



Building – Fear and Loathing of New Products

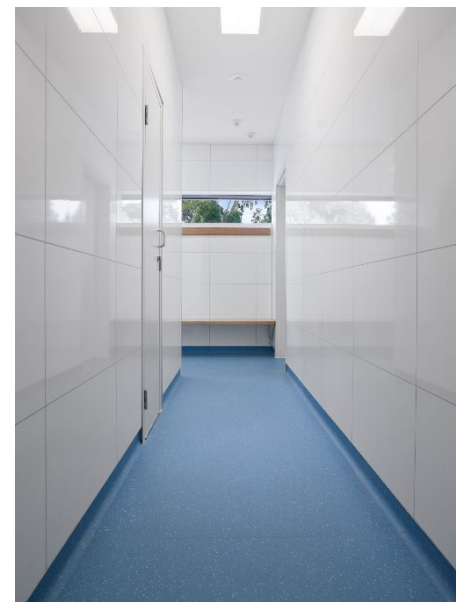
My business is like so many small to medium sized building companies with limited resources and we juggle the management of multiple jobs, while setting up the next project and simultaneously bid for five others in the hope of keeping employees busy. So, when a project requires us to use a new product it CAN THROW us. In our world, **NEW = RISK!!!**.

I was happy to win a Victorian State Government tender to update toilets, change rooms and showers in a central Geelong building just as the covid-19 shut down was beginning to impact Australia. But I dreaded the fact that the specification included a product called Fibo. Never heard of it! I was told that Fibo is a grout-free alternative to ceramic wall tiles. Typical architects, always wanting to beat a new path instead of sticking to a tried and tested product like tiles. The doubts begin ringing in your head, have I allowed enough labour? Are the quantities correct? Where do I find support and who guarantees the product?

Could not help but think that Fibo was the last thing I needed.

Now with the job finished I do reflect and think that sometimes it is good to be challenged, to be pushed to try something new or different. The outcome has been all round positive. The result is a happy client and a job that ran smoothly and finished ahead of schedule.

On a personal note, I think the finished look of Fibo is fantastic and I was proud to add this to my portfolio of work.



Not wishing to relive every bump along the way, my dread of using Fibo was diminished through several initiatives of the Australian Distributor, Sourcecorp Group. At the commencement of the project Sourcecorp attended site to provide practical demonstrations of the Fibo installation sequence. When the first panels were being fitted Sourcecorp spent the entire day on site assisting my installation crews. During the installation, several practical changes were made and again Sourcecorp were able to

support our decisions by swapping out component parts of the Fibo System. This helped to improve the finish and speed up the installation. With some Fibo stock left over at the end Sourcecorp came to site to take away these materials and provided a full refund for the returned stock.



Fibo is a good system and has many advantages over conventional tiling. I understand it is proven overseas but it is new to Australia and that is all that matters to me. Possibly a reason why new and sometimes perfectly good products come and go is because without familiarity with the system, it can be easy to miss a step causing frustration and a poor finish. One bad outcome is often enough. Sourcecorp obviously know this, so they went the extra mile to ensure my job was given every chance of success. Sourcecorp live their philosophy, that the Fibo System is only as good as its last installation. I wholeheartedly endorse the Fibo System and wish the Sourcecorp team all the best in promoting it.



We are grateful for the opportunity to work with the Sourcecorp team and for their guidance in introducing us to the new Fibo product, a product that we highly recommend and look forward to using again on future projects.

Thomas Harris

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