

# Michelmersh Case Study

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## Introduction

Michelmersh Brick Holdings Plc is the fourth largest brickmaker in the UK, making over 120 million products, which are primarily bricks and pavers. The company has several locations, with factories throughout the UK and Belgium. As a premium brick maker of choice, their products can be seen on such prestigious projects and buildings as Battersea Power Station, ITV Studios and Harrods.

Sarah Le Gresley is the Innovation Director there, responsible for marketing and she also chairs the company's sustainability group. David Willett is their Operations Compliance Manager, leading in the area of BIM from a technical perspective, ensuring that customers are receiving up-to-date and accurate data. Both of them sit on a number of industry-wide groups, such as the Brick Development Association and Ceramics UK.

## The Challenge

In Sarah's previous role with the Brick Development Association (BDA), it was their job to highlight new developments in the industry to their members. In circa 2009, prior to the UK BIM Mandate coming into force, she correctly identified that BIM was going to become the transformative technology that it ended up becoming and helped to communicate that to the BDA community.

As an innovative company, Michelmersh saw the potential and started to investigate how BIM could work for them. Sarah said, "I'm actually an architect by training and I had heard BIM being talked about in the very early days and wondered why really nobody else was discussing it in our industry. As the conversations progressed, it became obvious that this was going to be a fundamental shift in how manufacturers provided product content and data to customers and specifiers."



## The Solution

In keeping with the fact that Michelmersh are always looking at ways to be ahead of the game, the company were early adopters of BIM. They assessed the specialist partners who were operating at the time and concluded that Bimstore provided the solution they needed matched their ambitions, both at that time, and for future development.

Sarah commented, "we always want to be as helpful as we can be for our customers. Therefore, we continually push ourselves to be a digital leader and seek ways we can improve the customer journey. Providing the best-in-class documentation, technical data, images, texture maps, etc. is really important for that experience."

David continued, "we realised that BIM could provide us with a good discipline for organising our technical information. It is such a reliable mechanism for feeding that information through to the people who need it, eliminating a lot of guesswork on their side and making their lives easier."

The company currently hosts their BIM content on the Bimstore platform, their own website bimbricks.com, plus on the European Belgium website via the Bimstore integration.

# “We realised that BIM could provide us with a good discipline for organising our technical information.”

David Willett  
*Operations Compliance Manager, Michelmersh*

## The Progress

Michelmersh have attracted hundreds of thousands of views on their products since hosting their BIM content on Bimstore. The marketing support via Bimstore has helped to bolster that, with the company utilising promotional campaigns to highlight their brand, specific products and written articles. David and his technical team work with Bimstore to ensure all the products are created in BIM with all the required information included.

This process has been refined over time to be as streamlined as possible, which saves David and his team valuable time, while also giving them the confidence that their customers are getting the best quality BIM content. It has also removed the headache of trying to maintain that product information across numerous different customer and merchant websites.

Sarah remarked, “it’s been really easy to work with the Bimstore team throughout the years. Whenever we had a request for information or needed help, the guys are always there and very helpful. We view them as business leaders and experts in their field.”

Michelmersh have driven BIM content downloads through bimstore and their own company website, with all leads being captured in their CRM system and made available to their sales and marketing teams.

## The Results

The primary benefit that Michelmersh has experienced since working with Bimstore is the improvement in connection to their customers and the speed of response they can provide them with the relevant BIM content. The reassurance that the technical information of their products is accurate and up to date is invaluable to Michelmersh and their commitment to customer service. This is coupled with the ease and speed of updating that product information when required, as it’s done in one place and the technology ensures it is updated across multiple sites.

As David mentions, “the generation of the correct data is now a lot easier than it was in the past. The lack of times I hear from our customers is a strong indicator of success, it means they are getting what they need, when they need it, and all the information is there for them.”

The other benefit is to the sales and marketing teams at Michelmersh. The notifications that they receive when a BIM object has been downloaded from the Bimstore platform or the company’s website enables those teams to generate new leads, or nurture existing ones, and start communications earlier in the life of a project.

Sarah utilises the data from the Bimstore platform to craft a quarterly report for their board, which details the number of BIM object downloads and their campaign influence to give stakeholders a clear view on how far those leads progressed, did they result in successful inclusion in a project, and so on.



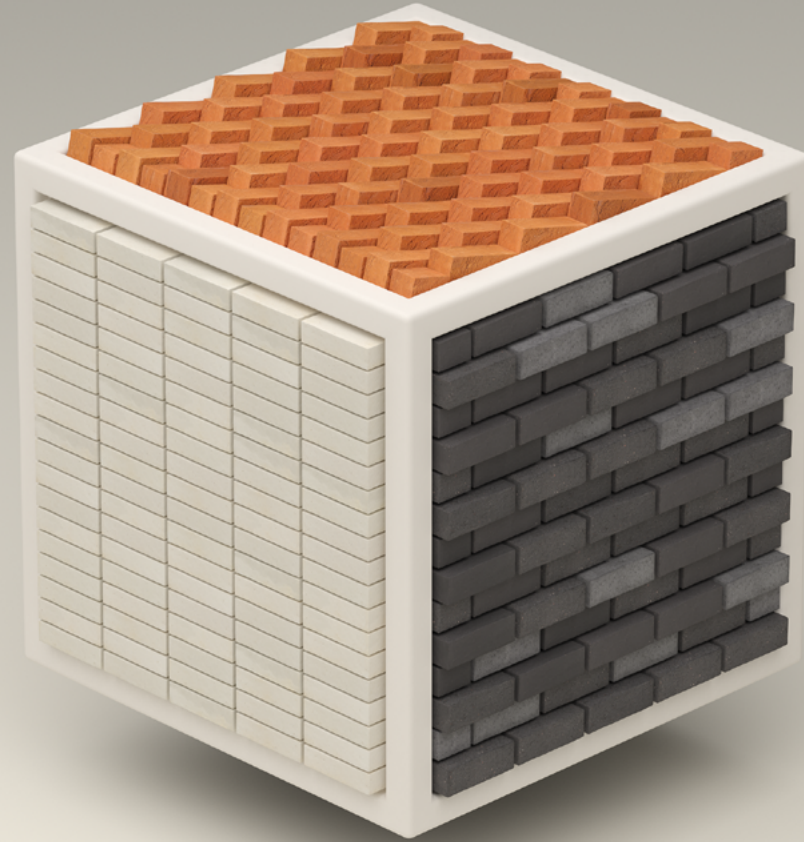
## The Future

Michelmersh will continue honing their technical processes to make their interactions with customers as effective and efficient as possible. By creating and maintaining a single source of truth, this will help to create a Golden Thread of information, something which the company believes is vital to continue to promote for the future. Michelmersh are also planning to work with Bimstore to stay abreast of the latest in BIM working knowledge and best practices. They will also utilise the expert support to ensure that their BIM objects are updated to the latest version, so they can continue to offer their customers the best experience when it comes to specifying products.

The company recently acquired a prefabrication business, FabSpeed, which at the time was the UK's largest independent prefabricator. The nature of the product range means that it is quite a bespoke offering, however they have already identified a need for customers to have access to BIM content for these products too. They will explore the best option for this, working alongside the team at Bimstore.

Sarah and the team also intend to continue pushing ahead with new innovations, such as researching complementary technology, like digital twins and digital passports, and discover how these could benefit their customers. To help drive their sustainability goals forward, the company is looking at technology to achieve ultra-high resolution images of their products. These images will help their customers obtain an enhanced view of their chosen products and reduce the need for samples to be sent out.





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