

SELLING IBSTOCK BRICKS QUICK-START GUIDE



Ibstock
At the heart of building



WE ARE
Bricks and more.

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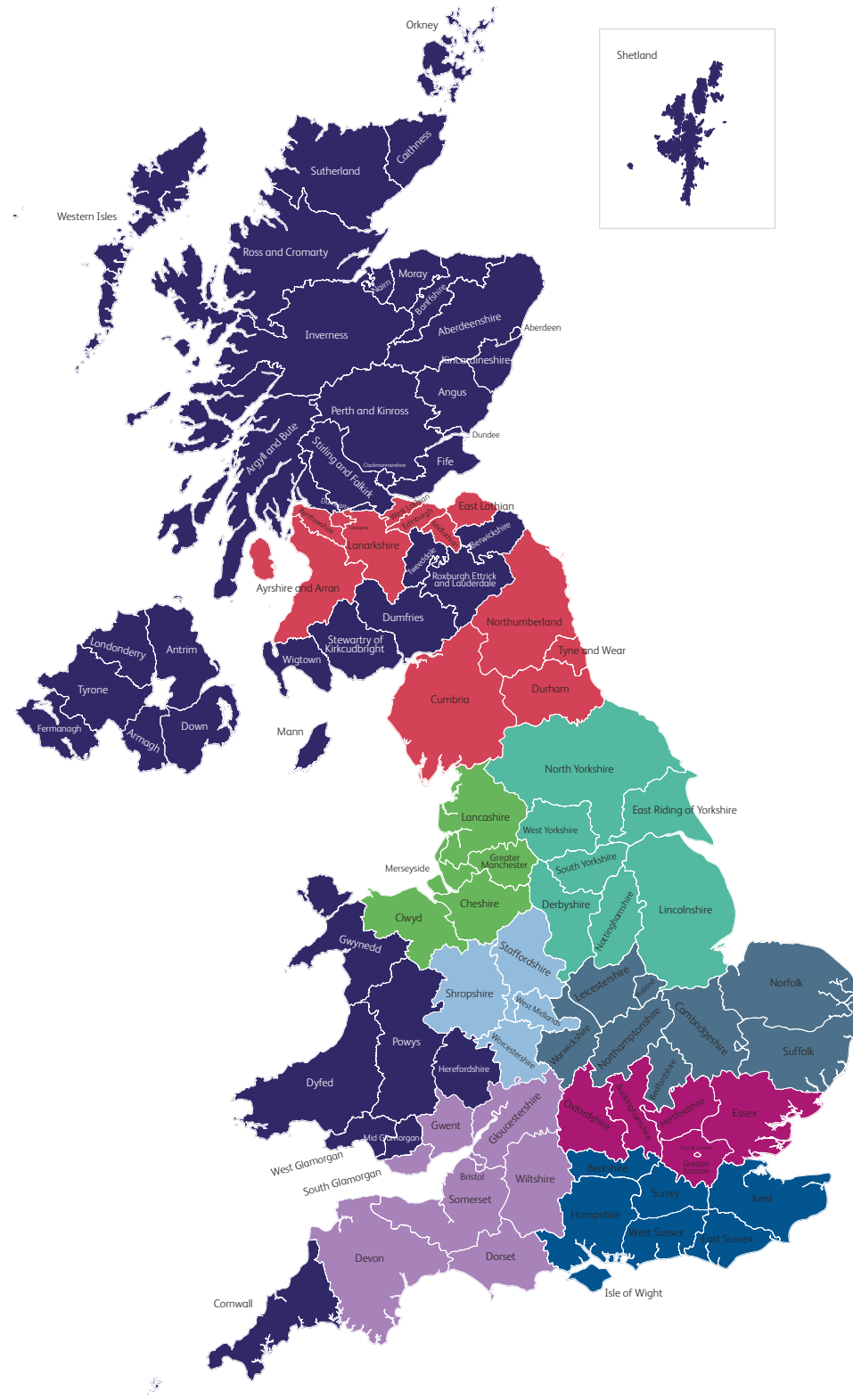
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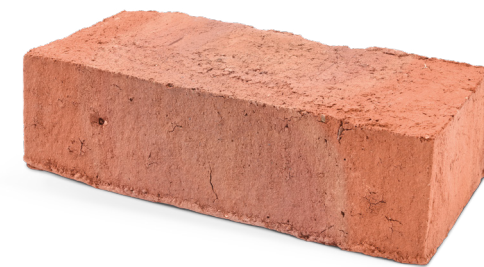


HOW TO CHOOSE THE RIGHT BRICK TYPE, COLOUR AND TEXTURE

TYPES



WIRECUT



STOCK



WATERSTRUCK

HANDMADE

COLOURS

There are eight basic body colours to choose from. We then add variations of darker and lighter shades to create a wider choice.

NOTE: Bricks are made from natural materials so colours will vary slightly from batch to batch.



TEXTURES

Bricks are available in several textures. Identifying the texture of the brickwork you are matching to will help to narrow down your choices.





IBSTOCK BRICK – SPAR & SPECIFICATION SYSTEM (DIRECT TO SITE BUSINESS)

What is SPAR?

Sales, Project Action & Report rewards our account holding distributors who actively secure a Specification for Ibstock products. It allows us to log and track new, on-going and archived sites.

How does it work?

1 ➡

Receive enquiry from customer.

2 ➡

Identify product requirements – the minimum quantity to register is 10,000 bricks or 200 specials and a maximum of 6 brick types.

3 ➡

Check site details with Ibstock Customer Service Team (**see page 2**).

4 ➡

Registration entered on SPAR system.

5

Should the project already be known to Ibstock you will be notified – you may still be able to promote alternative Ibstock products providing they are sufficiently different to those already registered.



For Brick pack size, factory, Ibstock product codes, compressive strength – please see pages **84-93** of **The Bricks and Masonry product guide**.



For information around Ibstock including our Specials and EcoHabitats ranges, please refer to:

- www.ibstock.co.uk, bricks and masonry, bricks, select options.



Need price and availability? Please **contact your local representative as outlined on page 2**, or contact our customer services team on the details below.

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