ELECTRONIC BLUEPRINT *AUSTRALIA'S PREMIERE BUILDING SPECIFICATION, DETAILING & TRAINING REFERENCE*

Is it in the Spec?
A product specified is a product sold!

ELECTRONIC BLUEPRINT is the principal point of reference and knowledge base for Architects, Engineers and Builders and the only package that fully integrates regulatory & standards requirements with comprehensive, editable specifications, CAD details and approved industry training.

Marketing Strategy for the Green Decade
Sustainability / CodeMark / Electronic Specifications

Marketing Strategy

Electronic Blueprint is proud to offer this preliminary strategy to

Company!

to assist in the marketing of

Product!

Background

As we progress through the "green decade, smart building product suppliers are tailoring their marketing initiatives to capitalise on three innovations:

Sustainability   –   Many products contribute significantly to building sustainability, either directly, by reducing energy, saving water, lowering toxicity etc, or indirectly, by providing low-cost efficient building solutions.

     The art of responsible green marketing is to clearly identify the effects of a particular product on our environment, and to present this honestly and simply to the design fraternity.

CodeMark   –   CodeMark is a scheme of third-party certification for building products to the requirements of the Building Code of Australia.
This enables designers, builders and certifiers to select and approve building products, confident that they meet the BCA expectations.

Electronic Specifications   –   Having scientifically established the sustainability of products, and achieved third-party recognition of their role in satisfying the BCA, marketers must find the most effective means of communicating the information to designers, specifiers and purchasers.

     With the growth of the internet as a communication medium, the Electronic Blueprint electronic specifications and details provide the ideal medium for inexpensive technical marketing.

Electronic Blueprint Service

Electronic Blueprint will advise Company! and work closely with other consultants to promote Product! by:

- Identifying and documenting the sustainability features;

- Obtaining CodeMark certification; and

- Providing electronic specifications and details on the Electronic Blueprint website, accessed either directly, from the Company! website or through the Spec-Net index.

Further Details

The following pages provide more details and pricing for and appropriate marketing strategy.

We at Electronic Blueprint are committed to bringing Architects, Engineers and Builders comprehensive and scientifically accurate technical information, which will enable them to specify and purchase Product! with full confidence that the sustainability BCA requirements are met.

Sincerely,

Karen Bloomfield

What Does It Cost?

Budget Prices		Subject to confirmation by Electronic Blueprint
Activity	**Basic Price** Excl GST	**Comments**
Sustainability		
Preliminary Sustainability Assessment: • Classification of the products into Sustainability Categories, • Definition of assessment criteria; • Preliminary assessment based on submitted test or other supporting data.	$ 3,600	The Budget Price covers the assessment of up to three relatively similar products, each supported by current relevant tests. Add extra for the additional products or specification of additional tests. Refer to the sustainability criteria for details of the type of test or simulation that would be relevant.
Additional Product Assessments (for which suitable relevant data is available)	$ 900 each	
Commissioning of tests or computer simulations to prove sustainability claims	On application	
ECO labeling to ISo14024 based on Life Cycle Analysis		See ENVIROSPEC Protocol Part 1.
CodeMark		
Initiation of the CodeMark Process To initiate CodeMark certification process: • Collate all supporting tests and other material; • Define in "Scope of BCA Compliance", the BCA clauses for which CodeMark Certification is sought; and • Prepare and submit the "Compliance Folder".	$ 6,300	The Budget Price covers the certification of up to three relatively similar products, each supported by current test results to BCA referenced standards. Add extra for the additional products or specification of additional tests.
Installation of Management System Where a client is not operating a suitable quality management system (e.g. one substantially complying with AS/NZS ISO 9001), Electronic Blueprint can assist by installing, auditing and reviewing a simple (but effective) system based on the DRIVER Management System. The "Basic Price" includes; • Preparation of Policy Manual and Standard Operating Procedures; • establishment and installation of the DRIVER Management System; • Provision of Distance Learning Package for Quality Management Training; and • Conducting an Internal Management Audit and Management Review.	$ 8,800	The Budget Price relates to a relatively simple small operation, with well established and documented work practices. Add extra for the preparation of customized procedures.
Additional Six-Monthly DRIVER Audits and Reviews (Performed remotely)	$ 1,740	These may be carried out by Company! or, if preferred, by Electronic Blueprint.
Electronic Specifications		
Technical specification of CodeMark product types including link to client in all applicable sections of the Electronic Blueprint	Inclusive	Provides technical advertising and CodeMark document management
Product Directory Page		
Optional Extras		
Listing on Spec-Net Building Index	$ 1,560	

Notes on Prices

- Prices are "budget prices" only and are subject to confirmation by Electronic Blueprint.

- Prices are valid for six months from 1st January 2008.

- Prices are exclusive of GST, which must be added.

- Prices exclude direct travel and accommodation costs for interstate travel or intrastate travel outside the Sydney-Central Coast region.

- Prices exclude printing and stationery in excess of what is required to produce a single hard copy of each document.

- Prices exclude the cost of Third Party Certification (e.g. certification by GlobalMark).

Prices exclude the cost of other consultants or testing authorities, (e.g. Mahaffey Associates [testing] and Quasar Management Services Pty Ltd [engineering analysis]).

How Can Electronic Blueprint Determine Sustainability Features?

Sustainability Policy
Many products contribute significantly to building sustainability, either directly, by reducing energy, saving water, lowering toxicity etc, or indirectly, by providing low-cost efficient building solutions. The art of responsible green marketing is to clearly identify the effects of a particular product on our environment, and to present this honestly and simply to the design fraternity. Electronic Blueprint has a clearly defined Sustainability Policy, available on http://www.electronicblueprint.com.au/updates/D07030602-1ElectronicBlueprint_TechPapersINDEX.pdf

The main features are shown below.

Principle
A "Sustainability Specification" is one which, through its application, leads to:
- Reduction green-house gas generation, which causes global warming, and/or
- Reduction in the use of non-renewable resources upon which our society depends, and/or
- Reduction in land, water or air pollution or degradation, which alienate the use of these resources.

Fitness for Purpose
If a product fails to achieve fitness for its stated purpose, it may lead to unsafe construction, unserviceable construction or other structural, mechanical or aesthetic failures. This invariably leads to re-construction or repair and the associated waste. Therefore, the purposes of sustainability are served by products that are fit for purpose.

Regulatory Requirements
Fitness for purpose is often defined in regulatory requirements. Therefore, the purposes of sustainability are most often served by products that meet relevant regulatory requirements.

Properties that Promote Sustainability
The following are considered to be properties that promote sustainability.

Reduction green-house gas generation
- Products with lower embodied energy than commonly used alternatives.
- Products that can be more easily recycled than commonly used alternatives.
- Products with a longer life than commonly used alternatives.
- Electrical products more efficient in the use of electricity than commonly used alternatives.
- Building envelope products with a higher albedo than commonly used alternatives.
- Building envelope products that have higher thermal resistance than commonly used alternatives.
- Building envelope products that have high thermal mass than commonly used alternatives (in some circumstances)
- Products used to recycle rainwater

Reduction in the use of non-renewable resources upon which our society depends
- All of the features (listed above) that lead to a reduction in green-house gas, plus the following:
- Products manufactured by processes that employ renewable energy resources, rather than non-renewable energy
- Products used to save or recycle water
- Products or systems that reduce soil erosion.

<u>Reduction in land, water or air pollution or degradation</u>
- Products more easily bi-degradable than commonly used alternatives.
- Products less toxic and with lower concentrations of volatile organic compounds than commonly used alternatives.
- Products manufactured by processes that produce less air, water or land pollution and less toxic waste than commonly used alternatives.
- Products that trap and treat contaminants rather than allowing them to run off or be dumped
- Products used to save or recycle water[1]
- Products or systems that reduce soil salinity.[2]
- Products that effectively protect and promote tree and plant growth.

Electronic Blueprint Service
Electronic Blueprint will advise Company! on the appropriate action to scientifically assess and document the principal sustainability features of Product!.

This may include engaging specialist consultants to carry out one or more of the following:

- Obtain test data on the ability of Product! to assist in saving energy or water, reducing toxicity and the like; and/or

- Interpret existing test information, to identify and document the principal sustainability features of Product!; and/or

- Carry out computer simulations of sustainability performance of Product!, based ,where appropriate, on BCA requirements.

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[1] The reuse of rainwater generally leads to a reduction in the land devoted to storage dams, and the associated loss of tree cover. Tree cover generally takes carbon dioxide out of the atmosphere and regenerates oxygen.

[2] Practices that encourage dry land salinity effectively degrade the soil rendering it infertile. In some cases, rising water table and the associated precipitation of salt within the building structure shorten the product life, thus requiring repair or replacement.

How Can Electronic Blueprint Help Achieve CodeMark?

What is CodeMark?
CodeMark is a scheme of third-party certification for building products to the requirements of the Building Code of Australia. This enables designers, builders and certifiers to select and approve building products, confident that they meet the BCA expectations

Procedures to Achieve CodeMark Building Product Certification
There are two principal requirements of the CodeMark Product Certification process:

- Ensure that the nominated products satisfy the requirements of nominated BCA[3] clauses.

- Ensure that the Company has a properly functioning Management System, capable of delivering consistent product and service to predetermined specifications.

Electronic Blueprint Service
Electronic Blueprint will undertake the following consultancy roles in assisting Company! to achieve CodeMark certification for a nominated range of products.

- Management System
  Provide consultancy advice, documentation and internal auditing to achieve a suitable quality management system, which is a pre-requisite to CodeMark certification.

    - Provide customised documentation Policy Manual and Standard Operating Procedures

    - Provide and customize the DRIVER Management System spreadsheet for maintaining management system records.

    - Provide Distance Learning Package (CD) for Quality Management Training

    - Conducting an Internal Management Audit and Management Review

- Product Assessment

    - Prepare a "Scope of BCA Compliance" document nominating the BCA Clauses to be covered.

    - Coordinate the collation of supporting material, such as test reports and manuals.

    - Coordinate nominated sub-consultants[4] if required.

- Provide liaison between the Company and the Third Party Certifier.[5]

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[3] Building Code of Australia

[4] The nominated sub-consultants are Quasar Management Services Pty Ltd (Technical Consulting) and Mahaffey Associates (Testing Laboratories).

[5] The recommended Third Party Certifier is GlobalMark. Third Party Certifiers are not permitted to provide consulting services and technical assistance to CodeMark applicants.

Procedures to Achieve CodeMark Certification

Key
Initiation of the CodeMark Process   – No Highlight
Installation, auditing and reviewing the Management System   – Highlight

Activity	Responsible Organisation
Appoint a Consultant[6] to assist with CodeMark certification.	Company!
Appoint a JAS-ANZ accredited Third Party Certifier[7].	Company!
Determine the range of products for CodeMark certification, and advise the Consultant.	Company!
Prepare a "Scope of BCA Compliance", which defines the clauses of the BCA for which certification is required.	Electronic Blueprint
Agree the Clauses of the BCA for which certification is required.	Company!
Assemble the appropriate test reports and similar supporting material.	Company!
Review test reports and similar supporting material.	Electronic Blueprint
Prepare and submit a "CodeMark Compliance Folder".	Electronic Blueprint
Discuss Management System with senior staff and formulate, with their cooperation, the management program.	Company! & Electronic Blueprint
Prepare (or adapt) a Policy Manual, consistent with the requirements of ISO 9001 and based on as much information as possible from the phone conversations and internet material.	Electronic Blueprint
Prepare (or adapt) Standard Operating Procedures, consistent with the requirements of ISO 9001. Refer to any hard-copy material provided by the Company (check lists and the like) that form part of the system.	Electronic Blueprint
Print a hard copy (Controlled Copy No 1) of the Policy Manual and Standard Operating Procedures (including Standard Forms and Training Manual). Insert into the hard copy any standard sheets which are considered to be appropriate.	Electronic Blueprint
Peruse the Quality Manual and Standard Operating Procedures, making required changes. Advise the Consultant.	Company!
Amend the Quality Manual and Standard Operating Procedures, as required, and redistribute to the Company.	Electronic Blueprint
Print, sign, date and distribute several copies of the Quality Policy onto Company letterhead, frame and display.	Company!
Formally adopt and distribute the Policy Manual and Standard Operating Procedures.	Company!
Adapt the DRIVER Management System to suit the Company operations.	Electronic Blueprint
Load all relevant documents (including Policy Manual, Standard Operating Procedures and DRIVER) onto the Company's computer and/or the Electronic Blueprint web site Product Directory page.	Company!
Identify (or establish) various records listed in the procedures. Where necessary, place labels on the front of the folders or cabinets.	Company!
Prepare lists of Significant Purchased Items.	Company!
Send Supplier's Quality Assurance questionnaire to suppliers of significant materials, goods and services.	Company!
Prepare Schedules of Approved Suppliers of Significant Goods, Materials and Services.	Company!
Where appropriate, ensure that equipment calibration is carried out and recorded.	Company!
Instruct staff on their obligations under the Management System as detailed in the Standard Operating Procedures.	Company!

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[6] This is the service offered by Electronic Blueprint.

[7] The recommended Third Party Certifier is GlobalMark. Third Party Certifiers are not permitted to provide consulting services and technical assistance to CodeMark applicants.

Conduct an Internal Management Audit to assess compliance to the manuals, including discussions with key staff. Prepare a written Internal Management Audit Report.	Company! & Electronic Blueprint
Conduct a Management Review, and agree any required changes to Policy Manual or Standards Operating Procedures.	Company! & Electronic Blueprint
Amend Policy Manual and Standard Operating Procedures as agreed.	Electronic Blueprint
Provide training for staff to explain any changes to Policy Manual or Standard Operating Procedures occasioned by the Management Review.	Company!
Address any issues specific to the certification of the nominated Products. If necessary, prepare and implement a Project Plan for Design Validation (e.g. based on product testing).	Company!
Participate in a Third-Party CodeMark Certification audit and process.	Company! & Certifier
Address any issues raised by the Third Party CodeMark Certifier.	Company! & Certifier

How Can Electronic Blueprint Promote Your Products?

What is the Electronic Blueprint?
The Electronic Blueprint is an editable electronic manual for the design and specification of all types of building. It consists of:
1. Comprehensive specifications.
2. Detail drawings (CAD user friendly).
3. Schedules of building products.
4. Solutions to common construction problems.
5. Construction check lists.

What other packages are available as part of the Electronic Blueprint?
In addition to the specifications, drawings, schedules, solutions and check lists, which are provided at no charge to the users, the extended version of the Electronic Blueprint also includes the following software and services that may be purchased.
1. Design and construction software
2. Comprehensive CPD (Continued Professional Development) training for Architects, Engineers and Builders in Distance Learning format
3. A range of consultancy services.

Who uses the Electronic Blueprint?
- Architects
- Engineers
- Builders
- Tradesmen
- Purchasing officers

Why should my products be listed in the Electronic Blueprint?
The Electronic Blueprint provides a unique opportunity to list those building products that comply with particular specifications, relevant to all forms of building construction. (Ensuring compliance is the supplier's responsibility. A supplier may elect to place products and advertisements in more than one of thirty sections.) Specifiers may communicate satisfactory products to those responsible for purchasing the same. Builders, tradesmen and purchasing officers may choose products as listed, confident of their compliance with the specifications.

What is the advantage of the Electronic Blueprint?
The Electronic Blueprint is the only information package supplied <u>free</u> to designers and specifiers that <u>combines all of the following features into one electronic</u> document.
- Detailed CAD drawings of the principal architectural and engineering features
- Generic specifications for each trade
- Detailed specifications for particular product applications
- Helpful problem-solving information.

Electronic Blueprint is the "principal point of reference" for practising architects, engineers and builders faced with the problems of sourcing products for practical applications.

What drawings and specifications are in the Electronic Blueprint?
The Electronic Blueprint includes generic details and specifications of the most common forms of construction that should be shown on the detailed drawings of any project.

Can Suppliers add drawings and specifications to the Electronic Blueprint?
There is no limit to the level of detail that can be provided in the Electronic Blueprint. A supplier may request that particular drawings and specifications be added to the website, to cater for their specific products. A great advantage of the Electronic Blueprint is the ability to add these details throughout the year.

Can Suppliers prepare their own details for the Electronic Blueprint?
The preparation of the particular drawings and specifications for the Electronic Blueprint may be carried our by the supplier (perhaps using existing artwork etc).

Who takes responsibility for the details in the Electronic Blueprint?
Suppliers are requested to declare that the products listed in the Electronic Blueprint meet the nominated specification. They are also requested to indemnify Electronic Blueprint from any litigation or legal action arising from failure of products to meet the relevant specification, incorrect product specification, failure of products in service or incorrect use of products.

Are CAD packages consistent with drawings in the Electronic Blueprint?
All drawings in the Electronic Blueprint are produced with a minimum of features (eg variable line thickness) in dxf format. (Drawing Exchange Format) This simplicity enables them to be transferred to most common of CAD packages with out loss of definition.

How are Supplier's Hyperlinks installed in the Electronic Blueprint?
Supplier weblinks are included from each product specification; the Supplier's Product directory page; and from the top of each specification document that the Supplier's products feature in.

What trades and products are covered by the Electronic Blueprint?
The thirty sections of the Electronic Blueprint are as follows.

0. Design & Planning	15. Floor & Wall Tiling
1. Site Establishment	16. Electrical Installation
2. Earthworks & Site Drainage	17. Kitchen
3. Concrete	18. Vehicular Doors
4. Retaining Walls	19. Painting, Coating & Adhesives
5. Drainage & Plumbing	20. Resilient Floor Coverings
6. Windows, Doors & Glazing	21. Carpets & Soft Furnishings
7. Structural Steel Work	22. Window & Door Shutters
8. Wall, Roof & Floor Framing	23. Mechanical Ventilation & Services
9. Carpentry, Joinery, Cladding & Flooring	24. Cleaning
10. Roof Cladding	25. Landscaping
11. Roof Plumbing	26. Fencing
12. Masonry	27. Paving
13. Ceiling & Wall Lining	28. Metalwork & Balustrades
14. Insulation	29. Public Kerbs, Gutters, Footpaths
	30. Miscellaneous Details

Do we have the experience?

Rod Johnston – Principal Consultant
The work will be carried out under the direction of Rod Johnston, a consulting civil and structural engineer, builder and tradesman, with wide experience in the preparation of Australian Standards and Building Code of Australia.

Rod Johnston represents the Association of Consulting Engineers Australia (ACEA) on the Building Codes Committee (BCC), the peak technical advisory committee to the Australian Building Codes Board, which prepares the Building Code of Australia (BCA). He therefore has an intimate knowledge of the BCA and its requirements

Rod Johnston is an active member of Standards Australia Technical Committees, preparing the following standards:

AS/NZS 1170	Loading codes
AS 2870	Residential slabs and footings
AS 4678	Earth retaining structures
AS 3700	Masonry structures
AS 4773	Draft standard for masonry in small buildings
AS/NZS 4455	Masonry units and segmental pavers
AS/NZS 4456	Masonry units and segmental pavers - Methods of test
AS 2904	Damp proof courses and flashings
AS 2701	Sampling and testing mortar
AS/NZS 2699	Built in components for masonry construction
AS 3727	Guide to residential pavements
AS/NZS 4586	Slip resistance classification of new pedestrian surfaces
AS/NZS 4663	Slip resistance classification of existing pedestrian surfaces
AS/NZS 4960	Draft standard for segmental pavements (currently being prepared)
HB 197	An introductory guide to the slip resistance of pedestrian surface materials
AS/NZS 4959.1	Insulation
AS 2627.1	Thermal insulation of dwellings - Thermal insulation roofs and walls

- Chairman of Standards Australia Committee BD/26 for masonry units and test methods.
- Chairman of Standards Australia Committee BD/97 for residential masonry construction.

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Who's working for you?[III]

Independent Product Development Alliance

"Most building product manufacturers do not understand the purpose of CodeMark, or, more importantly, do not know how to efficiently implement the management and production controls that enable them to achieve CodeMark certification. Promotion of technically complex products also presents an often unmet challenge."

The Integrated Product Development Alliance has been formed to keep your product at the forefront of complex changes to Building Regulations and Australian Standards with a comprehensive approach to all aspects of product development, specification, certification and marketing of building products.

Expertise covering the following areas;

❑ Market assessment and technical specification

❑ Product development and testing

❑ Codemark certification

❑ Targeted marketing

The Integrated Product Development Alliance draws on the expertise of the following field leaders;

✳ CMS (Construction Marketing Services)
19 years in the business of strategic marketing and representation of suppliers' building products

✳ ELECTRONIC BLUEPRINT
CodeMark Consulting, Specifications & Details, Compliance Planning, Electronic Manual and Training

✳ Quasar Management Services
Specialist Consulting Engineer (ACEA Member) drawing on over 35 years experience

✳ Global-Mark
Third Party Quality Assurance Cerification; Product Certification, CodeMark Cerification

✳ Mahaffey Associates Pty Ltd
Construction materials technology & testing; NATA accredited laboratory

WHO we are...

CMS (Construction Marketing Services)
Contact Buddy Warner on 02 9906 1466
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