



Our stories:

Systematic approach enables deeper understanding of client needs

A systematic approach to understanding and meeting client needs helped BRANZ deliver an urgent programme of product fire testing and assessments for Knauf Gypsum Pty.

Established in 1932, Knauf is a multi-national manufacturer that originally produced conventional, gypsum-based building materials. Today its 40,000 employees are based in 90 countries world-wide. They deliver building systems and solutions from over 220 manufacturing plants globally.

Knauf's Australian-based team approached BRANZ in December 2021 with an urgent request for fire testing a significant amount of plasterboard and related systems. Knauf wanted assurance its building systems were compliant with an upcoming change to the National Construction Code, which required evidence of fire resistance in accordance with Australian Standard AS 1530.4 - 2014. The BRANZ fire team negotiated a deal that guaranteed the availability of testing facilities over the short-term, so the work could be completed within the time required.

Despite the impacts of COVID-19 on BRANZ staff and on supply chains, the BRANZ team was able to deliver the large volume of testing and assessment work on time. This can-do approach has been fostered as part of BRANZ's Client Centricity Programme, which seeks to deliver greater value to clients and deliver to their expectations. It involves active key account, and relationship management skills and processes that provide a deeper understanding of a client's business needs.

"Over several months BRANZ stood by us, by testing our plasterboard products and systems with speed and diligence so that we could get our product to market in the fastest time possible."

Thanh Huynh, R&D, Engineering Services Director, Knauf Gypsum Pty Ltd

A key underpinning of the programme is a high level of communication and responsiveness. To this end, the BRANZ Key Account Manager set up weekly meetings to share testing progress and discuss results. Openness and honest discussions, coupled with a willingness to share ideas, helped move the project along at pace. Lines of communication were kept open while international borders were shut, with virtual test observation through video-conferencing enabling the client to be present during testing.

The focus on communication helped the BRANZ team to establish and maintain a detailed understanding of Knauf's business needs. Together with BRANZ's track record of delivering when it counts, this leaves BRANZ in good position to maintain a strong relationship with a significant player in key international markets.