segmentation of the private low rise and high rise flats markets from the total private housing market as a result of the growth of these types of buildings since 2000. More recently the growth of privately funded education and health schemes has led us to break out these sub sectors in detail.

The presentation and layout of the report have also developed over the years with Construction Markets utilising the latest computer hardware and software. All reports are now supplied electronically in PDF format with all of the tables also supplied in an Excel workbook. In 2009 the presentation of the report will be further enhanced, with the report containing the following sections:

- Market Summary
- The Market for Wall Claddings by Types of Claddings
- The Market for Wall Claddings by Building Sectors
- Forecast to 2014
- Product Reviews for the following types of products:
 - Brick
 - Profiled Steel
 - Profiled Aluminium
 - Curtain Walling
 - Rainscreens
 - Cast Stone / Natural Stone

These reviews will provide detailed trend data and analysis as well as information on the main types of products making up the total together with details of the main manufacturers and suppliers.

Note: *We will also publish reports covering the following markets in 2009:*

- *The Market for Roof Claddings*
- *The Market for Flat Roofs*
- *The Market for Building Insulation*

Separate proposals are available covering these reports; please contact us for more information:

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Report Contents

The following data will be provided on the market for wall claddings in Great Britain in 2009:

1 - Market Size

The estimated market for wall claddings in Great Britain in 2008 and 2009 in terms of installed area (in m²).

2 - Segmentation by Types of Products

The total market for wall cladding in 2008 and 2009 will be segmented by the following types of wall claddings:

- Brick
- Profiled Steel
- Profiled Aluminium
- Curtain Walling
- Rainscreens
- Cast Stone
- Natural Stone
- Rendered Block
- Weatherboarding
- Tile Hanging
- Precast Concrete Panels
- Specialist Flat Sheet
- Timber
- Others

3 - Segmentation by Building Sectors and Types of Work

The market for roof claddings by types of products in 2008 and 2009 will be further subdivided within each of the following building sector, sub sectors and types of work:

- **Private Residential Buildings:**

The private residential market will be subdivided as follows:

- New Buildings:
 - Houses
 - Low Rise Flats
 - High Rise Flats
- RMI:
 - Extensions
 - Refurbishment

- **Public Residential Buildings:**

The public residential market will be subdivided as follows:

- New Buildings:
 - Houses
 - Flats
- RMI (Extensions and Refurbishment)

- **Non Domestic Buildings:**

The non domestic buildings market will be further subdivided as follows:

- New Private Commercial Buildings:
 - Offices
 - Retail / Shops
 - Leisure / Entertainment
 - Private Education
 - Private Health
 - Other Private
- New Public Non Domestic Buildings:
 - Public Education
 - Public Health
 - Other Public
- RMI (Extensions and Refurbishment)

- **Industrial Buildings:**

- New Buildings
- Extensions
- Refurbishment

Please see the example tables provided in Appendix 1 (starting on page 9) for the full scope of the data coverage.

4 - Trend Data

The changes and developments in the wall claddings market in terms of size and segmentation back to 2002 will be examined. This will include data shown graphically and in tabular form with relevant commentary.

Detailed trend data will be provided for each of the following types of products:

- Brick
- Cast Stone
- Profiled Steel
- Natural Stone
- Profiled Aluminium
- Rendered Block
- Curtain Walling
- Others
- Rainscreens

5 - Forecast to 2014

A forecast of the likely development of the market will be made for the period up to 2014 and this will cover the following:

- The likely changes in building sector activity levels by the main sectors:
 - Private Residential
 - Public Residential
 - Private Commercial Buildings
 - Public Non Domestic Buildings
 - Industrial Buildings
- The projected changes in product usage for all of the main types of products (as listed above under item 4).

The forecast will be based on the following:

- The unique Construction Markets computer based forecasting model
- A full and detailed analysis of all relevant macroeconomic and other available data and statistics
- Information from the comprehensive field research programme

Research Programme

The data in the report will be collected from the following research programme:

1 - Field Research

Telephone interviews have been conducted with the following types of respondents:

- Private house builders
- Developers of high rise private residential apartment blocks
- Specifiers designing public residential buildings
- Local Authorities
- Housing Associations / RSL's (Registered Social Landlords)
- Specifiers designing non domestic buildings
- Sheeting contractors
- Bricklayers
- Other specialist sub contractors
- Segments of the distribution network
- Manufacturers supplying into the market
- Others as identified as being relevant sources of information

Over 450 interviews have been conducted with these types of respondents during the whole of 2009.

Please note that all Construction Markets information is based on original field research and our unique research models. This ensures unparalleled detail and accuracy.

2 – Desk Research:

A major programme of desk research has also been conducted consisting of the following:

- Collection and analysis of all published and other obtainable statistics from both public and private sources
- Information from the unique database held by Construction Markets which has been updated annually since the consultancy was started 40 years ago.
- Data collected from the Internet.

Fees & Timings

Fee Structure

The fee for the study on The Market for Wall Claddings will be:

- £3,250 +VAT per subscriber

This fee will be invoiced in the following stages

- 60% upon delivery of the draft report and dataset
- 40% on delivery of the final report and dataset

The draft and final reports and datasets will be supplied in electronic format as follows:

- Draft and Final Report - PDF format
- Tables & Dataset - MS Excel format

Note: The fee will be invoiced in full if the order is received once the final report has been published in early 2010.

Timing

The delivery dates for roof claddings report are as follows:

- Draft Report and Dataset - November 2009
- Final Report and Dataset - February 2010

Terms and Conditions

Our basic terms and conditions are as follows and by placing an order you agree to them:

- Our terms of payment are strictly 30 days from the invoice date.
- The Copyright for any and all information supplied by Construction Markets in any format (contained in a draft report, final report, notes, ad hoc basis or otherwise) is retained by Construction Markets.
- Any and all information supplied by Construction Markets in any format (contained in a draft report, final report, notes, ad hoc basis or otherwise) must not be copied, distributed or in any way disclosed outside of the subscribing company without the prior written consent of Construction Markets.
- Whilst Construction Markets make all reasonable endeavours to ensure the accuracy of all data that is supplied, they cannot be held responsible in any way for any errors or omissions, however caused.

Order Form

To:

Construction Markets
PO Box 359
Lymington SO41 8XD

Email: dominic@construction-markets.co.uk

I would like to subscribe to **The Market for Wall Claddings Report 2009** as described in the proposal and hereby agree to the terms of conditions contained therein.

My details are as follows:

Name: _____

Company: _____

Position: _____

Address: _____

Tel: _____

Mobile: _____

Fax: _____

Email: _____

Please invoice me for the relevant stage payment(s) as applicable.

Signed:

Appendix 1 - Example Tables

Private Residential Buildings:

Sub Sector / Type of Work		Area of Wall Cladding (000 m ²)											
		Brick	Cast Stone	Natural Stone	Rendered Block	Weatherboarding	Tile Hanging	Curtain Walling	Rainscreens	Specialist Flat Sheet	Timber	Others	Total
New Buildings	Houses												
	Flats	Low Rise Flats											
		High Rise Flats											
		Total Flats											
	Total New Private Residential												
Extensions & Refurbishment	Extensions												
	Refurbishment												
	Total RMI Private Residential												
Total													

Public Residential Buildings:

Sub Sector / Type of Work		Area of Wall Cladding (000 m ²)											
		Brick	Cast Stone	Rendered Block	Weatherboarding	Tile Hanging	Curtain Walling	Rainscreens	Specialist Flat Sheet	Precast Concrete Panels	Timber	Others	Total
New Buildings	Houses												
	Flats												
	Total New Public Residential												
Extensions & Refurbishment													
Total													

Non Domestic Buildings:

Sub Sector / Type of Work		Area of Wall Cladding (000 m ²)														
		Brick	Cast Stone	Natural Stone	Profiled Steel	Profiled Aluminium	Rendered Block	Weatherboarding	Tile Hanging	Curtain Walling	Rainscreens	Precast Concrete Panels	Specialist Flat Sheet	Timber	Others	Total
New Buildings	Private Commercial	Offices														
		Retail														
		Leisure														
		Private Education														
		Private Health														
		Other Private														
		Total New Private Commercial														
	Public Non Domestic	Public Education														
		Public Health														
		Other Public														
		Total New Public Non Domestic														
	Total New Non Domestic Buildings															
	Extensions & Refurbishment															
	TOTAL ALL BUILDINGS															

Industrial Buildings:

Type of Work	Area of Wall Cladding (000 m ²)								
	Brick	Curtain Walling	Rainscreens	Profiled Steel	Profiled Aluminium	Precast Concrete Panels	Specialist Flat Sheet	Others	Total
New Buildings									
Extensions									
Refurbishment									
Total									