

A good achiever is worth holding on to



■ **Andy Williamson: recognise the people who go out to achieve more than anyone else. Above: the IKOTEX and IKOfash display units and showcards.**

Waterproofing and roofing manufacturer IKO/Ruberoid is sponsoring the Builders' Merchants Awards for Excellence Achiever of the Year.

Andy Williamson, sales director of Ruberoid, explains why individuals can make a difference to the overall team performance in an industry built on relationships.

"With people having less disposable cash to make improvements than they

did a year ago, things have been difficult for the industry. It has never been so important to offer excellent all-round service and go above and beyond expectations.

"In such difficult trading conditions, merchants need to ensure that their customers remain loyal to their local branch. This has a level of price determination, but another crucial factor is how helpful and informative

the employees have been and the relationship established with the customer.

"This is why achiever of the year is such an important category and one which we feel strongly about supporting.

"We feel it is imperative to recognise the people that go all-out to achieve more than anyone else and who make an outstanding contribution to their company, and by extension, the industry.

"It's not only about providing outstanding service, the award also encompasses the individual's ability to inspire colleagues, create innovative ideas, and really set the company aside from its competitors.

"Being able to offer suggestions to make improvements at any level in the business is a must and this is what the award aims to recognise.

"At IKO/Ruberoid, we constantly strive to make our business better for our customers and to help support the merchants in every way possible.

"We believe it's the people that work for us which can make a real difference and can separate a com-

Recognising people who achieve and make an outstanding contribution to the company and the industry is the message behind IKO/Ruberoid's sponsorship of this year's Builders' Merchants Awards for Excellence Achiever of the Year category.

pany from its competitors.

"Supporting merchants in this trading climate is crucial and making the ordering processes easier is just one of the ways we are helping.

"We have extended our product range to help merchants place fewer orders and drive down the price of delivery and make efficiencies.

"To support this, we have introduced new products to accompany our already extensive range of products, including IKOfash and IKOTEX.

"IKOfash is a lead-free flashing for use in areas where traditional lead flashing would be used.

"It can be worked and formed in the same way as lead and is significantly lighter than lead, making it easier to handle.

"IKOTEX is a spun-bonded polypropylene weed control fabric. It effectively suppresses weeds while ensuring soil temperature and moisture levels that allow plants and shrubs to thrive."

