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**FORTICRETE LAUNCHES ESSENTIAL READING FOR THE UK
CONSTRUCTION INDUSTRY**

Set to quickly become essential reading for architects and specifiers, 'Forticrete by Design', the new quarterly magazine from the UK's leading manufacturer of concrete construction products, offers up more inspirational ideas using concrete products than ever before.

The autumn issue of the new magazine, which focuses on creative and innovative applications of the use of colour in building design, features five in-depth reviews of projects from across the UK, each showcasing a very different but effective approach.

The magazine's regular feature, 'Building Buzz', is targeted to provide the latest in technical knowledge to help readers overcome complex design challenges by putting the expertise of Forticrete's design specialists at their disposal. The first issue takes a look at Bed Joint Reinforcement and where it should be used in masonry walls.

John Lambert, general manager at Forticrete, commented: "We are extremely excited about the launch of our new magazine, 'Forticrete by Design' and can't wait to see how it is received by the industry.

"We feel that as the UK's leading manufacturer of concrete construction products, when it comes to concrete design and technology there isn't anyone better placed to keep the industry up to date with the latest news and detailed reviews of some of the most inspirational projects across the country."

Also featured in this issue are details on Forticrete's revolutionary Retro Fit Stone Cills, news on the Responsible Sourcing Standard, and details of the Building Confidence Accreditation recently awarded to the company.

To receive a free subscription to 'Forticrete by Design', contact 01525 244912 or 01525 244911, or register online at www.forticrete.com.

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Note to Editor:

Forticrete is the UK's leading manufacturer of concrete construction products including roof tiles, concrete decorative facing blocks, walling stone and cast stone dressings.

Founded in the late 1920's, Forticrete employs around 250 people across 7 manufacturing plants, offices and depots. The company is part of CRH plc, the international building materials group, which is based in Ireland and employs over 75,000 people in 35 countries across 3 core businesses - primary materials, value added building products and specialist building materials distribution.

All of Forticrete's seven manufacturing facilities are BSI registered and operate to the requirements of BS EN ISO 9001:2008 and BS EN ISO 14001:2004 - the national and international standards for quality and environmental management systems.

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