

MATERIALS MATTER BIM VERSION 4: A DECADE OF THE MOST ADVANCED BIM BRICK FILES

Responding rapidly on the Government's Construction Strategy published in May 2011, Michelmersh responded with its first range of clay product files and was the first brick manufacturer to introduce Building Information Modelling (BIM) files in the UK, years before the competition. A decade on and Michelmersh is now delighted to release BIM Version 4 (V4), its most advanced files yet. It is the only manufacturer to include Revit 2021 files to take advantage of the newest release capabilities, including its advanced rendering features, enabling customers to download the highest resolution brick walls on the market. BIM V4 is also offered in a 2018 Revit version to ensure designers and contractors using previous releases of the software can also continue to benefit from Michelmersh's BIM files. It is also the first manufacturer to provide its files in seven different formats to grant true interoperability amongst the BIM world.



Michelmersh remains at the forefront of industry innovation and sustainability, continuing to lead the way in offering intuitive, informative and supportive product data through the most up-to-date construction technology procedures. BIM advances sustainability using data generated during design and build over the whole project lifecycle, enabling faster, safer, less wasteful construction and more cost-effective and sustainable operation, maintenance and eventual decommissioning of our architectural landscape. Since the Government mandate for BIM on public procured projects in 2016, Michelmersh has observed a surge in downloads from both its dedicated bimbricks.com website, from the Group's websites and many other third-party sites such as bimstore.co. Michelmersh is also proud to be the first brick manufacturer to offer its BIM files in a variety of software including Revit, Vectorworks, Archicad, Bentley, IFC, 3DS Max & Dwg, giving true flexibility throughout the BIM project lifecycle.

The British manufacturer continues to show its commitment to upgrading its files alongside the latest BIM software developments, including ISO 19650 standard (which now superseded the PAS1192 standard) compliant with: BS8501 (all parts) & BS1192-4 (COBie). With V4, Michelmersh is leading the industry in providing the most advanced and accessible BIM brick files on the market, including the new 20-core range from its contemporary Floren brand. This recent revision includes over 150 products of bricks and pavers, containing over 220 parameters each, all with improved textures to demonstrate that 'Materials Matter' when it comes to specifying the highest quality clay products for your project.

Michelmersh has 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 practical for its users. With a wider breadth of product meta-data parameters, the Group is confident it is offering the most current and advanced standards, complying with the Government's programme for sector modernisation

objectives. The Group's adoption of information-rich BIM technologies, process and collaborative behaviours will contribute to the construction industry's ability to 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: "Our latest upgrade epitomises the Group's drive for innovation and sustainability. V4 has again pushed the boundaries, ensuring Michelmersh continues to lead the industry in BIM. Offering the latest high-resolution rendering capabilities, with files available in six different software formats over two different upgrades, shows we have gone above and beyond for our wide base of customers.



"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 an efficient and collaborative way, reducing waste whilst saving money and contractors' time on-site, so we endeavour to continue our commitment to offer the most advanced BIM brick files to the UK construction sector."

Watch our new BIM animation 'Materials Matter' today, made using our BIM textures, to showcase what true innovation entails: <https://youtu.be/4feyCSRzbp8>