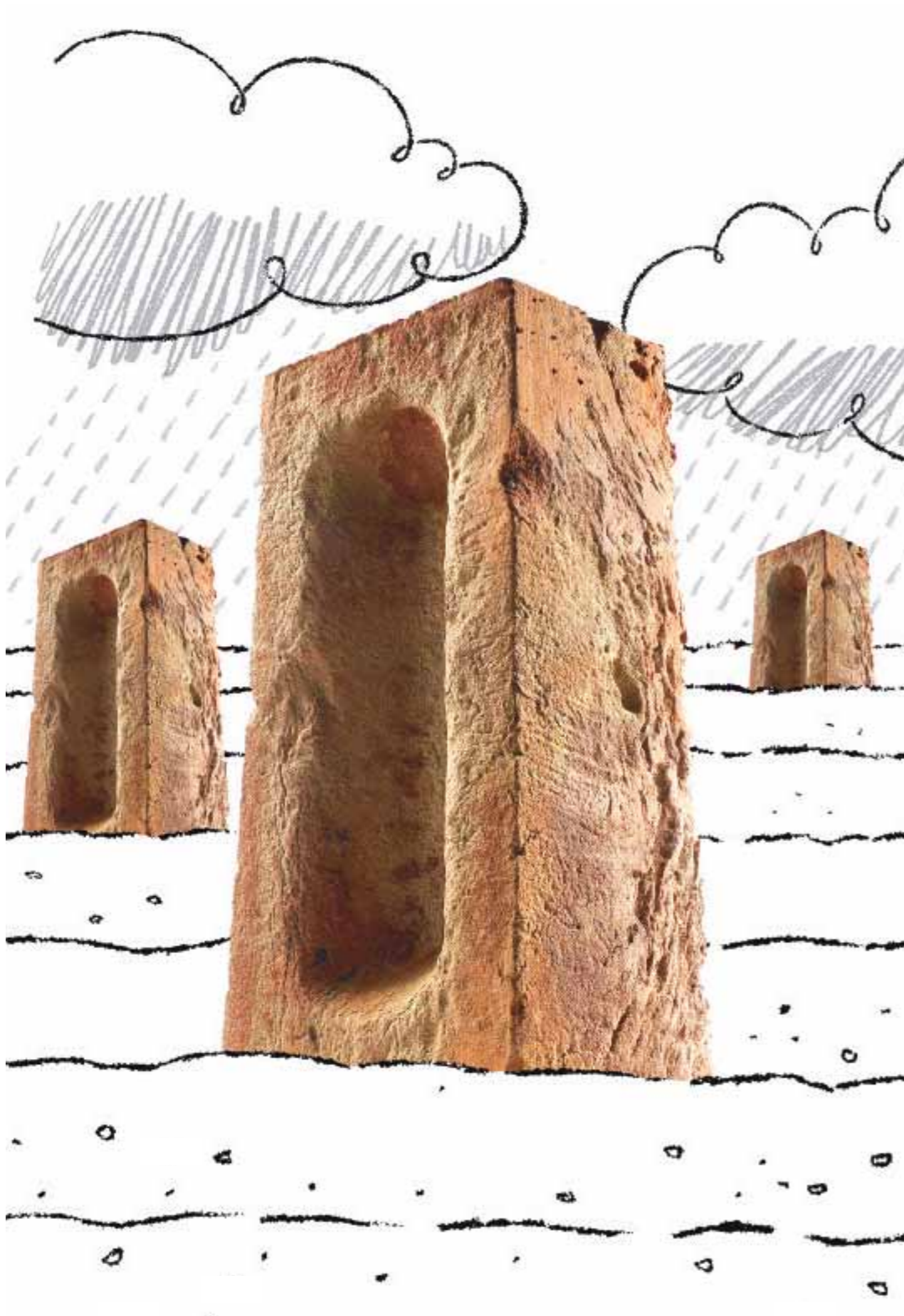


Original. Natural. Sustainable.





Brick. It's been with us for millennia. Yet it remains the most relevant of building materials for today's construction industry.

Aesthetics? Successive generations of architects have fallen in love with its beauty, versatility and warmth to create buildings that have defined their era and only improved with age.

Sustainability? Alongside more modern materials which you might have thought would have 'greener' credentials, brick wins every time.

It's low maintenance, adds thermal mass and with a useful life of hundreds of years, a brick building can be 'recycled' in use any number of times to meet the changing needs of its occupants.

Modern brick production processes are now models of efficiency, with energy and heat recapture, waste and raw materials recycling and emissions scrubbing and control.

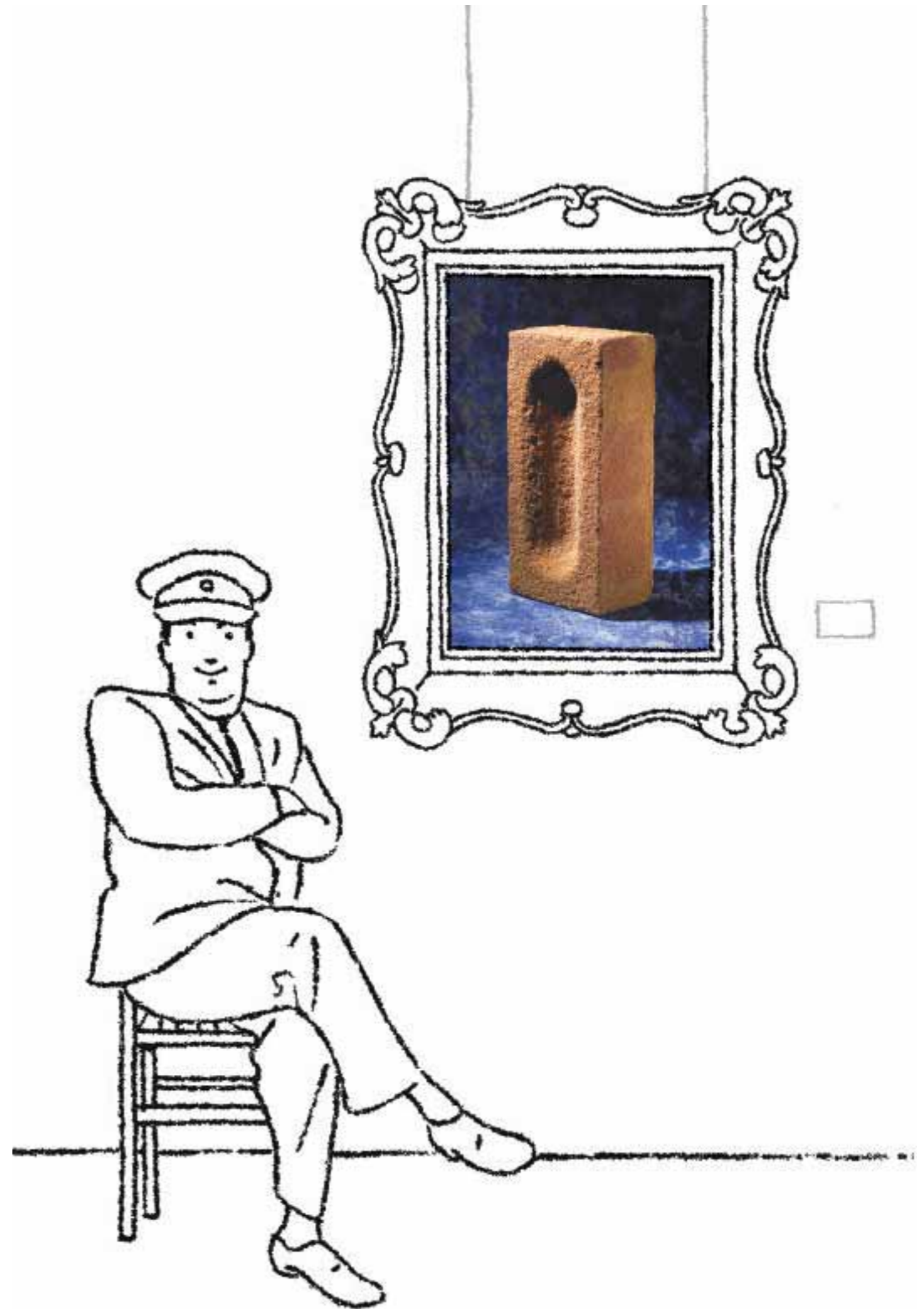
Always a leader, Ibstock once again finds itself at the forefront of developments as brick re-emerges as the most viable choice cladding material for architects, planners and builders everywhere.

Brick has a universal appeal unmatched by synthetic alternatives. With its wealth of distinct textures and colours, it helps define the unique character of the built environment from one region to the next. Glass, steel and concrete, in contrast, only help in its creeping standardisation.

The beauty of a true original

Because it's a natural material, it combines beautifully with nature to age and mature into something even more at home in its environment. And because it's so versatile, it can satisfy every taste from the classically ornate to the starkly modern.

With a huge range of standards, specials, facing and ornamental bricks and 'intelligent' modular systems, Ibstock offers everything you need to realise your individual vision in brick.



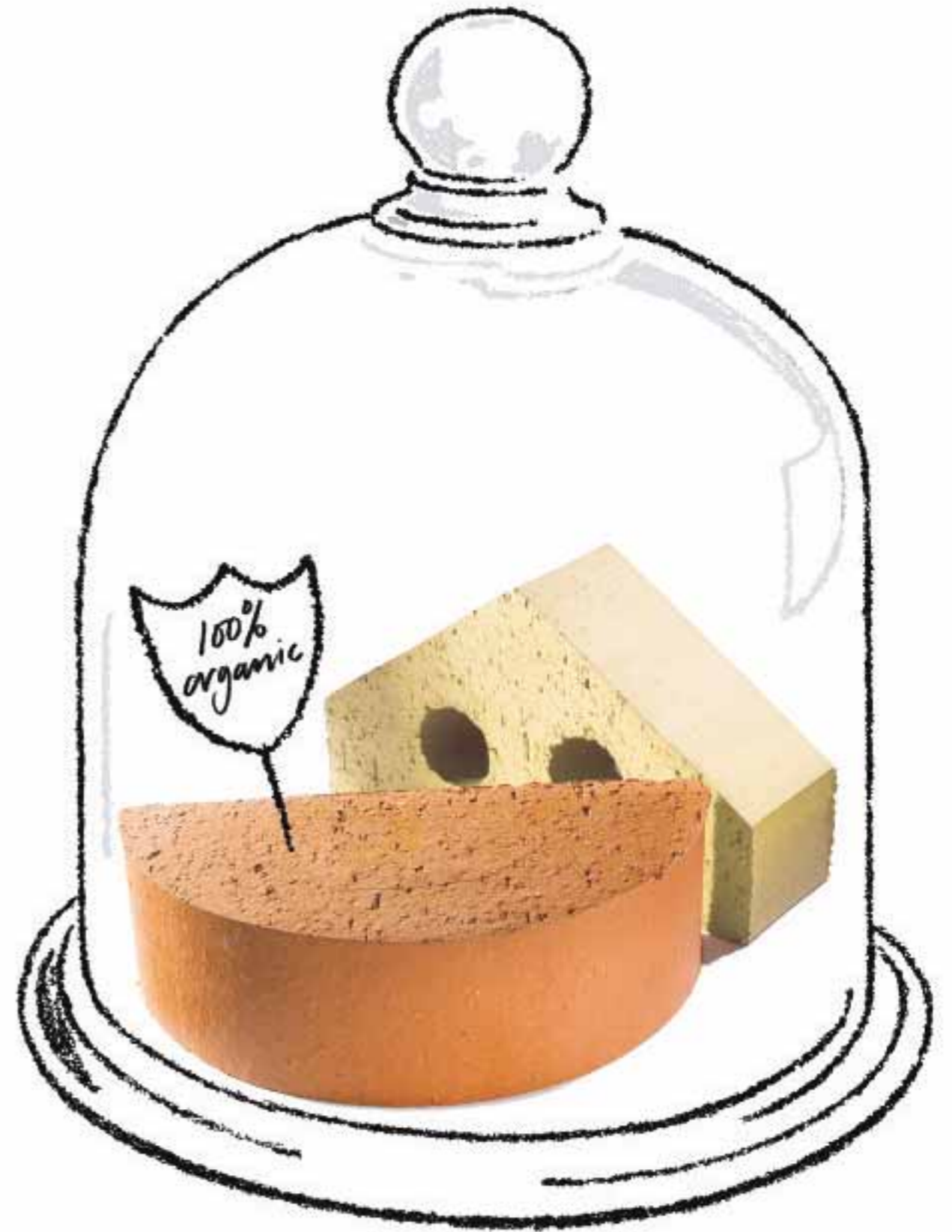
What could be more natural?

Typically, just clay, water and heat. That's all it takes to make a brick. A natural building material, made with natural ingredients including a high recycled and recovered content of over 17%. Having said that, there's clay... and there's clay. Ibstock use only top quality clay. The kind that makes bricks better than any other.

It has to come from sites that allow us to extract it with the least possible impact on the environment, in locations that are close enough to our factories to reduce 'clay miles' to an absolute minimum.

Using local resources in this way doesn't just make our bricks more sustainable. It also means we can offer a huge range of colours and finishes so you can match exactly the character of the local brick, wherever you're building.

Even when we've finished extracting, sustainability remains top of the agenda; every Ibstock site is carefully landscaped and restored after use to create a new focal point for local communities and wildlife alike.



The efficient face of brick production

You'd expect the leading manufacturer to be at the forefront of developments to make brick production cleaner, more efficient and less wasteful.

Over the last 5 years, a £55m investment in high efficiency/low carbon plant technology has seen us cut our energy consumption to a point where it is now lower than the industry average. Making Ibstock brick plants amongst the most efficient in Europe.

Not just that. More of the waste we produce is now recovered and recycled back into the process, so much so that waste sent to landfill has been reduced by 60% since 2002. 26 million gallons, or 40% of the water used in brick production is also recovered and re-used. 15,000 gallons of lubricating oil and 1200 tons of scrap metal are sent for reprocessing each year and our new Ecoterre™ range of unfired natural clay blocks is manufactured using 100% waste clays and dried using recovered heat from brick kilns.

Electricity generated from landfill gases at former Ibstock sites now contributes 7 megawatts of power to the national grid. And with 24 Ibstock production plants throughout the UK, our bricks travel, on average just 80 miles from factory to building site.

So unlike many other cladding companies which rely on imported materials, as the UK's largest brick producer we are quite literally the 'national local supplier'.



Building homes and habitats

We follow a strict policy of restoration and rejuvenation in our quarrying activities.

By painstakingly restoring our quarry sites and the land around them to their original condition (or in many cases, even better) it means that once they've furnished the raw material to build homes for thousands of families, they can provide new habitats for plants and animals that perhaps wouldn't have felt so at home there before.

Working closely with environmental groups and community representatives, we plant on average over 5,000 trees each year and since 2001 have spent over £2million through the Ibstock Cory Environmental Trust to create exciting new amenities, playgrounds and country parks for everybody to enjoy.



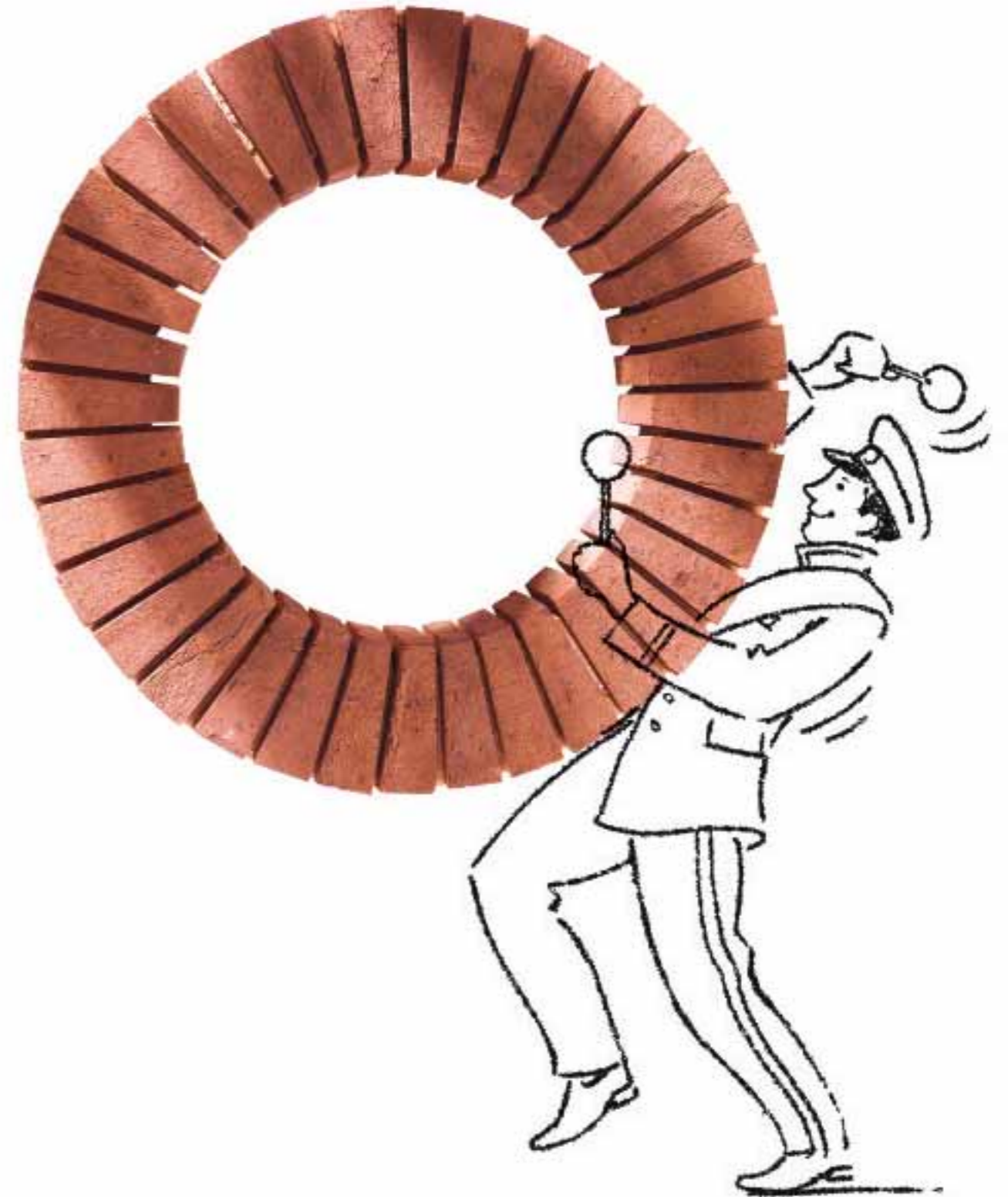
In harmony with those around us

With 23 manufacturing plants around the country – many of them in continuous production for decades and one or two for over a century – Ibstock is very much central to the economy and the community wherever it operates.

In many instances, an Ibstock plant represents an area's most important employer, with some 58% of our workers having been with us for over 10 years. We're acutely aware of the responsibilities that position brings. Which is why we actively support local suppliers and utilise local skills and materials as much as possible.

We also operate an active programme of corporate social responsibility, visiting schools and sponsoring sculptors, arts groups and other community projects. We're involved in funding youth football teams, boxing clubs and drugs awareness programmes.

We even support the Ibstock Brass Band, one of the last great community traditions spanning the years between industrialisation and a new age of responsible, ecological brick production.

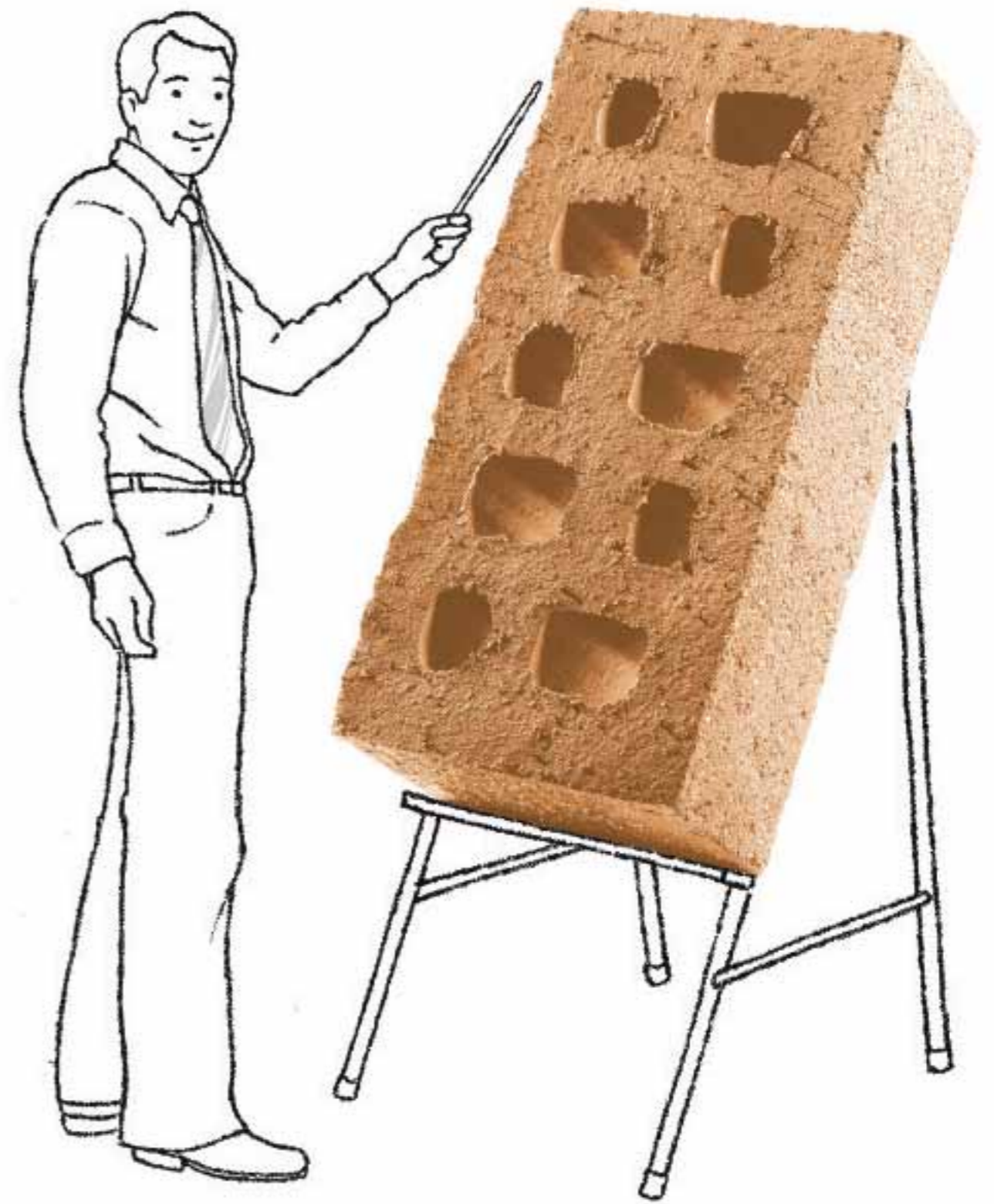


For a building material that's been around in one form or another for thousands of years, brick has a bright future ahead of it.

We're doing our bit for that future by investing heavily in training and working closely with building colleges, schools of architecture and contractors to bring on the next generation of architects, city planners and bricklayers.

At the same time, we're developing tools and materials to help them push the boundaries of what's possible with new products, new technologies and new sustainability benchmarks for a greener tomorrow.

Preparing the next generation



To learn more about Ibstock bricks and how they can help you build a greener future, visit
www.ibstock.com/sustainability



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