

Carlton's Capital Collection, the perfect match

In July, Michelmersh Brick Holdings PLC was pleased to announce its acquisition of Carlton Main Brickworks Limited, a highly respected regional brick manufacturer, operating from a 93-acre site brickwork based in Barnsley, Yorkshire. The Michelmersh Group has since acknowledged Carlton as one of the UK's most recognised and prestigious brands. It has therefore integrated its strong product offering into a 'Carlton' division, which operates alongside the Group's other five premium brands; Blockleys, Charnwood, Freshfield Lane, Michelmersh and Hathern Terra Cotta.

The Carlton Main Brickworks factory was first established in the 1880s and currently manufactures up to 37 million wirecut bricks per year, with a wide variety of popular housing developer, building contractor and self-builder associated product ranges.

In September, Michelmersh published an engaging brochure to showcase the Carlton Capital Collection, which highlights its durable, versatile and above all, affordable range. The collection comprises eight brick types, presenting a variety of colours and textures that are meticulously designed to match 20th Century brickwork.



Demonstrating the British manufacturer's ability and reputation to create, market and sell, beautiful, durable and natural looking bricks, Michelmersh has taken their recently refreshed Product Portfolio marketing literature and replicated its clean and fresh approach for the Carlton Capital Collection. The



useful and practical guide to the Carlton Capital Collection will be distributed and featured in local builders' merchants throughout the country, aiming to demonstrate the way in which Carlton Capital bricks complement both post-war and modern architecture. These products are essential tools of the trade with fantastic frost resistant characteristics. Displayed in a versatile range of colours and textures, they ensure that local builders are able to choose the right brick from merchant yards, first time round.

Frank Hanna, Joint Chief Executive Officer of Michelmersh, commented: "The acquisition of Carlton gives the Group the ability to expand its quality product offering in line with our premium-centric core strategy, which gives us access to new regional markets with cross sales opportunities and product synergies. Carlton also brings with it a popular and highly regarded RMI focused product line up in the Capital Collection range. These products will assist our continued expansion and delivery of top quality products for our valued builders merchant customer base."