“What level of services should The Rawlplug Ltd. provide to their customers? We believe it is our duty to solve their problems and meet all their expectations concerning the use of fixings in the simplest and most practical way possible. What is more, should the customer wish so, we are ready for full cooperation already while planning the fixings so that we can diagnose and solve all potential issues as early as possible.”

Modern Fixing Practice, The Rawlplug Company Limited, 1936
Good is just not enough

John Joseph Rawlings was a visionary, an inventor and an entrepreneur – all in one. He was a true Renaissance man in the field of fixings. He also went down in the history of the construction industry by inventing the first wall plug in the world. For him, good was never enough. As he adopted this attitude while creating his Guide to Modern Fixing, he clearly stepped ahead of his times and promoted a new customer service standard to be applied in the fixings industry. As he perceived it, customer service was not only to be based on provision of state-of-the-art solutions, but also on comprehensive support in using them. The values that he always tried to foster included orientation towards innovation, dialogue with customers, focus on understanding their true needs or simplicity and the highest quality of solutions. They have all been inextricably linked with the development of the Rawlplug brand and its expansion over global markets for the last 100 years. And although a lot has changed in the construction sector over the last century, one thing has remained unaltered: Rawlplug is an expert in fixings and fasteners who creates their offering for customers by relying not only on the professional products they can trust, but also highly specialised services dedicated to engineers, designers and contractors, as well as innovative training courses aimed to expand their know-how and raise their competencies. Products, services, training – three pillars or comprehensive offer meeting even the most demanding customer expectations.

Products for professional

Rawlplug’s experts believe that the notion of a professional is very broad in meaning. It is a person who represents a specific profession. It is someone who has experience and ambition to always follow the highest standards of quality and flawlessness. In the construction industry, quality and flawlessness are particularly important. Such spectacular and breathtaking buildings and facilities as London’s Wembley Stadium, the Burj Khalifa tower in Dubai, the Yas Marine Formula 1 circuit in the United Arab Emirates, the Olympic Park in Sochi or the Altair towers in Sri Lanka must comply with the highest safety and strength standards. It is so because they are visited by millions of people every day, week, month and year. People who put their trust in engineers, architects, builders and contractors without even thinking about it, convinced that the outstanding investments they have created can simply be used without anything to worry about.

“This is why Rawlplug’s mission contains a promise to deliver state-of-the-art solutions that can be trusted by professionals who first design and then build structures shaping the reality of both current and future generations” says Radosław Koelner, Rawlplug’s CEO.

Rawlplug, a brand which has used the last 100 years to gain international experience and close collaboration with customers to become an expert in fixings, fasteners and tools, offers the most comprehensive product portfolio in the market. No other company in the world manufactures and delivers to its customers products that cater to virtually every segment of the construction industry: concrete...
and steel structures, roads and bridges, systems, facades, roofing, timber structures, joinery, civil engineering, and interior decoration.

Rawlplug’s offering consists of as many as 10 specialised product categories: bonded anchors, mechanical anchors, lightweight fixings, facade insulation fixings, roofing insulation fixings, passive fire protection system, foams, sealants & adhesives, fasteners, direct fastening systems and power tool accessories. “Every product is delivered in several up to several dozen variants depending on the type of substrate, application and installation conditions. On top of that, most of our products are combined with highly specialised coatings, accessories that determine proper installation according to specific conditions,” adds Karol Szczuka, Brand Manager at Rawlplug.

What should be emphasised is that Rawlplug closely oversees and controls every production process performed in manufacturing plants which, in terms of technology, are surely among the most highly advanced and best automated factories in the world. Here’s a comment from Krzysztof Woźniak, Director of Rawlplug’s manufacturing plant in Wrocław: “We perceive production not only as the mere process of physical fabrication of our products. It is a complex, yet highly ordered and systematic sequence of numerous specialised activities comprising a comprehensive and fully controlled manufacturing process.” Rawlplug monitors, tests and continuously improves every stage in this process, starting from design by a team of engineers and designers, to prototyping and testing at the R&D department, to the production in the Polish manufacturing plants based in Wrocław and Łańcut which have already gained worldwide acclaim.

We have always been strongly focused on innovation at every stage of our endeavours aimed to improve what we have created so far and to develop what we intend to create in the future. Using Rawlplug’s products, you become certain that there is safety, reliability and comfort of use behind the technical excellence and technological advancement we deliver. This is a direct outcome of our investments in R&D centres that meet the most demanding requirements and conduct a wide range of tests in line with the latest versions of applicable ISO and VDA standards. R&D Department. Radosław Koelner, Rawlplug’s CEO, has confirmed it: “ Representatives of our sales, R&D as well as design and engineering teams operating all around the world meet with specialists from individual sectors and real-life users of our products and services. We take part in their everyday activ-
Specialised services

“What matters most for the designer’s job is precision, reliability and optimisation of solutions. This is clear to us, and we have responded to these needs by developing two proprietary applications based on our shared experience and focus on innovativeness of the solutions deployed” – these words by Marian Bober, Director of the Technical Development Department, summarise Rawlplug’s attitude to designing of services.

Our extensive portfolio of services dedicated to engineers, designers and builders stems from Rawlplug’s comprehensive approach to the fixing design process. The interesting portfolio of tools tailored to the needs of these professionals as well as the extensive technical assistance, on the one hand, provide the consumers of Rawlplug’s services with high comfort of working under conditions which affect their efficiency and enable them to save time, and on the other hand, ensure safety which they find so important in their job.

BIM Rawlplug and EasyFix are two proprietary applications for designing of fixings. The former comprises a comprehensive selection of models and technical drawings of Rawlplug’s fixings, enabling them to be automatically applied in the BIM/CAD environment. The latter allows you to run design calculations required to plan fixings for diverse construction elements using the brand’s products.

BIM Rawlplug is a source of dozens of thousands of information items, documents and parameters concerning the individual products. They are all divided into categories, including materials and coatings, mechanical performance and strength parameters – even the most particular ones, dimensions, enabling you to verify them against specific application conditions, and identification details. This exceptional portfolio of data as well as their personalisation depending on the application context make invest-
Each of our services is dedicated to a specific target user, has been designed in follow-up to many discussions and experience sharing with market experts and potential consumers, and each one comes with a number of features corresponding to the actual needs not only of engineers, architects, designers and contractors, but also of Rawlplug’s employees, supporting customers on a daily basis,” says Radosław Koelner, Rawlplug’s CEO, commenting upon the portfolio of designer’s tools and technical assistance features.

“Assisting customers in designing and, later on, in operation is just a part of our services, since we also pay utmost attention to the POS support for product display purposes,” he adds.

Rawlplug’s POS system is absolutely unique market-wise. It provides design, production and installation of POS system elements to the customer, in line with the latter’s requirements and with the specific nature of the business. There is more to it, since Rawlplug ensures training for distributors’ employees in the scope of efficient use of the system at points of sale, helping them develop and maintain high quality display – and all that, obviously, free of charge. The brand’s salespeople also assist custom-
ers in selecting products to display and advising them how to do it effectively to maximise sales opportunities and minimise the number of returns. Attempts to duplicate Rawlplug’s solutions are not particularly successful, since the system’s attractive form, unparalleled functionality and intuitiveness whenever Rawlplug products are to be chosen from among hundreds of other items available on store shelves are all unique features that no market competition can match, ensuring undeniable competitive edge. Full personalisation of the product display, tailored to the business and infrastructural needs of individual customers, presentation of products which reflects customers’ potential behaviours and purchasing needs, intelligible display of their priority products or solutions that ensure transparency of communication concerning current promotions or new items in the portfolio are but some of these features. Remigiusz Misiak, DIY&POS Department Manager, continues on the same note:

“Innovative training

After all, development has always been one of the key words defining Rawlplug’s operations, and not just business development, understood as development of products, services, innovation or scale of operations, but also professional and personal development of the brand’s customers by expanding their knowledge and competencies. Rawlplug knows that the more educated and informed the partners are, especially in terms of decision making, the higher their working comfort and quality of operations, which consequently raises the level of their professional repute and contributes to efficient collaboration. Our expertise and experience of long years in operation have enabled the brand to deliver Rawlplug Academy to the market. It is an innovative development project dedicated to education, competence building as well as sharing knowledge and experience, designed in such a way as to reflect the genuine needs of our partners, regardless of their job profile and area of operations in the construction industry.

“We work at a dynamic company strongly focused on global expansion and creative growth. Our ambition reaches as far as to build and maintain the position of an international fixing and fastening expert which, in turn, forces us to absorb vast expertise concerning our products and services,” says Joanna Burzyńska, Head of Strategic Marketing, commenting upon the rationale behind the programme.

What is so special about the training courses delivered by Rawlplug, one might ask. They have been designed in collaboration with our customers and...
the most knowledgeable employees based on our shared experience and by focusing on the features they actually seek in everyday work. Training materials are prepared by qualified specialists experienced in coaching for the construction industry. A script for each training course is created with the customer’s point of view in mind, consequently reflecting the processes and activities they actually perform.

The Rawlplug Academy education programme rests upon as many as 4 pillars: the e-learning platform delivering on-line training services; the Training Centre, allowing you to test in practice the product knowledge you have already acquired; conventional training, with in-house and third-party trainers specialising in different fields, and knowledge database, supplementing and summing up the knowledge presented during the training.

The on-line platform is considered particularly interesting. The array of different training formats rendered available via academy.rawlplug.com is very diversified, while the know-how is transferred by means of various interesting tools: e-learning modules, presentations, animated videos, films, audiobooks or documents. The theoretical knowledge acquired both on-line and in conventional training is consolidated by practical exercises performed in real life conditions, at the Training Centre, under supervision of experienced trainers. Interestingly, this facility has been arranged in a way to allocate dedicated space for each of Rawlplug’s 10 product categories, prepared in such a manner that everyone can test them in real life-like situations, on specific substrates and under specific working conditions. A true mine of highly specialised information can be found in the presentations, forming an extensive portfolio of handouts, resumes, knowledge pills and guides, supplementing the knowledge delivered at the training courses held under the programme.

The product training modules cover the entire portfolio of products provided by Rawlplug. The product information is presented in such a manner as to enable you to filter it according to specific subjects matching your current needs: characteristics of product groups, characteristics of individual products, installation parameters, typical applications, product selection for specific applications, market benchmarks and advantages of Rawlplug’s system. It is also important that the training is divided into several levels of technical knowledge depending on the function the given persons perform as well as their specialisation.
And how do the brand’s customers comment upon the Rawlplug Academy training scheme? “Firstly, I have acquired extensive knowledge of products, their properties, applications or appropriate selection, but also an abundance of information that matters to every specialist operating in the field. Secondly, the training scheme provides practical education on real-life functional advantages of individual products and objectively support my and my personnel’s competencies in the scope of technical or commercial consultancy,” says one of the customers. There is more, since – thirdly – the Rawlplug Academy training courses provide you with access to know-how and skills required to strengthen and consolidate your position as an expert – and not only in the narrow field of your own specialisation. You work more rapidly and more efficiently. You can make use of the actual knowledge sharing practice. You can offer advice. You make decisions based on appropriate arguments. Your results are better and successes more frequent and impressive.

100 years of experience invested in Rawlplug’s portfolio

It is also a fact that our professional products, highly specialised services and innovative training courses constitute the three unbreakable pillars of Rawlplug’s offering based on the legacy of 100 years of the brand’s operations. It continues the vision once conceived by John Joseph Rawlings who dreamt of the Rawlplug brand he had created to become the global brand of first choice. Rawlplug has the necessary knowledge and experience. Rawlplug knows and understands customers’ needs. Rawlplug makes sure they receive adequate support wherever they need it. Rawlplug is an expert worth your trust.