



Welcome to 2024 Q4 WMAI Newsletter. Happy Reading...

TECHNICAL ARTICLE

- Negative Side Tanking: What Is It?

OPINION PIECE

- Developing Effective Systems

OPINION PIECE

- Why test at all... we never have in the past

ADVERTORIAL

- Marketing Matters

REMINDER TO SHOWCASE YOUR TALENT!

We announce the introduction of a new section for this year: **GENERAL INTEREST**

This is where you, our members, get to showcase a job that you are particularly proud of.

It might be an interesting project, an unusual use of membrane, or maybe just a really good-looking job.

IF IT HAS WATERPROOFING, IT QUALIFIES.

Look out for the submission form on the WMAI website.



A call to Associate Members

The WMAI is commencing our strategic plan for the coming years.

As our work on the Single Layer Membrane Code of Practice nears completion, our focus turns to areas such as training, apprenticeships, or other codes of practice.

Your feedback would help the WMAI understand the priorities applicators perceive as most important.

Is it time for the Associated Members to form a committee to assist the Ordinary Members?

Written submissions can be sent to the vicechair@wmai.org



TECHNICAL

Negative Side Tanking: What Is It?

BY STUART TANSEY, NEWTON SYSTEMS LTD

When you hear the term “negative side tanking”, it might evoke thoughts of something undesirable.

However, this tried and tested method of below ground waterproofing is anything but negative. Used globally for decades, it currently protects some of the worlds most renowned buildings from water ingress. For some projects Negative side Tanking is not just beneficial – it is essential!

It is a method of waterproofing a structure from the inside (Negative Side), typically used in basements and underground structures that are fully or partly retaining. The technique involves applying or fixing a waterproofing barrier membrane directly onto the internal surfaces of the structure to prevent water from entering the internal space.

The use of the word “Tanking” comes from the idea that by completely sealing the walls and floor, a waterproof Tank is created keeping water out, a method that can be used in both new construction and existing.

This method has always been a critical component of waterproofing a structure below ground.

What is the problem being addressed:

Our growing population and the high demand for more building space is already pushing us to build closer to our neighbours and subdivide land more frequently. This trend is making it increasingly impractical to remediate external tanking systems and with increasingly unpredictable weather patterns leading to more frequent rise in our water tables - the increased water pressure below ground is challenging and testing our existing systems like never before, often with bad results.

A visit to a typical New Zealand home, partially retained, block built with a concrete floor, affected by recent severe weather, highlighted just how essential it is but how little knowledge is available. Logistically impossible to get to and repair the external tanking, the homeowner was left with only one solution, to remediate on the inside, but with limited choice and available knowledge, they chose to take matters into their own hands, their DIY solution failed, a scenario that is becoming all too common a scene.

The Solution:

It is time to embrace this method of waterproofing protection and offer it up as a viable, guaranteed solution, and we can start by understanding what choices we have.

There are two methods when it comes to negative side protection. The first is **Cavity Drain Membranes** used successfully in the UK and Europe for over 60 years and in New Zealand for over a decade, this solution provides a more sympathetic approach and can be installed within most structure types.



It uses a system of high-quality cusped sheet membranes, mechanically fixed with special plugs to the internal walls, instead of holding back water pressure, this method allows water that enters the structure to depressurise behind the membranes and be directed to strategically positioned drainage channels, from there, water is managed quickly and efficiently to a natural gravity drainage outlet or a sump and pump system.

This method relies on the structure keeping the bulk of water out but acknowledges some seepage, thus placing no additional stresses or strains on the structure from rising water tables. Once in place, this system remains flexible, the recycled HDPE membranes provide a watertight vapor control layer that is rot-proof, completely reversible, and resistant to many hydrocarbons and gases. Unique to this method, it is the only system on the market that can be fully tested to ensure 100% perfection, with discrete access ports installed for ongoing maintenance at any time after installation.

The next option is **Tanked Protection** probably the more commonly known and traditional method, this involves, preparation of the surfaces and applying a product to bond directly to the internal face of a structure.

There are three primary product types for Tanked protection:

- 1. Bonded Sheet Membranes:** Sheets/Rolls of waterproof material bonded to the surface using primers and adhesives, welding joints and additional loading onto the membranes may sometimes be required.

2. Liquid Coatings: These include epoxy, and polyurethane membranes applied as liquids and cure to form a waterproof layer, flexible and easy to apply, not suitable for all substrates, a full understanding of structure type and environmental conditions necessary.

3. Cementitious Membranes: Multi-coat renders and cementitious coatings can be modified for added flexibility, wear resistance, and more. With correct design, suitable for most structures but require a full understanding of the structure type and ground conditions.

Negative Tanking products rely entirely on the stability of the structure, as they have no structural integrity of their own. A full bond to the substrate should always be achieved to resist potential hydrostatic pressure created by rising water tables. The choice of membrane depends on the nature of the substrate and environmental conditions.

With experience and the correct design, both options can offer a guaranteed remedial solution.

For the homeowner mentioned earlier in the article the cavity drain solution was designed and installed, meeting the needs of the structure and providing a guaranteed dry solution.

It should be noted however, that neither option is suitable for the DIY enthusiast.

The Future of Negative Side Tanking

In my career, I have successfully designed negative side tanking solutions for a wide range of construction types, from very old heritage properties to extremely large and deep new commercial properties. I can confidently say that water does not discriminate; the damage it can cause and the issues it creates are the same regardless of the property's cost or type.

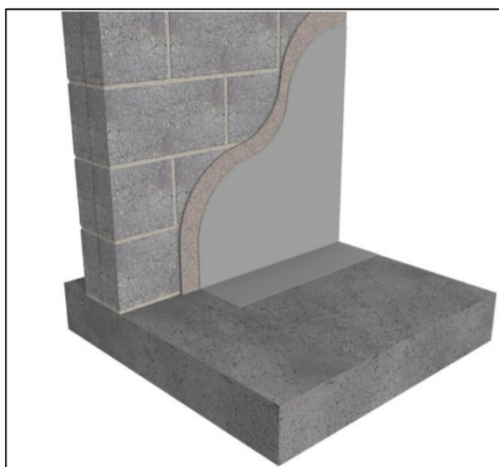
Historically, Negative side Tanking was mainly used for refurbishing or upgrading existing basements, but current thinking is shifting towards its use in new constructions designed as a contingency solution. Having confidence, knowing what choices are available, and appreciating the new innovative technologies these systems offer, is essential for below ground waterproofing in both remediation and new builds.

The future is now. Current tanking systems are being put to the test, and climate change has increased the importance of considering a structure's lifetime performance. Too often, insufficient consideration is given to waterproofing requirements, often addressed too late or dismissed as lacking tangible value because it is neither visible nor usable. Water will penetrate even the smallest defect; and for a waterproofing system to work, it must be 100% defect-free, perfection is rare on a construction site, and these oversights typically result in the exclusion of waterproofing or the implementation of inappropriate solutions by inexperienced installers, usually driven by unrealistic budgets.

This also applies to existing building solutions.

With more complex structures being built, reclaimed land being used, intense rainfall and extreme weather events, knowing our choices and designing waterproofing solutions with forethought will minimise disruption and ensure long-term performance. We have the methods, experience, and expertise and with dedicated guidelines and more confidence, we can improve the resilience and longevity of our structures against water ingress. ■

www.newtonsystems.co.nz





OPINION

This is a personal opinion and is publicly owned by the writer.

Developing Effective Systems

BY GERRY MEKKELHOLT, VICE CHAIR, WMAI

A system consists of a set of principles or procedures according to which ‘something is done,’ forming an organised scheme or method.

Through numerous discussions with company owners, I have observed the introduction of new systems designed to save money or reduce waste within their organisations. Although these systems often have great potential, they frequently fall short of achieving the desired results. This shortfall is rarely due to the concept or system itself but rather the challenges associated with its enforcement.

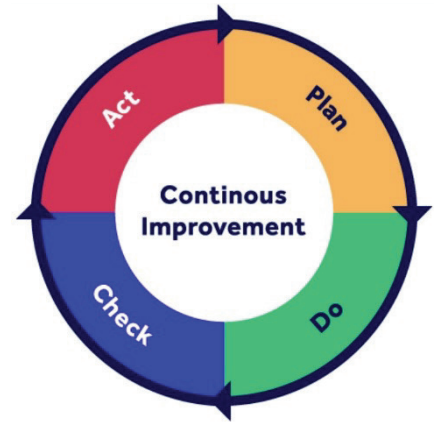
A common issue is that a system, although initially successful, begins to fade after a month or so, with employees reverting to previous methods. Effective management is crucial in maintaining adherence to new systems. Managers must ensure that employees remain focused and committed to the system and must be held accountable for the successful implementation by the employer.

Another recurring problem arises when the relationship between the Contract Manager and Company Owner hinders accountability. If the owner is either too reliant on (or too friendly with) the Contracts Manager, necessary accountability may be overlooked, resulting in stagnation and repeated failures.

Accountability is essential for employees to fulfill their roles and duties effectively. While additional incentives should not be necessary for employees to perform their tasks, they may be useful initially to foster buy-in and help integrate the new tasks into routine practices. Simple acknowledgement and praise can also be effective in ensuring employee engagement.

For example, addressing the common issue of brushes and rollers left in partly used buckets or not cleaned for reuse. Implementing a system that encourages proper maintenance can lead to significant cost savings when this mindset becomes habitual and propagates throughout the entire business. These savings can then be shared with employees as a one-off payment, highlighting the financial benefits of adhering to the new system.

By developing and enforcing effective systems, companies can achieve long-term improvements and efficiencies, ultimately benefiting both the organisation and its employees. ■



OPINION

This is a personal opinion and is publicly owned by the writer.

Why test at all... we never have in the past

BY MALCOM ROSS, DETEC NZ

At the end of February, we made an impromptu visit to the Waikato, Bay of Plenty and Auckland, visiting a select number of architects, waterproofing contractors and manufacturers. During that visit one of the recurring themes was that their clients would expect any waterproofing to be installed correctly and not leak.

The question was then raised “Does employing a testing method or just simply encouraging testing mean there is an inherent problem with a waterproofing system in general?” The argument has validity, and in some respects, is a logical argument... until you start comparing testing to other trades and professions.

A plumber conducts a pressure test to ensure water is not leaking from the newly installed pipes. It is a test that

forms part of the job. They conduct bubble tests on gas lines too.

An electrician checks their installed cabling and confirms with RCD trip tests and 'injection Tests' (where required). These are tests that form part of a job and a certificate confirming compliance is provided.

Would you want to work in an office building where the Fire Protection System has not been or is not regularly tested?

You would not drive your car knowing the mechanic had not (at the very least) taken it for a test drive to ensure it was all working fine and handling properly following a major braking system overhaul? But of course, it is all new so it must be fine!

The number of times we have met people who have said "I have a leak in the building but all this rooftop work is new so it cannot be that!" is concerning. Just because something is new does not mean a mistake or damage by others has not occurred.

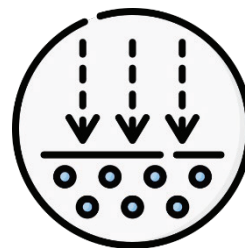
Testing and checking of completed work are in virtually everywhere of normal business operations, if not our lives. We unconsciously expect testing has been completed for every product we apply, every tool we use, every service we employ and every bite/drink we consume...and yet there is a massive resistance out there to testing installed waterproof membranes when the fallout of a failed system can cost the applicator, developer, project manager, builder, architect, end user and anyone else in the firing line dearly.

With the right planning and implementation **Electronic Leak Detection testing** can become part of standard installations. Conducted independently it verifies your workmanship, protects the bottom line of your business and means you can become more competitive where you do not have to factor in return to site costs to rectify your work and any resultant damage caused by others.

It also means where the asset owner comes to sell the building the one thing purchasers want assurance of is the building watertight...to which the owner can say "Yes! And here are the results of a test that was conducted on the roof last week!"

Just because we have not done it in the past – it does not mean we still do not need to.

Think about it... Happy waterproofing – The Team at [Detec New Zealand](#). ■



ADVERTORIAL

Marketing Matters

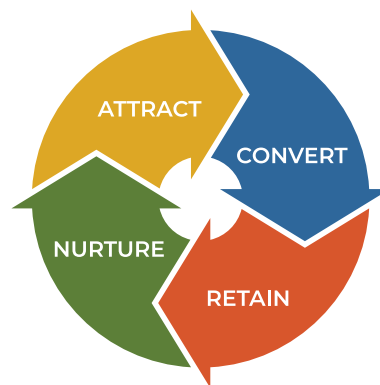
BY TERRI GASPARICH, TG DESIGN

Welcome to the first in a series of articles that'll cover the importance of marketing for your business, helping you develop a strong credible brand that leads you to more opportunities, partnerships and industry recognition. Following articles will expand on the top six strategies.

Many trade professional businesses overlook marketing or skip it altogether, thinking their work will speak for itself.

While a strong reputation is important, marketing is what brings that reputation to the forefront. It allows potential clients to discover you, builds a solid reputation for reliability, and, perhaps most importantly, maintains visibility even during slow periods.

A marketing plan – however simple – gives focus and direction, ensuring that your name stays in front of the right people. By keeping a few strategies running **consistently**, you'll benefit from a steady flow of inquiries and a loyal client base, ready to turn to you for their next project.



Even a small but steady presence makes it easy for past clients to refer you, keeps your reputation strong, and builds trust with prospective clients.

I've put together a list below of the **Top 6 Strategies**, and given some reasons on how and why each are needed for business growth:

WEBSITE

Foundation: A professional website acts as the central hub for all your online activities. It provides a place for customers to learn about your business, products, and services.

Credibility: A well-designed website establishes credibility and professionalism.

Conversions: It offers opportunities for visitors to convert through calls-to-action (CTAs), such as signing up for newsletters, downloading lead magnets, getting in contact, and making purchases.

PRINT MARKETING MATERIAL

Brand Visibility: Physical marketing materials like brochures, business cards, and flyers help maintain brand visibility in the real world.

Tangibility: Print materials provide a tangible way for customers to remember your brand. Offers a way for your sales people to engage with potential clients.

Complement to Digital: They can drive traffic to your website and social media by including URLs and QR codes.

LEAD MAGNET

Value Exchange: Offering valuable content eg. eBooks, guides, checklists, in exchange for contact information helps build your email list.

Qualified Leads: Attracts potential customers who are genuinely interested in your offerings.

Trust Building: Demonstrates expertise and builds trust with your audience.

EMAIL MARKETING

Direct Communication: Provides a direct line to your audience, allowing you to deliver personalised messages.

Nurturing Leads: Regular emails can nurture leads by providing valuable content and offers, moving them down the sales funnel.

Customer Retention: Keeps your business top-of-mind for existing customers, encouraging repeat business.

SOCIAL MEDIA CHANNELS

Engagement: Allows you to engage with your audience, building relationships and fostering a sense of community.

Brand Awareness: Increases brand visibility and awareness through consistent posts and interactions.

Traffic Generation: Drives traffic to your website through shared links and promotions.

NETWORKING

Connections: Builds relationships with other businesses, potential clients, and industry influencers.

Referrals: Can lead to referrals and recommendations, expanding your reach.

Collaborations: Opens opportunities for collaborations that can enhance your brand's credibility and visibility.

Ensuring consistency across these strategies reinforces your brand message and values, creating a cohesive identity that customers then recognise and trust.

By combining these marketing strategies, you create a broad approach that covers multiple connections with your audience. Each strategy supports the others, creating a united effect that can drive growth, build relationships, and ultimately lead to increased business success – which is what we're all after, right?

When deciding on marketing strategies for your business what do you find the most challenging?

Check out the **GROWTH Package** on my website.

It offers marketing direction without requiring your business to take on a full-time in-house marketing team.

When you need help deciding on which marketing strategy to take on first, or next, as your business grows, and you then need to get it done and working for you – let's chat – it's what I help my clients with. ■

www.tgdesign.co.nz