

Truflow Measurements

Posted by Colin - 2009/06/06 11:33

Hi Scott

I've got a customer who is interested in looking at flowing screeds. And they do about 3 or 4 houses a year. If i use truflow for example do you know how to work out quaity and costs per meter squared.

Thanks. Colin

=====

Re:Truflow Measurements

Posted by Scott - 2009/06/06 11:48

Colin,

The calculation is 1.7kg/mm/m2.

Therefore (eg. 35mm thick over 20m) = $1.7 \times 35 \times 20 = 1190\text{kg}$

Divided by 25 (kg bag) = 47.6 bags. (So just over a ton. 1 pallet + 8 bags)

As for prices, well that you would have to negotiate. Same with anything really, it all depends on what quantities you are ordering. The more they see you ordering (regularly) the cheaper you get it for. But lets just say that you're looking in the regions of £200.00 per ton or maybe just a bit more.

Can I ask you? Have you laid these before? Any experience at all? What machine are you using?

Scott

=====

Re:Truflow Measurements

Posted by Colin - 2009/06/06 11:56

Thanks for this There is no information about it anywhwere.

No ive not put these floors down before but i would like to get into it. I have an old G4.

=====

Re:Truflow Measurements

Posted by Scott - 2009/06/06 12:35

Colin, so as you have no experience whatsoever, as a favour then (and if you like) I can come out and do your first one with you. I mean if anything, the first one you do for this client is gonna be your most important. As with anyone, I'm not interested in charging you. I'm interested in machine plasters being succesful in business - that's what Utiform is all about.

Obviously with the calculations I gave you, these are 'estimates'. You'd need to check the subfloor with a laser level and yard stick to make sure it's pretty flat and not shaped like a bowl or something. Because if it is, the weight of the wet screed will push the insulation down to fit the shape and then naturally you'll eat more material. If it's out, you need to compensate in your calculations to make sure you have enough bags delivered on-site.

I don't know how much your client knows about it, but I presume then that after the first one (or maybe already) he's going to do his excavations to accommodate the reduced screed thicknesses and therefore look at saving money this way too? Or maybe you haven't explained this yet or know about it. There are many, many advantages (technical and financial) and it starts with groundwork excavations and can save the developer time and money from the outset.

What I could do (and I wouldn't do this for free) is to provide you with a complete professional marketing package for flowing screeds for small to mid-sized property developers (and another type of developer, but I won't give that away here). Basically, it's professional, well prepared and visually appealing promotional literature and document templates (as used by us, in a real company) selling the distinct benefits of Truflo floors. It not only confirms, step-by-step the financial and technical benefits to YOUR customer as opposed to conventional site-mix screeds (with a complete break down and cost comparison), but it also provides the developer with the benefits to THEIR client also. This not only 'sells' it to them but has their client INSISTING on it!

If you implement this in the same way that we have done, it could pretty much explode your business! You'll also get the rendering and internal projection as a 'package'. This is a very successful formula, and is the result of many years experience in this business of supplying Truflo floors.

PM me or contact me through the site if you would like some help. I'll happily help anyone to do well.

=====

Interested

Posted by stu - 2009/06/06 13:05

I am interested in the marketing package. but how is it going to be cheaper if the materials are more expensive? And what about speed, is it really going to be faster?

How do I PM you?

=====

Re:Interested

Posted by Scott - 2009/06/06 13:56

Look to the right of this post where the picture is. Underneath it says 'PM'. Click on it.

The raw screeding materials are more expensive (but not hugely) and like I said excavations are cheaper and quicker and also in laying the sub-floor. Time and money is saved before and after the floor. If you don't understand that, the developer certainly will because he knows what each stage normally costs, what time each one takes, and the 'black and white' comparative analysis that you could provide is as clear as day.

And quicker certainly. In the example I gave earlier, you'd be out of there stepping over the threshold at full depth and all dappled, a perfect precision floor, in about 20 minutes. And because of the properties, if the developer wanted to tile it the very next day he could do.

Let's say you have a typical extension. Something like that. You know what they're like. Usually too small to even bother with. But using the benefits of modern, technically advanced materials you can make these very profitable. If you are set up right with a good workforce, you can spray MP75 internally, then render externally straight after, and then finally put down the floor towards the end of the day. All in one day. Obviously, planning and 'management' is essential to keep a strategy like this running smoothly. And then onto the next day, the same. But I think that we have a very workable formula and business model which we have pretty much down to a 'T'. Everything from marketing to logistics to vehicle set up, encompassing every single aspect of delivery for time economy and to operate at an efficient optimum as a team. A well paid and highly sought team that blows the developers sock off every time for such phenomenal speed and quality of service delivery.

=====