

KEYSTONE LINTELS ACQUIRES IG

Merchant-focused Keystone Lintels has acquired the housebuilder's favourite, IG. The takeover brings together the two major forces in lintel manufacture, with the promise that it's merchants that will reap the rewards.

Keystone Lintels has grown significantly over the last decade, predominantly through the company's dominance in the lintels 'specials' market. Keystone Lintels has focused particularly on working alongside merchants to help them penetrate the sector, with active sales support and exceptional service levels.

Conversely, IG has traditionally concentrated on maintaining a consistent and reliable supply of high quality standard lintels to housebuilders, facilitated by the company's 70,000sq ft production and distribution facility.

Keystone Lintels Sales Director, Bill Dowell, said: "We are very excited about the purchase and extremely confident that the organisations will fit well together.

"Keystone Lintels is committed to preserving the integrity of both brands and believes that strengths and expertise from each side can be drawn upon to realise new opportunities for both Keystone Lintels and IG - to the benefit of all of our customers.

"We aim to continue to build upon IG's strong heritage and reputation, particularly in the housebuilder market, by adding real value to the brand through product innovation and customer service initiatives.

"Keystone Lintels' strength has always been its total service culture. Merchant customers benefit from training support and a dedicated sales team who are on the ground generating real sales and creating specifications from which the local branches profit. This investment in creating pull-through demand will now extend to the IG brand, and its distribution network."

Keystone Lintels is a great believer in the design flexibility and creativity that custom made lintels offer architects and developers, and the added value opportunity they present to merchants. This focus on specials will now carry through to the IG brand,

adding value to the product range and generating additional margin opportunities for IG stockists.

“With an increased sales presence across the UK and more regional sales managers covering smaller, more-focused areas, merchants will be offered a more personal service and enhanced sales support from both Keystone Lintels and IG, with even greater opportunities for branches to profit from our specification activity”, says Bill.

The takeover has seen Keystone Lintels acquire IG’s production facilities in Cwmbran and distribution facilities in Dublin, significantly increasing the group’s capacity. For further information about Keystone Lintels and IG log on to www.thekeystonegroup.co.uk

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