

**Press Release**  
**11<sup>th</sup> August 2010**

## **Renderplas Freezes Prices for PVCu Beads**

***Renderplas is freezing the price of its PVCu beads for plastering, rendering and drylining until 31 March 2011 despite a sharp rise in raw material and packaging costs.***

Operational efficiencies are enabling the company to offset a 15.5% increase in costs rather than pass these on to customers through higher prices. By scheduling ordering and deliveries to high volume customers according to geographic location, the company has been able to spread order picking and deliveries evenly through the week, optimise loads, and maximise labour efficiencies.

In addition to a steady increase in raw PVCu prices over the past 24 months, Renderplas is absorbing a rise in the price of sheet board used for product packaging.

Managing Director, Daniel Leedham-Green, comments:  
"We're holding down prices for Renderplas customers as a thank you for helping us to implement efficiencies that don't compromise our exemplary service standards."

Although Renderplas has agreed regular ordering and delivery days with selected customers to optimise logistics, a next day delivery service is always available for a nominal carriage charge, subject to receiving an order by noon the previous day.



Additionally, one million metres of Renderplas PVCu beads are held in stock across the company's UK stockist network, ready for despatch to customers if they require an interim supply before their next scheduled delivery.

Summing up, Daniel Leedham-Green says, "I'm delighted that Renderplas is bucking the trend by keeping prices at current levels for a year, even in the face of some severe increases in costs which have forced some other bead manufacturers to announce price rises of up to 15%."

Celebrating its 20th anniversary in 2010, Renderplas was the UK's first manufacturer of PVCu beads for the rendering, plastering and dry lining industry, and over the past two decades has led the market with innovations and developments. The Renderplas range provides a comprehensive choice of 12 colours and different profiles, including 'wide wing' solutions and the pioneering PowerBead – the first PVCu bead that truly outperforms stainless steel to ensure ultra strong, straight edges, and which can be fixed directly to the substrate to save time and money. Renderplas PVCu beads can also be used internally for wet plastering, and there are a further five profiles specifically for skim plastering. Renderplas PVCu beads conform to BS EN 13914-1: 2005 External Rendering and are available through most leading builders merchants or direct from Renderplas on 01299 400340 or [www.renderplas.co.uk](http://www.renderplas.co.uk)

### **Ends**

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