

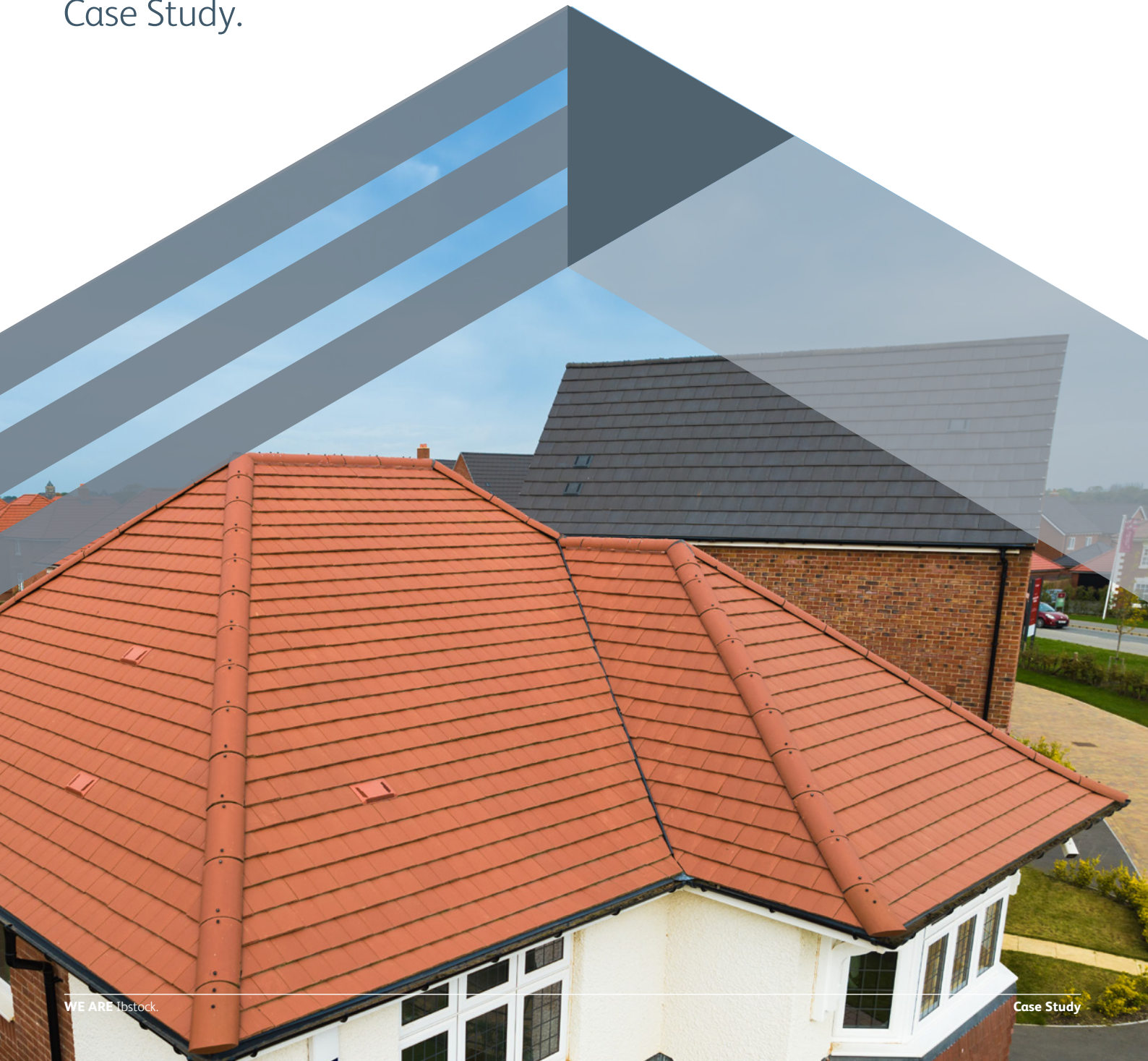
**WE ARE**  
Roofing and more.



**Ibstock**  
At the heart of building

**A LEADING UK  
HOUSEBUILDER SPECIFIES  
IBSTOCK ROOF TILES  
ON EAST MIDLANDS  
DEVELOPMENTS**  
Case Study.

A prestigious development by **Redrow Homes** in Hugglescote, Leicestershire, has added a touch of class and colour by incorporating Gemini and SL8 roof tiles from **Ibstock** to contrast with the chosen bricks on the various styles of home.





Our homes are at the higher end of the market and are built with kerb appeal. They include live edged boarding comprising unique cuts of wood that retain their natural shape, rough cast terracotta sills with the overall effect is complemented by the contrasting Istock products.

Redrow's first choice of roof tile for its numerous East Midlands developments are Istock's SL8 and Gemini products, which meet the stringent guidelines set out by the local planning authority.

Hugglescote Grange comprises a choice of high quality two, three and four-bedroom properties from the housebuilder's award-winning Heritage Collection, with prices starting from £185,000 for the one bedroom 'Belvoir' through to the four-bed 'Ruthvin' at £359,000.

The properties combine the appeal of traditional architecture with family friendly interior layouts and are located just a mile from the heart of Coalville and within easy reach of Leicester, Derby, Nottingham and Birmingham.

**Craig Bettridge, Redrow's Construction**

**Director commented:** "Our homes are at the higher end of the market and are built with kerb appeal. They include live edged boarding comprising unique cuts of wood that retain their natural shape, rough cast terracotta sills with the overall effect is complemented by the contrasting Istock products.

"The SL8 and Gemini roof tiles create the aesthetic outlook that we seek. Our properties have a slight regional variation using both Gemini Sunrise Blend and SL8 Slate Grey roof tiles. Our social housing units within the development are also built to a high specification – the elevations are the same on all the homes within this scheme."

The show home roof comprises Gemini Red tiles which look resplendent, contrasting with the white, render exterior walls and attractive double glazed window units with terracotta cills.

**Adam Seal, Istock Regional Sales Manager**

**(North) commented:** "The SL8 is a large format roof tile which is 20% larger in width, yet lightweight, stronger and more sustainable – helping to reduce a building's overall CO<sub>2</sub> emissions.

"With a leading edge which is up to 50% thinner than alternative large format tiles, this contributes to a greater aesthetic look. The tiles are available in Red, Brown and Slate Grey colours."

The benefits to roofing contractors of working with the SL8 include: ease of laying thanks to the inclusion

of two nail holes which provide better fixing flexibility, and a full range of fittings and accessories.

Gemini roof tiles are a truly innovative product thanks to their double cambered design and are available in Sunrise Blend, Red, Slate Grey, Brown and Mixed Russet.

**Adam commented:** "They are an interlocking concrete tile that gives the appearance of a traditional plain tile when laid and, because of its design, fewer tiles are needed to cover the same area as a conventional double lapped plain tile, thereby speeding-up installation. A major benefit of this is that it helps reduce the build cost and reduce the environmental impact by reducing the amount of quarried aggregate used and transportation."

**For further information on Istock's market leading offering, please call 01909 775000 option 3 / option 3, email [roofing@ibstock.co.uk](mailto:roofing@ibstock.co.uk), or visit [www.ibstock.co.uk](http://www.ibstock.co.uk)**



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