

Plug-in to BIM V3, the most advanced BIM Brick files

Michelmersh remains at the forefront of industry innovation, constantly continuing to lead the way in offering intuitive, informative and supportive product data through the most up-to-date construction technology procedures. Acting rapidly on the Government's Construction Strategy published in May 2011, Michelmersh responded with its first range of clay products files and was the first brick manufacturer to



introduce Building Information Modelling (BIM) files in the UK, years before the competition. It is now delighted to see a surge in industry support, acceptance and participation which has increased rapidly since the Government mandate for BIM on public procured projects in 2016.

The British manufacturer has also committed itself to upgrading its files alongside the latest BIM software developments. Now on Version 3 (V3), Michelmersh continues to pave the way for the most advanced and helpful BIM brick files on the market, which now also includes its full Carlton, i-Line and Synthesis brick brands and ranges. This recent revision includes bricks, pavers and roof tile products, containing further improved textures and a much wider breadth of product meta-data parameters from Product Data Templates (PDTs) to comply with the most current standards possible.

Michelmersh has also elaborated on its easy-to-use schedule material take-off sheets to offer intuitive material and object tags, making the process of specifying its products even more perceptive and pragmatic for its users. This also complies with the Government's programme for sector modernisation objective ambitions, being the adoption of information rich BIM technologies, process and collaborative behaviours that will unlock more efficient ways of working at all stages of the project's life-cycle.

Michelmersh continues to promote its BIM product files through bimbricks.com, the one-stop website for designers, contractors, facilitators and BIM managers to visit, explore, download and interact with freely available files and product information.

Frank Hanna, Joint Chief Executive Officer of Michelmersh proudly states: "V3 is yet again another example of how we are constantly leading the industry in BIM. Our dedicated website bimbricks.com continues to offer a clean, simple place to access high resolution BIM files, data, catalogues and certifications of all our products, created to give all parties involved in a BIM project, the most relevant information in the most current BIM standards. Rapid changes in technology and building practices means that it is essential for us to continue to update this platform to keep up to speed with Government policies for professionals, assisting in creativity and providing information for the construction management processes of the future built environment. Sustainability is a vital component of heavy industry practices and the concept of BIM is aimed right at the heart of this. It actively encourages builders and manufacturers to work in a green and collaborative way, reducing waste and saving money, so we endeavour to continue our commitment to offer the most advanced BIM brick files to the UK construction sector."

