

# Pinevine

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### Current Lead Times

Current lead times when placing a final order (all milestones met, order approved for production)

Non-complex or Complex designs up to 120m<sup>2</sup> please allow 5 – 7 weeks from approved for production date

Non-Complex Designs over 120m<sup>2</sup> allow 7 – 9 weeks

For large or complex designs please check with the production team for more accurate lead times.

Please remember it is essential that all orders are complete, with all signed documentation etc. in place.





## Andrew's Christmas message

I suspect we are shortly going to be seeing a lot of reviews for 2020 and I think we can safely predict this blockbuster will be universally panned by critics and audience alike. As we wait for the reviews to roll in, I would like to acknowledge the silver linings to the cloud that continues to hang over our lives.

Lockwood Group is ending the year in very good shape. Our production schedule looks healthy. Our residential construction market has defied expectations to be remarkably resilient, and there are plenty of signs pointing towards a reasonably positive 2021.

I am especially grateful to the Lockwood family and proud of our culture of caring. This year, I have witnessed many instances of compassion, support, and kindness. He aroha whakatō, he aroha puta mai – if kindness is sown, then kindness you shall receive.

2021 promises to be a year of significant milestones for Lockwood. We'll be publishing the 'Design by Lockwood' plan book. We'll be commencing works to redevelop the Rotorua show village with an eventual goal to have 5 show homes on display, and we will also be building a new show home / office in Christchurch. We'll be taking to Fieldays our biggest show home there to date (the four bedroom 'Riverview'). And in August we will be celebrating our 70th year in business with a very special conference dinner I hope to see you all at.

Thank you for your passion, dedication, and hard work this year. Thank you for providing excellent service to our customers, delivering projects that exceed their expectations, and protecting the Lockwood brand. I wish you, your families and loved ones all the best for the coming year.

## Christmas Close Dates

Lockwood Manufacturing and Head Office will be closed from midday 23rd December and will re-open 8am 11th January 2021.

The Rotorua Show Home site will be open from 10am Tuesday 5th January

## Recent staff changes

### We say good bye to Jalna

This year Jalna Warren has been helping with the running of our show homes here in Rotorua. Jalna has been a part of the Lockwood family for 19 years, and the way things go, there is a pretty good chance we'll see her back again in some capacity. Fun fact: Jalna designed the 'Windswept Hilltop Living' house with Bill and the owner.



### We welcome Jack Irwin

Jack is working with Michelle and Lloyd in the Lockwood Design Studio. His role is 'Design Coordinator'. Jack will be dealing with customers design and consent processes.

### ...and Jyla Kearns

Jyla has started with Lockwood this week in a new Sales Support Role, working with Jenny in the front line team and in the Rotorua Show Homes.



## Quality Service Awards

We are pleased to announce that Lockwood has won Gold in the 2021 Readers Digest Quality Service Award!

The Quality Service Awards is a sister award to Trusted Brands. It is an independent survey Reader's Digest commissions through leading market research company Catalyst and is totally independent and properly weighted survey of the New Zealand population. The research focuses on customer experience rather than customer perception, and consumers have to have interacted with the company to cast a vote. The highest rated companies are judged the Gold Standard Winner, with the next closest company awarded the Silver Standard Winner.

2020 was the first year Readers Digest included the Home Design and Build category into the Quality Service Award Survey. In 2020 G.J. Gardner took out the Gold with Signature coming in as runners up. This year we took the Gold with G.J Gardner coming in runners up - a nice little coup for Lockwood given our Trusted Brands history!

The award is a remarkable achievement for our 70th year in business and will tie in well with our national and local marketing campaigns throughout 2021. Well done to all staff and contractors for upholding such high levels of customer service and helping us achieve this success for the Lockwood brand.



## Altus move to Dulux for powder supply

Altus has switched to a new powder supplier, Dulux, with the new range available from the 16th November.

The new range of Dulux colours is called ColourScape™ and uses Duralloy +Plus thermosetting polyester powder. Exclusively available through Altus, Duralloy +Plus will be used for all standard colours and has a 15year warranty up to 10m from the high tide mark. Dulux can also offer 20 and 30 year extended warranties via their Duratec and Fluroset ranges.

36 colours, previously available from Interpon, have been matched to existing Duralloy colours where possible and will remain as Group 1 (Standard) options. Altus has produced a brochure of the ColourScape™ collection for the popular solid, pearlescent and textured colours featuring the standard rate plus six (Group 3) Duratec Bright colours. Hard copies of the brochure will be sent out to contractors within the next few weeks, in the meantime you can download a digital copy [HERE](#). New samples for the sheathing colour boxes for display in show homes and offices are also underway.

New Lockwood clients should be encouraged to choose joinery and sheathing colours from the new Dulux range immediately. The Component Order Form will be amended to include both Interpon and Dulux colour ranges until Feb 2021 where the Interpon range will be priced at Group 3 rates.



## Network News

Bill Livingston / Concept Master Builders has given notice that they will be resigning from the Lockwood Network at the end of the year.



*“My Building company joined the Lockwood family back in 1997, 23+ years ago. Since then we have met many wonderful people through the association. The regional meetings and conferences always produce learning experiences that further one’s perspective and I enjoyed catching up with fellow builders.*

*We have found the product to be second to none in solid timber construction and have always proudly flown the flag in the Hawkes Bay. We have built many Lockwood homes in the Hawkes Bay that will be generational homes for years to come.*

*Now it’s time to let someone else can have the opportunity to raise the bar and represent the Lockwood brand with new energy and enjoy the rewards”*

- Bill Livingston

Bill is a staunch advocate for the construction industry and is never afraid to raise his head over the parapet and voice his opinions, especially in his former role as the Hawkes Bay Master Builders president. We’d also like to acknowledge Concept’s project manager Barry Koenders who has worked with Bill for many years to complete some truly stunning projects.



‘Windswept Hilltop Living’ project

One of Concept Master Builders projects is showcased on our Design and Build website page. The ‘Windswept Hilltop Living’ project is a remarkable example of good design and craftsmanship, and Bill and his team’s attention to detail.

On behalf of the Lockwood family I thank Bill and Leanne Livingston, Barry and the Concept Master Builders team for the hard work and passion they have put in representing Lockwood and wish them all the best in their future projects. You will be missed.

In other news, Davrin and Mandy Collocott / Coast to Coast Homes will no longer be representing Lockwood in the North Auckland / Twin Harbours territory.

## New welcome gifts and surveys



Lockwood clients will now receive a stunning, handmade chopping board and a set of engraved cheese knives as a gift to enjoy in their brand new homes.

For several years now, we have sent a set of plush black bathrobes embroidered with the Lockwood logo. It has become increasingly difficult to source the robes, so when we were presented with beautiful recycled timber chopping boards, locally made in Tokoroa, we jumped at the chance to offer this special and unique gift. We've added a plaque to the boards and paired them with a set of quality cheese knives engraved with the Lockwood logo.

We also took the opportunity to re-word the current

Client Satisfaction Questionnaire. The new version, simply titled "Thanks for your Feedback" is more straightforward, easier to complete and focuses on gaining positive feedback which we can use as testimonials for Contractors. For the first time, clients can choose to fill out a hard-copy version or give feedback through an online survey.

We look forward to seeing this positive feedback flooding in from clients around the country!

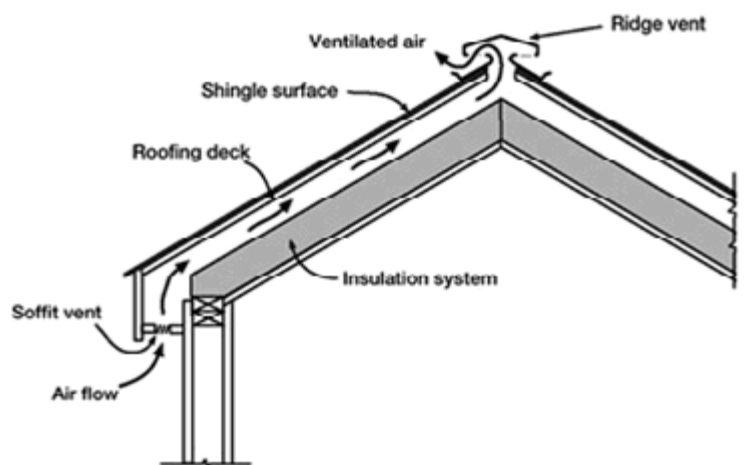
## Roof Ventilation

The October / November BRANZ Build magazine has a feature section on ventilation including two articles outlining case studies for ventilation of roofs.

This issue seems to pop up every couple of years as a topic of conversation, and I get the feeling if BRANZ had their way passive roof ventilation will become a code requirement.

About 30% of our enquiries at the office are related to older Lockwood Homes, and many of these have been re-roofed over the last 20 years, so if it is a problem, I'm pretty sure we would have heard about it. I polled staff to find out whether we have any memory of Lockwood skillion roofs exhibiting condensation / moisture issues, and the short answer is: no.

Lockwood skillion roof design adopts the acceptable solution specifying a minimum 20mm ventilation path (using purlins) between the top of insulation and the roofing underlay.



What about out there in the Network? Has anyone come across an older Lockwood hat has exhibited moisture / condensation issues under the roofing iron? We'd be interested to hear from you.

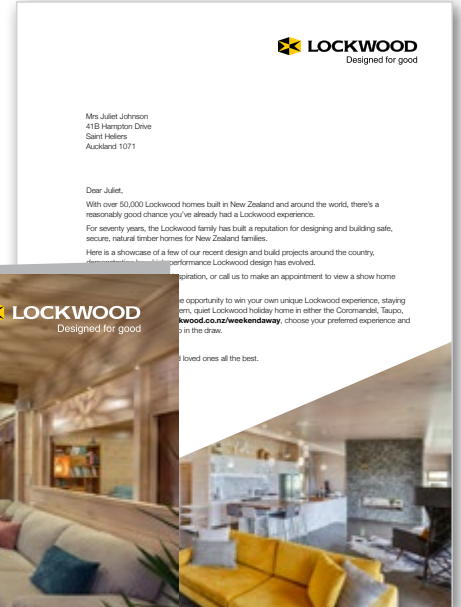
## Taking a personal approach to National Marketing

At the end of October, the first of a series of Addressed Mail campaigns went out to 5000 highly targeted recipients in Auckland. Using Helix Personas we were able to define and select audience based on high incomes, age and lifestyle targeting, and purchased the names and addresses from reputable data supplier Equifax.

Direct, addressed mail is a highly personal way to connect with potential clients. In this age of online marketing, addressed mail is considered believable and reliable. It has a long shelf-life of over two weeks and allows for more scope in design and storytelling than email or online advertising. Addressed mail is proven to have much higher response rates compared with email too, averaging 4-5%, compared to 0.12%.

We created an eight-page brochure specifically for the campaign, which showcased beautiful Lockwood imagery and minimal text. The booklet was accompanied by a personalised letter offering the chance to win a Lockwood experience, a weekend in one of four modern Lockwood holiday homes around the country. Encouraging people to respond allowed us to monitor the effectiveness of the mail out and gather further contact information for future marketing. Within the first day that the campaign hit letterboxes, we had 30 entries into the draw. At current count, 265 people have entered the draw, an excellent response rate of 5.3%. We've also had build and renovation enquiries through the 0508 number, and Coastwood Homes had a couple visit the show home after receiving the brochure.

In light of these results, we have committed to running another mail out to 5000 Wellington addresses in January.



## Warranty provided with return of the Builders Onsite Checklist.



As a requirement of our CodeMark Certification, Lockwood requires Builders onsite checklists to be completed and returned after every build.

Following our recent audit, we have been advised that we need to improve the return rate of these checklists.

As of the 1st December, the Lockwood Component Warranty will only be supplied once the onsite checklist is returned.

Contractors receive a digital copy of the checklist on confirmation of order. The Drawing office supplies a paper version with production plans, and you can also find the checklist on the Extranet.

Please send your completed checklists to David Macfarlane who will issue you with the Warranty, specific to the home owner.

## This is how Lockwood Contractors roll

John Hodges (Hodges Construction Rotorua) has fulfilled a lifelong dream and taken delivery of a brand-new Dodge Ram 1500 Laramie.

To the casual observer this American monster may not appear to be a good fit with Lockwood's sustainability story. The unmistakable rumble of the 5.7ltr V8 Hemi engine may occasionally disturb keen bird watchers, but it is a thoroughly modern truck forging its path towards a sustainable future with fuel saver technology that deactivates half of the engine cylinders when less power is needed.



Soren Antonsen (Seaside Homes Tauranga) is also doing his bit to prop up the American Empire. Soren has taken delivery of a 2020 Harley Davidson Low Rider S.

Soren's 1868cc Low Rider is the latest incarnation of the classic 'West Coast' style first introduced to the market in 1977 for aspiring road rebels. He has modded it with a Rinehart exhaust system as a safety feature because, as Soren says, 'being louder saves lives'.

## Employee Assistance Programme

Professional help with personal issues can be difficult and costly to access. To assist with personal health, safety and well-being Lockwood Group will be introducing an Employee Assistance Programme (EAP) to assist all Lockwood Group team members experiencing any personal or work-related difficulties.

Staff will have access to qualified, registered and highly experienced specialists about any number of concerns including:

- Feelings of anxiety, stress, or depression
- Family challenges, relationship issues
- Parenting problems, elder care support
- Career advice

- Conflict and tension with colleagues, managers, partners
- Coping with serious illness, trauma, grief, or bereavement
- Living with addictions and minimising their impact on your life
- Addressing financial matters or personal legal requirements.

This service is paid for by Lockwood Group, but is completely independent. No identifying information will be released without consent. Confidentiality is assured.

We hope to have this up and running for staff to access before Christmas.

## We want to hear from you!

If you have any news, events, successes or challenges you would like to share with the network, please get in touch with Sarah ([sarahsmith@lockwood.co.nz](mailto:sarahsmith@lockwood.co.nz)), so your stories can be included in the next issue.