The year was 1910. The personnel of the British Museum in London probably never realised that their commission for the museum building refurbishment would start the history of Rawlplug – a brand which would soon become recognised as a global manufacturer of fixings, fasteners and tools. A brand which has always emphasised the importance of innovation, original solutions and inventiveness ever since it was established.

Good is not enough. Reasons and proofs for innovation
The British Museum building had been in need of refurbishment for a long time. The assignment which its authorities gave to potential contractors seemed unfeasible at the beginning of the 20th century. They expected the new electrical system to be installed in a discrete manner, with as little interference in the facade as possible. In practice, it meant that all structural elements were to be concealed. The technologies available more than 100 years ago were insufficient to meet these requirements. And that was when a small electrical and construction company operating under the name The Rawlings Brothers came into play.

Problems don’t exist.
There are only challenges

Faced with the seemingly impossible task, J. J. Rawlings did not focus on the limitations of his times. Instead, he sought solutions. By trial and error, he designed and built a plug originally made of jute fibres soaked in a mixture of animal blood and glue. Once it had been placed in a manually drilled hole, the fibre tube expanded under the pressure of the bolt being driven in, which increased the thrust from within the hole. This installation method satisfied the British Museum’s expectations, since the electrical system elements were fixed to walls without disturbing the wall structure or destroying the plaster. Rawlings’s expansion plug became one of the world’s breakthrough inventions, along with the radio, the cinematograph or the mechanical motor. The importance of that event is by no means overstated considering the fact that after the solution was patented a year later by its inventor under the number 22680/11, the technology of finishing works was never the same again.
evidence for the designers’ excellent intuition and understanding of the market. Diversity, solutions tailored to specific expectations, attractive form and range of applications as well as genuine innovativeness are features common to all products designed and manufactured by The Rawlplug Company Ltd, starting from the extent of the product portfolio and the associated services, to product catalogues available in more than a dozen languages and the publicity campaigns – clearly ahead of their times, to product display lorries which gained unparalleled popularity on each continent where they appeared.

Thinking about the historical promotional materials, advertisements and products manufactured by Rawlplug at those times from the contemporary perspective, one cannot but enthuse about their panache and the brand’s innovative approach to all

It also left a lasting mark on the company run by the Rawlings brothers. The investors’ appreciation towards the invention was so high that it enabled the business to begin intense development and expansion over further markets. Finally, The Rawlings Brothers changed its official name into The Rawlplug Company Ltd. in 1919. It was only a matter of time before further patents from Rawlplug found their way to the customers’ hands, marking further milestones of the history which began 100 years ago. One of them was a device designed in the 1920’s with the sole purpose of preparing holes intended for expansion plugs – a precursor of the contemporary hammer drill. Another one was the Rawlbolt® mechanical anchor. Originally designed and manufactured in 1934, it has always remained in the brand’s portfolio in a nearly unaltered form, which clearly showcases the ingenuity and agelessness of Rawlplug’s solutions. Every successive invention constituted a surprising piece of
of its undertakings, making the best of the previous experiences, facing challenges of that era and responding to the needs of the future.

**Where the past blends with the future**

Over the years, the pursuit of know-how and the market expert position did not change Rawlplug’s approach to innovativeness and inventiveness. It alone never satisfied the brand’s ambitions, which is why innovation and originality has always accompanied it in all processes implemented for the sake of products and associated services, and indirectly also the customers who remain in the focus of Rawlplug’s operations. And although nowadays it may seem that the contemporary sector of fixings and fasteners has become synonymous with innovation, Rawlplug still stands out against the rest of the industry with its unique sense of business and with the decision to make innovation an inherent component of its sustainable development policy, showcasing the brand’s responsible behaviour in doing business. “We truly believe that we must not do business without duly focusing on what is most important in our activity, and on what gives it potential and prospects for the future – nor do we want to ever lose this focus. Our employees and clients. Our community. Our environment. This is what makes the Rawlplug brand strong. This is precisely why we consistently pursue our sustainability strategy. It is because we understand that the strength we have today will directly influence our strength in the future.” In these words, Radoslaw Koelner, Rawlplug’s CEO, describes the rationale behind the company’s decision. “What has proved to be unquestionably crucial in our approach to and understanding of innovation is our heritage, dating back to 100 years ago and the proud beginnings of the brand, whose cornerstone since the very start has always been an original and – even more importantly – revolutionary concept supported by the solution-oriented attitude reaching far beyond the norms of respective times, regardless of when the solutions were actually conceived. Being a company of very strong values, we attach utmost attention to making the best of the lessons learnt in the past for the sake of efforts focused on building the future,” the CEO adds.

What else does innovation mean to Rawlplug? “Innovation, as we perceive it, doesn’t merely stand for implementation of new goods and new production methods. Our approach is much closer to that of Joseph Schumpeter, an economist and one of the most acclaimed representatives of this field, where innovation means driving of comprehensive, evolutionary and revolutionary changes whose purpose is to improve operations at all stages that accompany the relevant processes in both direct and indirect manner, from communication to awareness building and education to after-sales service and technical support,” says Slawomir Jagla, Sustainability Manager, defining the way in which the

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**Commitment**

**Cooperation**

**Professionalism**

**Effectiveness**

**Customer focus**
brand understands innovation. As you keep track of the brand’s endeavours in this respect, several obvious associations come to mind. Reliability, durability, design and visual appeal, convenience and simplicity in use, optimisation of time, costs and other resources, safety, efficiency, and quality. As a consequence of such an approach, we deliver solutions that will satisfy even the most specific requirements of architects, engineers, designers and contractors, and even exceed their expectations.

force distribution in the substrate is analogue to that of elements embedded in concrete and resembles the resistance of reinforcement bars against the substrate. The outcome is that Rawlplug’s R-LX anchors attain the highest available load capacity compared to other anchors in the class. With this signature solution, the brand has proved its innovative approach towards design and production. The R-LX screw-in anchors feature two separate threads with different pitch heights. The primary thread is responsible for the material undercutting, which helps in distributing the forces affecting it more effectively and decides about the product’s load capacity. Both these structural features, i.e. the optimum double thread diameter and the special curvature, have been patented by Rawlplug, and they make the product unique in terms of parameters and unrivalled in functionality. While the brand’s screw-in anchors are installed, the hole material is undercut, and at the same time the undercut grooves are filled with output. The secondary hydration that accompanies the process adds to the load bearing properties of Rawlplug’s screws, as they simply bond to the substrate. How did Rawlplug’s specialists come up with this idea? This is how Andrew Paul, Head of Technical Support with the British affiliate Rawlplug Ltd., comments upon the R-RP30 (CFS+) bonded anchors and the R-HPTII stainless steel throughbolts: “The innovative design of the R-LX screw-in anchors has been developed by a team of dedicated experts – practitioners who
cooperate on a daily basis to keep track of the actual needs of construction professionals. In response to their expectations, we focused on developing an unprecedented process of optimised forging and heat treatment performed at one of Rawlplug’s European manufacturing plants. The solution owes its innovativeness to the finished product’s high steel class and the possibility of multiple use, depending on the concrete substrate class and grain composition. “In a nutshell, the gist of Rawlplug’s latest release and its utility value is the double thread and the doubled performance and functionality.

“Good is not enough.” The R-KER II fixing system along with the Dustless Drill bit form a state-of-the-art solution that can automate the application hole preparation process, and more importantly, one which guarantees absolute installation reliability, and consequently – safety of use,” claims Marcin Śrutwa, Rawlplug’s Product Category Manager responsible for power tool accessories, as he recommends the product, and his words are hardly questionable considering the long list of advantages. Firstly, drilling and hole cleaning proceeds simultaneously making the complete application time 40% shorter.

Secondly, a hole thus developed is clean and ready for resin injection, thanks to which you can avoid the most typical mistake made while installing bonded anchors, namely the insufficient hole cleaning. And thirdly, the method we have proposed to our customers eliminates the dust inhaling risk, showcasing our attention to the product consumers’ health and the specific construction site requirements introduced in more and more countries, e.g. OSHA in USA or HSE in the United Kingdom. The most extensive certification in the category of bonded anchors, including ETAs, seismic and fire resistance tests, VOC, R240 and electrical resistance certificates, is yet another – and by no means the last – argument supporting the choice of this product.

The feature shared by these as well as other new products from Rawlplug, namely the R-TFIX-8S screw-in facade insulations fixings, the R-TFIX-8M hammer-in facade fixing for all substrates, the R-OCR, R-ONR and R-ORR self-drilling screws for Durability and reliability

R-KER-II bonded anchor

Dustless Drill bits

Exceptional strength and reliability are the distinguishing features of yet another new product from the brand’s portfolio, namely the R-KER II hybrid bonded anchor. This solution makes use of the hybrid resin formulation. It is a highly specialised mixture of vinyl ester with some cement additive. Preparing the final recipe of the product, our Research & Development Department experts focused on ensuring that a single mixture would offer a combination of features that construction professionals consider most relevant. Considering the fact that the product comes in a number of different temperature variations and matches a wide range of drill bit diameters that can be used along with the R-KER II, what you receive is a product that meets the requirements of more than 90% of professional construction applications, starting from typical fixing of safety railings, shields, scaffoldings or machinery, to end up with highly specialised installation works using dedicated bars, e.g. post-installed rebars. But there are more advantages in stock for Rawlplug’s customers. “The R-KER II fixing system along with the Dustless Drill bit form a state-of-the-art solution that can automate the application hole preparation process, and more importantly, one which guarantees absolute installation reliability, and consequently – safety of use,” claims Marcin Śrutwa, Rawlplug’s Product Category Manager responsible for power tool accessories, as he recommends the product, and his words are hardly questionable considering the long list of advantages. Firstly, drilling and hole cleaning proceeds simultaneously making the complete application time 40% shorter.
composite panels or power tool accessories, i.e. the SDS MAX drill bits, as well as other products available on rawlplug.com is that 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 come with highly specialised coatings or system accessories that determine adequate installation according to specific conditions.

And it’s just the beginning

There are much more proofs of Rawlplug’s innovativeness, and they extend far beyond the brand’s product range. Here are some examples.

Attention to the appropriate level of customer awareness and knowledge. Rawlplug provides customers with tools implemented under the innovative educational scheme that no other market players offer, namely Rawlplug Academy, making sure that they can improve their competencies, add to their working comfort and directly affect their operating efficiency. The programme comprises on-line training delivered on 3 advancement levels, articles, social media-based education campaigns, training handouts, product-specific presentations, traditional training workshops or video tutorials are all examples of solutions that support implementation of specific products as well as preparation of the market to the use of Rawlplug’s latest releases, as they focus not only on technical parameters and applications of individual products, but also describe their features, actual operating benefits for customers and real-life competitive advantages, providing instructions on how to use them most effectively to ensure working comfort and safety of operation.

The most multifunctional facade fixing

R-TFIX 8S i R-TFIX 8SX

Safety is one of the most important criteria that determine the brand’s efforts in terms of innovation. Rawlplug keeps up-to-date documentation that confirms our compliance with all the relevant legal requirements, but we also surpass the applicable standard criteria with an intention to ensure working comfort to all those who use our products. The brand is supported by a team of experts responsible for preparing product datasheets, while their diligence ensures that our products are compliant with such regulations as REACH (European Regulation on Registration, Evaluation, Authorisation and Restriction of Chemicals), GHS (Globally Harmonized System of Classification and Labelling of Chemicals) and CLP (Classification, Labelling and Packaging). What is more, Rawlplug has obtained the relevant technical approvals, national and European technical assessments, certificates and declarations of performance, and the compliance with the requirements defined in these documents is compatible with our sustainable development policy aimed to ensure that our products are safe to use and environmentally friendly.

Our product packaging meets the requirements of the most demanding customers who expect particular solutions that match their specific needs. What is the first thing that catches the eye when our products are spotted? It is the simplicity and intuitiveness, on the one hand, while on the other hand, their maximised utility value and functional versatility. The range of Rawlplug’s packaging variants is really impressive, extending from Rawlbags, through conventional trade packaging, B-Packs, Handyman Kits for DIY enthusiasts, thematic Solution Kits, Combo Pack
Good is not enough

Only, the range of designer tools and design requests was extended with the Technical Helpdesk, being a web-based service enabling Rawlplug’s customers to submit technical and design-related enquiries to the Technical Department’s engineers, as well as BIM Rawlplug – a proprietary online application which contains a comprehensive portfolio of models and technical drawings of Rawlplug’s fixings, ready to be automatically applied in the BIM/CAD environment supported by the most popular design software.

The story doesn’t end here

Innovation is an integral component of Rawlplug’s sustainable development strategy, and not the sole one, especially considering its very broad extent which works not only for the sake of customers but also of employees, their families and friends as well as natural environment, while the brand’s achievements in this respect are periodically discussed in the generally accessible document known as the Sustainability Report.

“Sustainable Rawlplug is based on three key pillars: management by values, environmental care, and social commitment. These interpenetrating aspects accompany everything we do and provide a foundation for our responsibility. We want to be global leaders. These are not only ambitions. This is a commitment. We are committed to be socially sensitive, to be generous, to be mindful, and engaged. It is a commitment to be responsible,” concludes Radosław Koelner. But this is where another story begins.

Rawlplug’s sustainability is based on three key pillars:

1. management by values
2. environmental care
3. social commitment