

CASE STUDY: NORCROS ADHESIVES

BACKGROUND

Norcros Adhesives (part of the Norcros Group), was formed in 2005 and is a rapidly growing and well established manufacturer and supplier of adhesives, grouts and surface preparation products for the fixing of ceramic and porcelain tiles, mosaics, natural stone and marble. They export worldwide and all their products achieve the EN standards for the European markets and ANSI (American National Standards Institute) standards for the US and Middle Eastern markets, as well as being licensed by RIBA (Royal Institute of British Architects) to prepare tiling specifications.

INITIAL ENGAGEMENT

Norcros Adhesives first joined the School in 2016 after it had been recommended by their customer, Barratt Developments, a founding Partner of the Homes School. Barratt Developments set the challenging target for all their key suppliers to register with the Homes School in 2016 and to support this, hosted a series of supply chain events to both promote, and encourage use of the School.

Norcros Adhesives attended the Barratt Developments supply chain engagement event in September 2016 and subsequently registered with the Homes School and completed their first self-assessment.

IMPACT

As a result of engaging in the School, Norcros Adhesives have:

- **Attended 11 School training workshops and events on topics ranging from BIM, the Apprenticeship Levy, Social Value, Modern Slavery and Developing Local and SME supply chains.** Norcros Adhesives have found these workshops highly beneficial and have shared the learning internally.
- **Developed a Modern Slavery statement in line with the Modern Slavery Act 2015.** This was a direct result of having attended a School Modern Slavery workshop, after which Norcros Adhesives used the School's online Modern Slavery toolkit to help develop the statement.
- **Agreed to dedicate a section of their website to showcasing their sustainability credentials.** The School has helped Norcros understand how to better sell and communicate their sustainability credentials, and the importance of displaying these transparently.
- **A better understanding of what social value means, why it matters, and how Norcros Adhesives can influence positive change and generate more social value.** This is a direct result of attending a workshop on social value, and using the School's online Social Value toolkit.
- **Understood more about Barratt Development's own sustainability priorities and targets,** and the role of the supply chain to help them deliver those objectives.
- **Used the self-assessment tool to help deliver continuous improvement in sustainability.** They have formed a working group that have met and self-assessed 3 times to date. Responsibility for the actions highlighted in the action plans have been allocated to different people within the business, with progress being monitored and recorded.
- **Looked to formalise new and additional policies and procedures within the business** in-line with knowledge gained from the on line resources the School provides and by attending School workshops. Together with the development of



the Modern Slavery Policy Statement, the resource on sustainability labelling within building standards is being actively used by our Purchasing Manager.

- **Identified a new business opportunity linking to BIM.** After having attended a BIM workshop, and understood more about the growing importance of BIM, Norcros Adhesives are in the process of developing their BIM offering online.
- **Achieved Silver status with the School** and have promoted this internally and externally to their supply chain, business partners and other clients.

BENEFITS

- **Cost savings** – Norcros Adhesives have benefited from 35+ hours of free face to face sustainability training at School workshops / events, representing significant cost savings to the business.
- **Networking Opportunities** – Attendance at workshops and supplier days has provided an excellent platform on which to meet likeminded businesses, build relationships with existing customers, and meet potential clients.
- **Better understanding of client requirements and objectives** – The resources available through the School have helped Norcros Adhesives understand the current and emerging issues that are important to their clients. The School provides them with steer in terms of where to focus efforts in developing their knowledge, helping them to 'stay ahead of the game'.
- **Reduced risk** – The awareness around Modern Slavery and the development of a Modern Slavery statement has contributed to reducing supply chain risk.
- **New business opportunities - Attendance** at workshops has led to an increased understanding around specialist sustainability areas, such as BIM, and Norcros Adhesives are now discussing potential new business leads within this sector.
- **Competitive Advantage** – By promoting their engagement with the School, and the impact the School has had on the business, Norcros Adhesives believe they have increased the likelihood of securing more new work and retaining current customers.
- **Innovation** - The School and its resources have helped drive forward innovation in the business, resulting in more effective and efficient processes.
- **Mechanism to monitor and benchmark progress** – The self-assessments and subsequent action plans allow Norcros Adhesives to monitor and benchmark their sustainability progress and understand where they can best focus their efforts in order to achieve maximum impact.



THE FUTURE

In order for the School to continue to be of benefit to Norcros Adhesives it is important to:

- ✓ Ensure the content of the School and its events remain up to date
- ✓ Ensure the topics covered by the School are relevant and reflective of the immediate priorities of the School's Partners
- ✓ Continue to grow the number of Partners