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Smarter Materials for Next  
Generation Infrastructure



Bromford Housing Group  
Technical Case Study



Bromford Housing Group own, manage and rent thousands of properties across England, with rich focus on supporting and engaging with the neighbourhoods and communities living in its housing stock.

As part of the company's commitment to improving the quality of living for its tenants, Bromford undertakes regular maintenance and regeneration of its properties. Several of these projects have seen KBI Flexi™-Pave used to replace areas that had fallen under disrepair and required improvement.

By utilising this material, these areas have not only been cosmetically enhanced, they now also benefit from no standing water, better drainage and reduced maintenance. Better yet, because KBI Flexi™-Pave is made from recycled tyres, the new areas are extremely eco-friendly.

KBI UK Ltd is delighted with the outcome of our work and extremely proud to have contributed to the ethos of the Bromford organisation.

# Bromford.

5 Stowe Road,  
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Staffordshire  
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Our ref: testKBIuk

30<sup>th</sup> May 2014

To whom it may concern,

After our visit to the Eco show last year and the initial contact with KBI UK we were sceptical at first in introducing a new product to our Hard Landscaping programme when it was running efficiently using our current supplier and tarmacadam material.

KBI's first class customer service, passion and confidence in their product was however overwhelming, resulting in us establishing them as one of our approved partnering contractors and placing a number of orders for their 'Flexi-pave' product.

KBI UK has supplied us with a top class cost effective product, consistently meeting or exceeding our expectations, to meet many challenging deadlines.

KBI UK put forth 150% effort to get the job done on time and professionally. The company and their people have a deep commitment to the customer and worked together with us to overcome any obstacles in delivering the projects successfully.

The feedback from our customers and colleagues has been impressive; with many complimenting on the difference 'Flexi-pave' has had on the overall look of a property or scheme.

We are now looking to introduce 'Flexi-pave' into other areas of our business and look forward to working with KBI UK on future projects.

Yours Faithfully



**Dan Arrowsmith**  
**Building Surveyor**

Direct Tel: [REDACTED]

Mobile: [REDACTED]

e-mail: [REDACTED]

Car Tyres Used → 1,200

Colour Scheme → Gold Stone

Duration → 3 weeks onsite

To be approached by an organisation the size of Bromford was a major step for KBI UK Ltd, particularly as they were satisfied with the traditional surfacing materials being deployed. However, to then receive such forthcoming praise as a result of our work was an extremely proud achievement.

As a company we are always confident that our products will surpass the expectations and requirements of our clients, but we also strive to ensure that our entire workforce operates on the principles of honesty, integrity, fairness and diligence. These principles have contributed to the excellent reputation that we have established within the UK and will no doubt allow us to continue our rapid development.

*Graham Pell, KBI UK Sales & Marketing Director*

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