



**Become a Rawlplug® expert**

Rawlplug Academy® Training Centre in London

# Become a Rawlplug® expert

Rawlplug Academy® Training Centre in London





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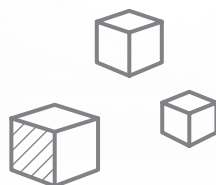


Rawlplug® Training Centre  
– created to raise experts

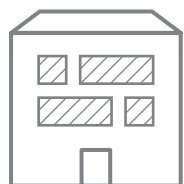


■ The construction industry is remarkably complex and stands out for its specificity

Several dozen **SECTORS**.



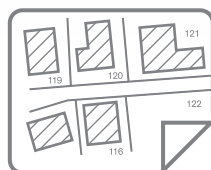
Hundreds of types of **BUSINESSES** that operate in the industry.



Dozens of professional **SPECIALISATIONS**.



Thousands of challenges, both on drawing boards and at **CONSTRUCTION SITES**.



Tens of thousands of **SUPPLIERS** offering millions of fixings and fasteners.



How do you **find your place** in such a reality?

How **to make good choices** and avoid mistakes which may consequently undermine the customers' trust?

What to do in order **to stay up to date**?

How **to take care of cost optimisation** without compromising business growth?

Who can help you build and maintain the **industry expert's image** among customers?

**There is one good answer!**





## ■ Rawlplug Academy® Training Centre in London

It's the Rawlplug Academy® Training Centre in London. It is one of inherent components of our unique development programme, Rawlplug Academy®, intended for those who are or wish to become construction professionals. We have created this place to share knowledge and best practices, solve problems experienced by our customers and advise them effectively. It is there to broaden horizons and explore new possibilities, to provide you with efficient training and necessary theory as well as opportunities to put them into practice, to give you the certainty of being a true expert as you walk out of our Training Centre in London.

**So join us there!**



We would like to invite customers from all over the world to our Training Centre. Every market, whether it's the UK, Poland, United Arab Emirates, South Africa, Ukraine or France, is highly specific and follows its own set of rules, but the thing that invariably matters for those who wish to make no mistakes in their construction industry-related decisions is utmost specialisation, understood as a combination of knowledge and competencies. Rawlplug has been the only brand in the world delivering products to virtually every single sector of the industry, consistently building the image of an expert in fixings, fasteners and tools for 100 years. This heritage is worth making use of.

**Dr. Pietro Grandesso**  
Managing Director  
at Rawlplug Ltd



Things to remember about the Rawlplug Academy® Training Centre in London



### For professionals



Training Centre intended for construction professionals from all over the world.

### Certified Trainers



Training provided by Rawlplug's Certified Trainers.

### Reality-based training scripts



Training formats and scripts based on customers' real-life needs stemming from their day-to-day experience.

### Expert certificate for all participants



Training completion certificates for all participants.

### Vocational training



Available training under the Continuing Professional Development scheme and BS:8539.

### Display of POS system



Presentation of Rawlplug's Point of Sale (POS) product display system.

### 3 ways to sign up for a training



Sign up on rawlplug.com, rawlplug.co.uk, directly at the Centre or via Rawlplug's Technical Advisors.

### Theory and practice combined



Product training covering 10 product groups, split between the theoretical and the practical part.

### Unique training tools



Training with unique teaching materials. Training delivered using base materials simulating real-life on-site conditions.

### Rawlplug Offer online



Quick portfolio access and review via the Rawlplug Offer application.

### Participation in a development project



Opportunity to join the innovative Rawlplug Academy® development programme.

### Perfect place for development



Comfortable conditions, great atmosphere, supportive team. Excellent location and direct connection to the centre of London.



■ Rawlplug Academy® is Rawlplug's innovative development programme intended for the brand's employees and customers, based on the following 4 pillars:

1

### E-learning platform

offering dozens of on-line training modules intended for persons representing different sectors and levels of specialisation.

2

### Training Centre

Rawlplug Academy® Training Centre - London based training centre and mobile training centre - RawlTruck.

3

### Traditional training

delivered at Rawlplug's branch offices, on the customer's premises or at meetings with their business partners.

4

### Knowledge base

providing access to an enormous portfolio of information and development materials covering products, services and training from Rawlplug.



GO TO  
[WWW.RAWLPLUG.COM/EN/SERVICES/RAWLPLUG-ACADEMY](http://WWW.RAWLPLUG.COM/EN/SERVICES/RAWLPLUG-ACADEMY)  
AND SIGN UP FOR THE PROGRAMME

3

Training Centre as a part of the great Rawlplug Academy® development programme



## ■ RawlTruck – a unique mobile education and training centre

A complement to the **Training Centre** is the **RawlTruck** – a unique mobile education and training centre that hit the roads of Europe at the beginning of 2019 to let customers truly experience Rawlplug's offering at industry shows and meetings.



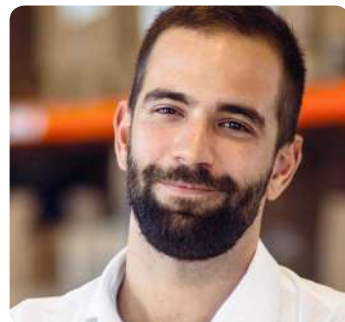
4 Training for all those who intend to expand knowledge and develop competencies



## ■ Meet 3 different persons working in the construction industry, and find out what has motivated them to join the Rawlplug Academy® training at London's Training Centre

### John Amherst

Representative of a wholesale outlet specialised in providing comprehensive service to construction companies and investments



#### Customers they work with

Owners and employees of companies performing general construction, installation and finishing works.

#### Everyday challenges they tackle

He handles the sales of the comprehensive product portfolio, from construction materials to installation materials to power tools. Customers require him to have broad and highly specialised know-how, and to provide them with consultancy extending beyond his competencies, often expecting ready-to-use solutions to their specific problems.

### Gary Dobson

Owner of a small company installing electrical systems, low-current wiring and fire protection systems

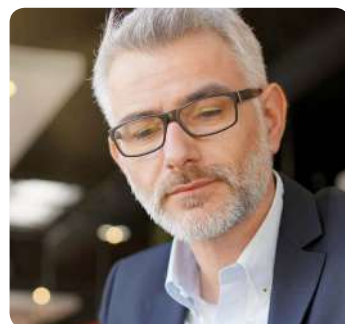


Small and medium-size construction investment contractors, including property developers.

He is currently involved in 3 construction projects at different stages of the progress, while his diligence and quality would surely enable him to accept more commissions, but considering the scale of the operation, he is incapable of handling them all which often leads to his competitors winning contracts.

### Daniel McAlley

Construction designer



Parties contracting construction projects, including shopping centres and high-standard blocks of flats.

He manages three state-of-the-art multifunctional buildings, so he wants to apply innovative fail-safe solutions following global trends. When selecting products on a daily basis, he relies on technical catalogues, but needs more highly specialised knowledge to make his choices more informed and optimised.

#### Reasons for joining the training scheme

“ I meet with people who are experts in their respective fields, and if I want to offer them top quality service, I need to have comprehensive knowledge, so that they can feel that they are dealing with a genuine business partner. Precisely because I am a professional, I have no problem admitting that there are some fields I don't know everything about and in which I still need to develop.

“ We work diligently, we have the knowledge it takes to do the job, so I can boldly say that we have earned an excellent opinion on the market, allowing us to win over an increasing number of customers to whom we have been recommended, but whom we cannot service due to our limited resources and capabilities. Attending Rawlplug's training responds to my needs: I seek solutions to help my team accelerate the performance of electrical system installation.

“ I typically use the R-HPT II mechanical anchors or the R-KEX II epoxy resin, because I know them best and I simply have particular trust in them, as I'm convinced that I can use them in many applications. However, the brand portfolio includes many other specialised products too, including some new ones I'm strongly interested in. I want to be an expert, so I was very pleased to accept the invitation from the Technical Advisor of Rawlplug Ltd to attend the training.

■ If you read some of these stories as if they were somewhat your stories too, or if yours is different, but you still need more know-how and competence to ensure that it has a happy ending, the Rawlplug Academy® Training Centre in London is the right place for you to be.





# ■ Training at the Rawlplug Academy® Training Centre

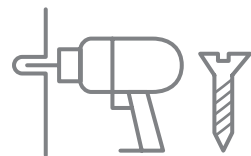


It's very important for the process of understanding and memorisation that the knowledge is transferred in a structured way, allowing the trainees to automatically apply in practice what they have just learnt in the classroom part. We share our know-how and experience with our visitors, training them to be experts. This is precisely why we practise using two or more different products intended for the same substrate in order to eventually choose, on a trial and error basis, the one that is most appropriate for the given situation for various reasons, such as time and strength.

Every training held at the Rawlplug Academy® Training Centre is based on a script which reflects construction professionals' real-life decisions, behaviours and day-to-day actions. Each training comprises the classroom part and the hands-on part, delivered using innovative teaching tools that stimulate the participants' imagination and improve the efficiency of education. Each training is tutored by one Trainer – an expert in the respective field, and may take from 2 to 4 hours depending on the substance and complexity of the subject.



CLASSROOM  
TRAINING



HANDS-ON  
TRAINING



**Marcin Gorzałka**  
Trainer at Rawlplug's  
Head Office and Rawlplug  
Academy® Manager



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Training script based on real-life experience,  
effectively combining theory and practice





## CLASSROOM TRAINING

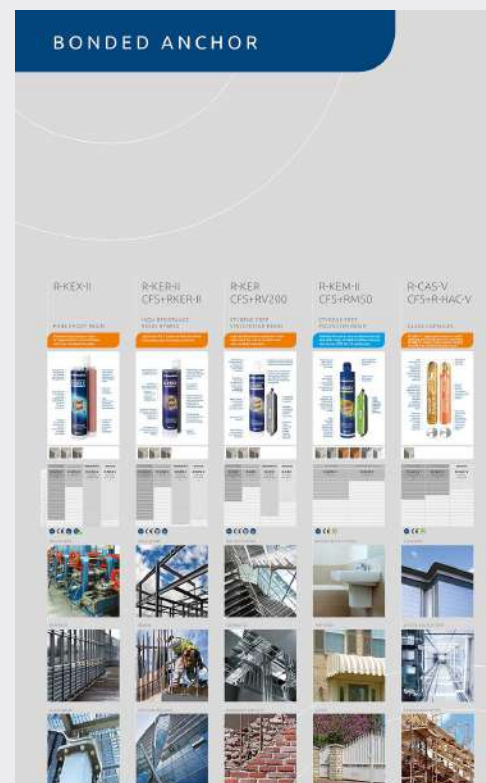
- Lecture part, including active participation of trainees.
- Presentation concentrating on technical parameters, features and competitive advantages of product groups or individual products.
- Knowledge passed on by demonstrating specific benefits that you can obtain in everyday work in terms of quality, costs or time saving.
- Training delivered using multimedia presentations, video tutorials and product display units dedicated to the given category.

Product presentation focused on its practical application.

Animations highlighting competitive advantages and providing installation instructions.



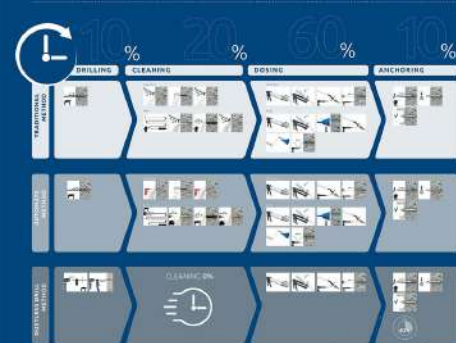
ON ONE SIDE of the chart displays the most important products in the category and provides a description of their specificities and the competitive advantages on the market.



### BONDED ANCHOR

## EFFICACY IN THE HARDEST CONDITIONS

### 3 METHODS INSTALLATIONS GUIDE



### ACCESSORIES

THE OTHER SIDE, the chart presents the following:

- classification of products of the given group,
- applications the products are intended for,
- installation instructions.

## HANDS-ON TRAINING

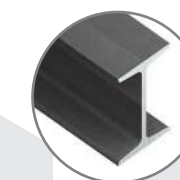
- Participants divided into two small groups enabling every person to try the products out.
- Tests conducted using sample walls made of the most common base materials, prepared in a way to reflect real-life construction site conditions.
- Workshop type training using mobile power tool stations with adjacent carts containing previously prepared sets of products.
- Trainer delivering classroom training and supervising hands-on training at the centre.
- Workshop focused on real-life testing of products, ensuring practical experience of correct fixing, but also enabling participants to make typical mistakes, so that they can avoid them in the future, and to consolidate their knowledge of good practices.
- Pull-out resistance testing to confirm the strength of fixings in different points of the same substrate.



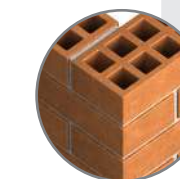
CONCRETE



AERATED CONCRETE



STEEL



HOLLOW BRICK



WOOD



SOLID BRICK



6

The Rawlplug Academy® Training Centre offers training services matching various sectors and specialisations

## The product training delivered at the Rawlplug Academy® Training Centre is intended to expand knowledge and competencies

The product training delivered at the Rawlplug Academy® Training Centre is intended to expand knowledge and improve competencies related to the products grouped into 10 categories: mechanical anchors, bonded anchors, lightweight fixings, facade insulation fixings, roofing insulation fixings, foams and sealants, passive fire protection system, fasteners, power tool accessories, and manual and direct fastening systems.

### The classroom and hands-on training modules cover such items as:

- General characteristics of individual product categories and intended use of respective products.
- Selection of products from each category for specific applications.
- Installation guidelines.
- Typical applications.
- Advanced characteristics of specific products.



10 PRODUCT CATEGORIES



- **R-KER II.**  
High efficiency  
in multiple  
applications.



- **Lightweight fixings.**  
Overview of Rawlplug's  
product portfolio.



- **SC40 II. Gas powered  
concrete nailer**  
ensuring improved  
efficiency of general  
installation works,  
electrical works as  
well as installation of  
drywall systems.



## SELECTED TRAINING EXAMPLES

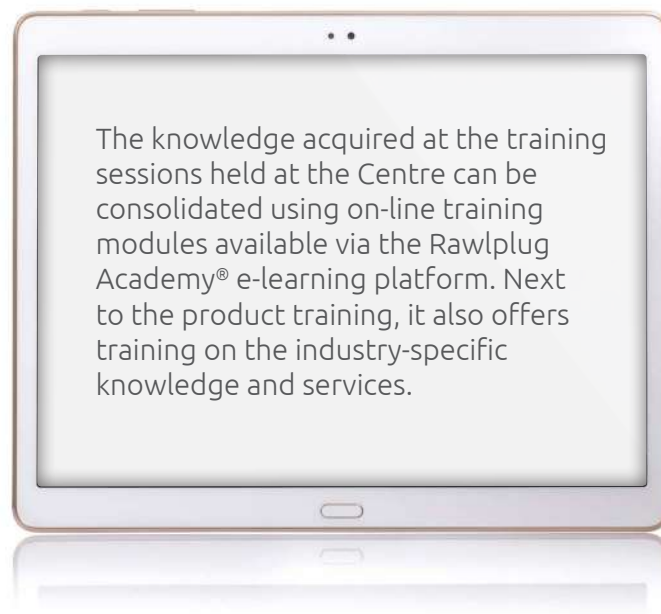
- **R-TFIX-8S/SX.**  
State-of-the-art  
universal facade  
fixings.



- **R-LX.**  
Quick and secure  
anchoring.



The knowledge acquired at the training sessions held at the Centre can be consolidated using on-line training modules available via the Rawlplug Academy® e-learning platform. Next to the product training, it also offers training on the industry-specific knowledge and services.



**7**  
The Training Centre means not only  
education, but also business and  
a journey to Rawlplug's past



## ■ Training. What else?

The Rawlplug Academy® Training Centre in London welcomes everyone on its premises, whether or not one has signed up for training yet. During such a visit, you can find out more about the pillars of Rawlplug's offering, namely products, services and training, talk about potential commercial deals, but also experience Rawlplug's amazing 100 years old history that has shaped our heritage and contributed to our achievements.

### Heritage zone

Learn about our history and the spectacular past accomplishments which went far beyond the standards of their times!

Business development milestones.

Presentation of historical products.

E-book version of the Rawlplug Anniversary Book, telling numerous stories from the brand's history, introducing its founders and the astonishing inventions of successive decades.



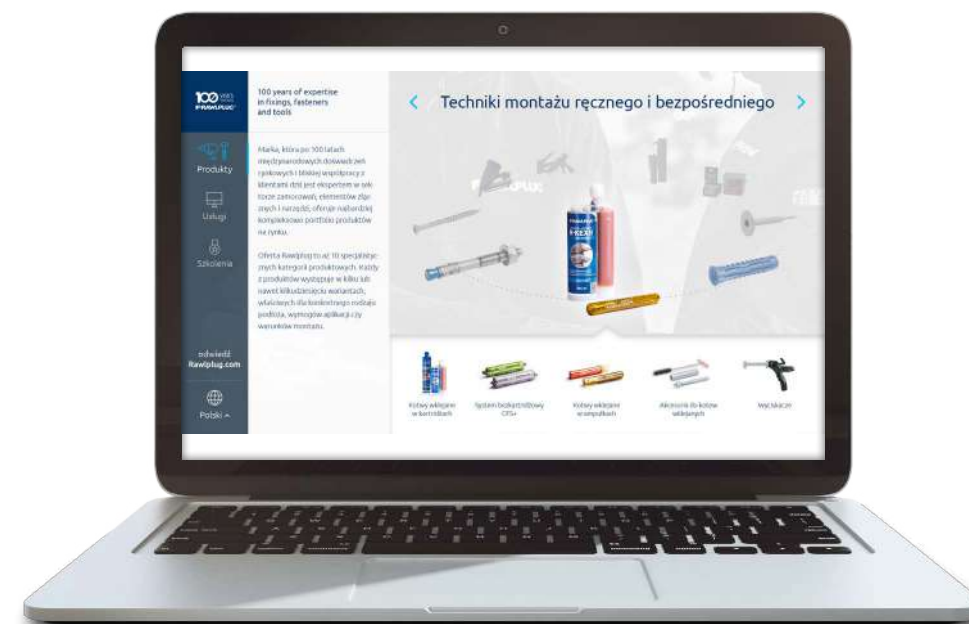
### Rawlplug Offer application

Explore the 3 pillars of Rawlplug's offering presented in a systematic manner, using a dedicated application operated with touch screens!

Portfolio of 10 product categories.

Presentation of services dedicated to designers and contractors.

Opportunity to find out more about the possibilities and how to sign up for the Rawlplug Academy® programme.



### Space for business

Talk to the brand's experts about business collaboration with Rawlplug, and find how to make the most of it!

Benefit from a sales offer tailored to your specific needs and specialisation.

Browse through catalogues of products and technical specifications.

Negotiate cooperation conditions.



### Product display units

Use the highly functional display units to explore Rawlplug's product portfolio on the spot!

8 product display units to integrate all product categories from Rawlplug.

Presentation of key products in the portfolio along with the matching accessories.



### Display of POS system

Recognise the competitive advantages and learn about the benefits of having the efficient product display system at your point of sale!

Comprehensive presentation of the POS system, including labels, packaging units, racks and additional product display elements.

Presentation of diverse and most efficient product display configurations.

Trust those who have already attended training at the Rawlplug Academy® Training Centre

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## ■ Opinions about Rawlplug Academy® Training Centre

We have already introduced the three construction specialists: John, Gary and Daniel. This is how they comment upon their experience related to the training they attended at the Rawlplug Academy® Training Centre.



I am sure that Rawlplug's training package will expand my knowledge and strengthen my expertise, allowing me to earn the opinion of a market expert, which is really crucial in my profession. I'm utterly amazed by Rawlplug's attention to being open towards the customers' needs, as the company shows the trainees how to talk with customers and encourages them to listen carefully so as to offer solutions that genuinely respond to what they need.

### John Amherst

Representative of a wholesale outlet specialised in providing comprehensive service to construction companies and investments

■ **Are you already convinced to give it a try? Well, you'd better find out yourself, it's worth your while. We're waiting for you!**



### Gary Dobson

Owner of a small company installing electrical systems, low-current wiring and fire protection systems



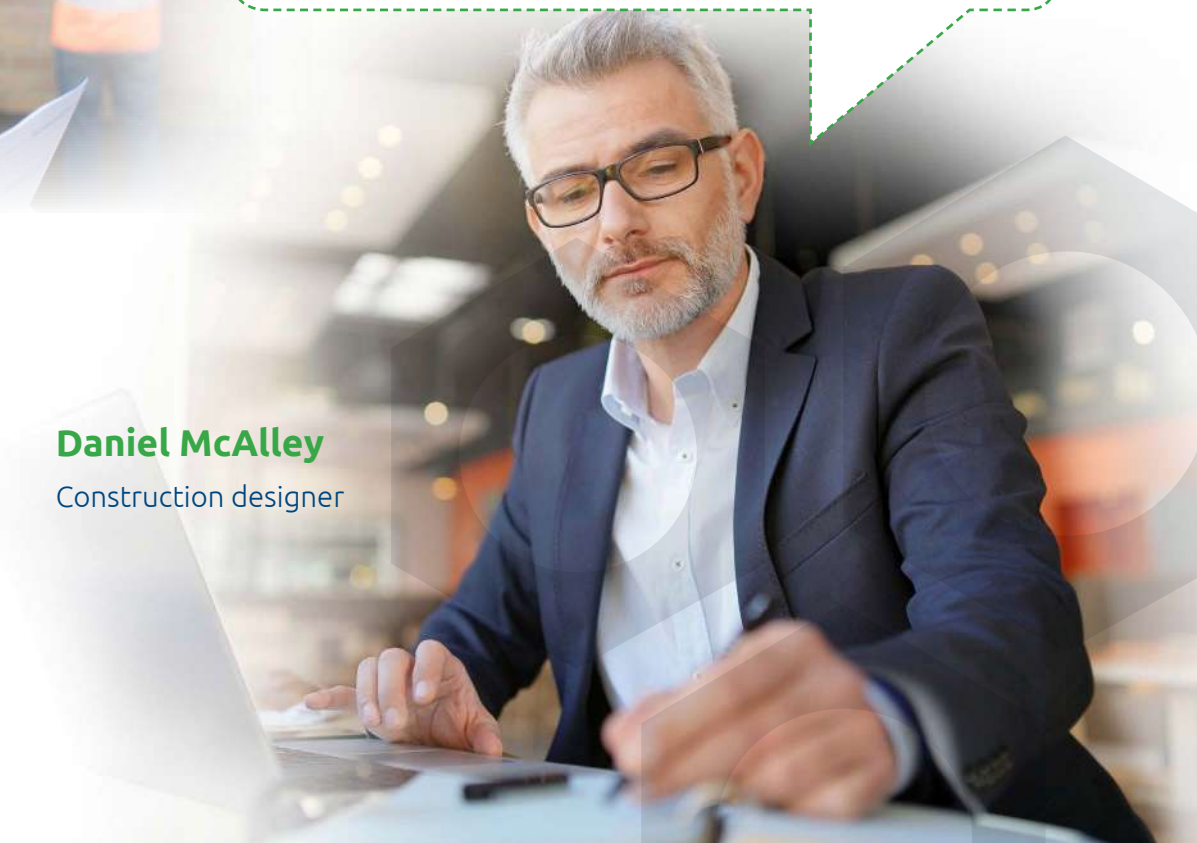
I've found what I was looking for here. It's not only because the solutions offered to us will allow my team to speed up the work, but also because we will be more efficient by eliminating mistakes. It turns out that the R-LX screw anchors are perfect for cable trunking installation. So far, we have been using anchor sleeves which required expansion to be caused in the hole. Less experienced employees would sometimes forget about it, but the R-LX eliminates the problem entirely, as it is screwed into the substrate. It's a simple and reliable solution which I hadn't been aware before.



As a designer, I rarely get the chance of having direct contact with the products, but this is not only about the possibility of getting to know the offering. During the training, it becomes clear that the Trainer knows and understands the needs of each of the professional groups and adapts them to our needs. Perhaps it won't sound very modest, but I know that I am a specialist, and Rawlplug Academy® can make me an even better one, allowing me to move smoothly, and not only selectively, among the products from the portfolio which are appropriate for my work.

### Daniel McAlley

Construction designer





■ How to sign up for the training?  
Choose one of the 3 available options:

**1. Use page**

the [rawlplug.co.uk/trainingcentre](http://rawlplug.co.uk/trainingcentre)  
or the brand's page: [rawlplug.com/trainingcentre](http://rawlplug.com/trainingcentre).



**2. Visit the Training Centre**

and sign up on the spot.



**3. Contact a Rawlplug**

**Technical Advisor** and sign up  
with them.



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Choose the most convenient way to sign  
up for training at the Rawlplug Academy®  
Training Centre



# You are welcome to visit the Rawlplug Academy® Training Centre

Enjoy the convenient transport connections with downtown London and nearby airports.

410 Wharfedale Road,  
Winnersh, Berkshire, RG41 5RA

London Heathrow Airport to Rawlplug Academy® Training Centre



London Gatwick Airport to Rawlplug Academy® Training Centre



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We are really close!



Notes:

Notes:





Notes: