



CHADWICKS
GROUP



***CELEBRATING
200 YEARS OF
THE IRISH HOME***

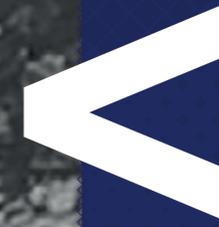


CHADWICKS
GROUP

chadwicksgroup.ie

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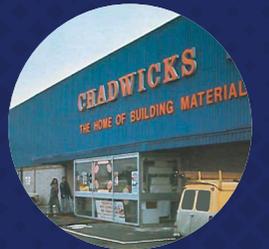
ABOUT CHADWICKS GROUP

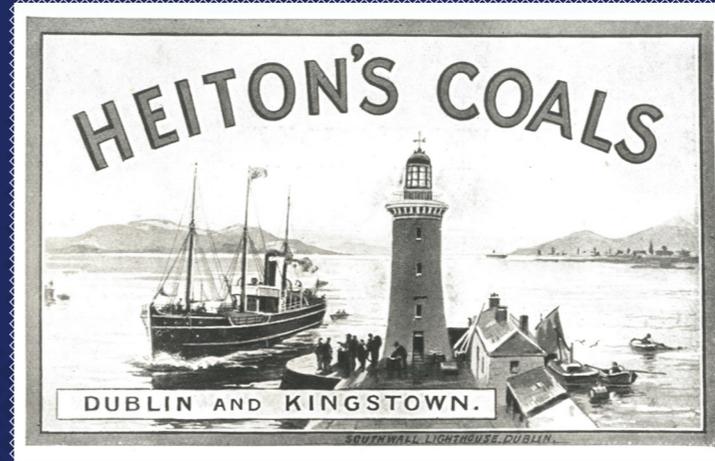
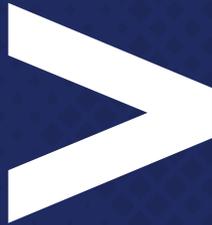
Chadwicks Group is Ireland's leading builders' merchanting company, operating with 50 stores and over 1,300 employees across the country.

Thanks to our unrivalled knowledge and expertise in the construction sector, we have been part of the fabric of everyday life in Ireland for over 200 years, providing building materials to homes, hotels, farms, transport networks and every other form of business throughout the country.

Our story starts in 1818 when Thomas Heiton set up business in Dublin as a coal importer and distributor meeting the needs of the growing city. In the early 1900s the business diversified, adding a sector specialising in iron products, and from the 1960s onwards, additional products such as timber and plumbing products were added.

Our Chadwicks business was founded in 1902 by William Thomas Chadwick at Talbot Place, Dublin, to supply builders' merchants and the major building contractors with cement and plaster produced in Ireland and abroad. During this time all deliveries to Chadwicks' customers throughout Dublin City and County were by horse drawn vehicles. In the early days the firm owned three horses and carts, but as business increased they added a fourth horse and cart and employed another driver!





In the '50s the business expanded, moving to bigger premises in Walkinstown and adding new lines such as fire clay to its range of building products. Further expansion took place in the '60s and in 1967 the company opened its first branch outside Dublin in Kilkenny.

Today, Chadwicks is Ireland's leading Builders Merchants and Home Improvement Specialist, offering customers a huge range of timber, building materials and home improvement supplies including plumbing and heating products.

Alongside Chadwicks and Heiton Buckley, we also operate Heiton Steel, The Panelling Centre, Morgans Timber, Telfords, Cork Builders Providers, and Davies builders' and plumbers' merchanting businesses in the Republic of Ireland.



ABOUT THE REPORT

Our company has played a significant role in Irish homes over the past 200 years. From kitchens to doors, floors and bathrooms, we have helped create the homes and communities we live in today.

To celebrate our heritage, we have put together a report examining the changing tastes, trends and décor in the Irish home over the last 200 years.

We questioned 1,696 Irish adults to determine what trends have lasted the test of time and what designs should be consigned to the history books.



STATS AT A GLANCE

NUMBER OF PEOPLE PER HOUSEHOLD



1,696
IRISH ADULTS
SURVEYED

53%
WOMEN

47%
MALE



LIVE ALONE

7%



2 PEOPLE

25%



3 PEOPLE

19%



4 PEOPLE

25%



5+ PEOPLE

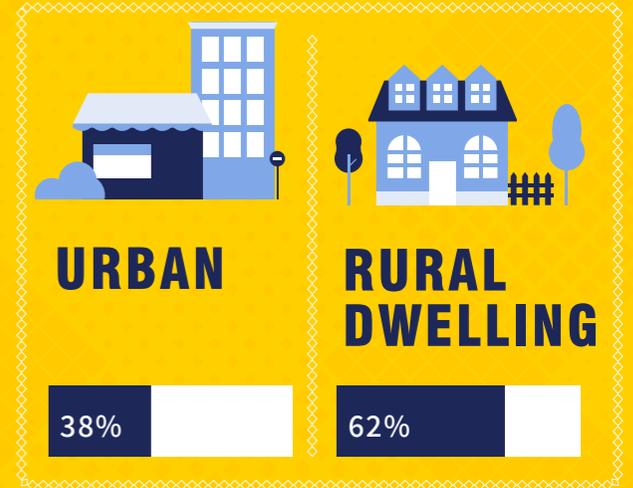
24%



88%
OWN THEIR HOME



12%
RENT



TYPE OF DWELLING PEOPLE ARE LIVING IN



34%
BUNGALOW



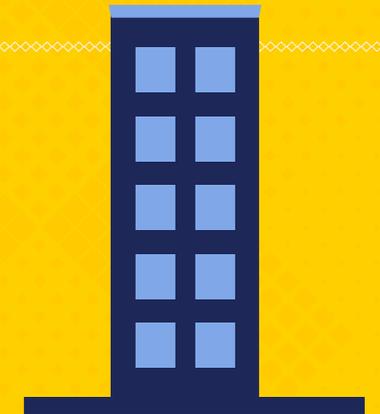
38%
DETACHED



20%
SEMI-DETACHED



7%
TERRACE



1%
APARTMENT

IRISH HOMES OVER THE LAST 200 YEARS



1800s

THATCHED HOUSE

GEORGIAN HOUSE

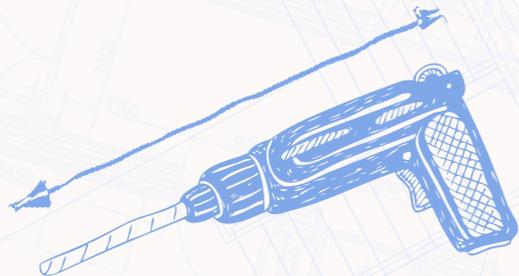
BUNGALOW

TWO STOREY

APARTMENT

PRESENT DAY

THE RIGHT TOOLS FOR THE JOB

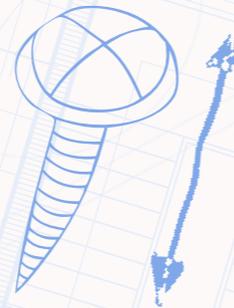


THE ELECTRIC DRILL

The invention of the electric drill is credited to Arthur James Arnot and William Blanch Brain of Melbourne, Australia, who patented the electric drill in 1889. Six years later, in 1895, the first portable handheld drill was created by brothers Wilhelm & Carl Fein of Stuttgart, Germany. Today there are more than 175 types of drill available in our branches.

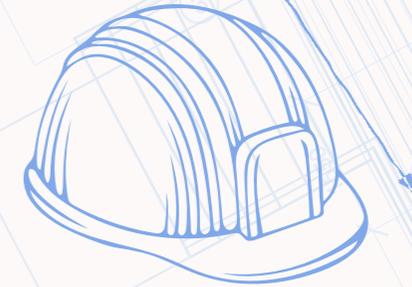
THE PHILLIPS SCREW

The most popular screw in the world was first used on the assembly line for the 1936 Cadillac. Henry F. Phillips patented the idea with the intention of using the screws with automatic drills, as they could withstand greater pressure, but they soon sprung up everywhere. Chadwicks sells on average, over 75 million screws every year!



THE HARD HAT

In 1898, Californian based mining equipment company E.D. Bullard, sold protective hats made of leather. E.D.'s son, E. W. Bullard, returned home from World War I with a steel helmet that provided him with ideas of improving industrial safety. In 1919 Bullard patented a "hard-boiled hat" made of steamed canvas, glue and black paint.

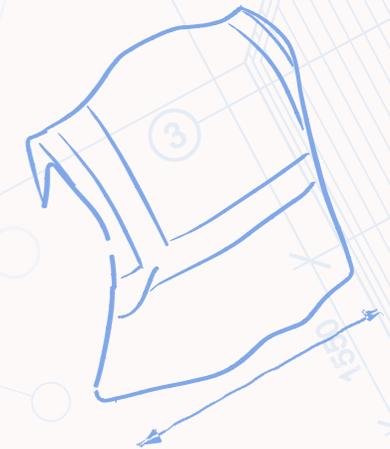


HIGH VIS

The high vis dates back to the 1930s. Created by American Bob Switzer, he developed a fluorescent paint while recuperating from an industrial accident. He then went on to fashion the first item of high-visibility clothing from his wife's wedding dress!

DID YOU KNOW?

-  The colour of hard hat on a building site often indicates the type of work the wearer carries out.
-  White hard hats are usually worn by foremen, site managers or supervisors. Orange hard hats are commonly worn by lifting operatives or banksmen. They wear orange so that the crane operator can pick them out from other people on the site!
-  Carpenters and electricians traditionally wear blue hats and welders wear brown. The most common type of hard hat is yellow which is worn by general labourers on-site.



CHAPTER 1:

OUR LOVE AFFAIR WITH INTERIOR DESIGN



50%

SAY HOME DECORATION AND
INTERIOR DESIGN ARE VERY
IMPORTANT TO THEM

37%

ARE INTERESTED IN
INTERIOR DESIGN

WHAT INFLUENCES OUR TASTE?

Much like the origins of our company, the history of what we now know as interior design can be traced back to the 19th century and the Industrial Revolution. The economic advances of that time led to an increase in middle-class housing as city suburbs developed. Influences on style were varied and included those brought from the far corners of the British Empire (which Ireland was part of at this time) via its trade routes.

Furnishings became available through new channels including mail order and department stores, as the idea of the 'antique' emerged. Architectural magazines and books on etiquette spread ideas of style and taste. Women were typically in charge of domestic spaces and therefore they were more amenable to adopting the fashions that dominated interior design choices.

Today, taste and style remain important in the Irish home with 64% saying they are influenced by current interior design trends.



64%

ARE INFLUENCED BY
CURRENT INTERIOR
DESIGN TRENDS



47%

SAY COLOUR TRENDS
ARE MOST IMPORTANT
TO THEM



25%

SAY SOFT
FURNISHINGS
ARE THEIR FOCUS

MODERN



TRADITIONAL



MOST POPULAR DÉCOR:

CHAPTER 2:

THE RISE OF THE FITTED KITCHEN

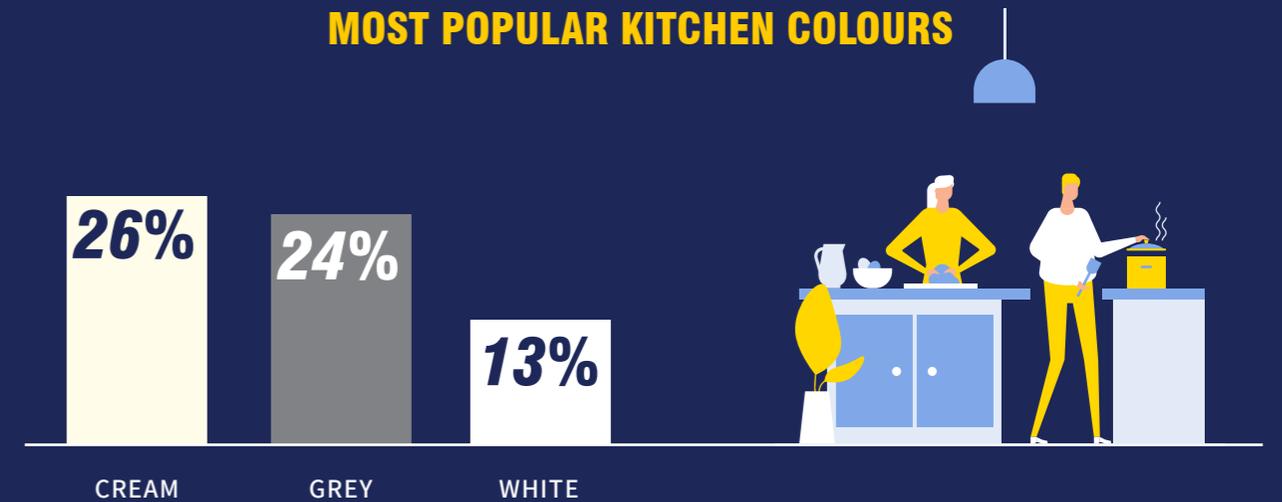




The most influential Modernist design school, The Bauhaus (1919-33) was founded in Germany and was influenced by the Arts and Crafts Movement's break with styles of the ancient world and its emphasis on domestic space. Bauhaus design was influenced by new materials and mass manufacturing. It promoted white walls, big windows and open-plan living areas furnished with fitted kitchens, metal-framed chairs, geometric hanging lights and adjustable desk lamps. Essentially, we can say that it provided templates for our contemporary homes.

Today the kitchen is the heart of any home. In fact, according to research* carried out last year by The Panelling Centre, over half of us spend most of our time in the kitchen when at home and three quarters of us would be willing to sacrifice space in other parts of our home for a larger kitchen!

MOST POPULAR KITCHEN COLOURS



*Kitchen research was carried out among 301 Irish adults aged 18+ (95% female, 5% male) in 2018 by The Panelling Centre.

CHAPTER 3:

THE ERA FASHION FORGOT



68%

PRESENT DAY DÉCOR WOULD
BE THEIR STYLE OF CHOICE

1 IN 4

FEEL THE 1970S WAS THE LEAST
STYLISH FOR HOME DÉCOR

64%

ARE INFLUENCED BY CURRENT
INTERIOR DESIGN TRENDS

Just like fashion, every decade has its own unique style. Art Deco, which took elements of Modernism and combined them with influences from Egyptian and Aztec art, as well as incorporating the spirit of jazz, was popular between World Wars I and II but continued into the 1940s in Ireland. Part of its popularity was that it was the dominant visual style of contemporary Hollywood films and the architecture of local cinemas also reflected this influence.

In the subsequent decades, Irish people became familiar with European and American design influences, but these were slow to take hold, meaning that design tastes were conservative and largely traditional. However, for a generation of newlyweds in the 1960s, various factors combined to expose their tastes to new influences. These included the launch of RTÉ television (1962),

stronger economic growth, closer ties to Europe through membership of the EEC, the advent of the Spanish package holiday, and the worldwide promotion of Scandinavian furniture and interior design.

By the 1970s and 1980s interior design styles became more globalised as the influence of television and film combined with the spread of specialist homeware and DIY stores.

By the 1990s there were any number of popular design styles as television programmes dedicated to home improvements multiplied and the Celtic Tiger provided the economic means to make regular home improvement changes happen. Our love affair with home improvement shows continues to the present day with shows like Room to Improve drawing in large audiences!



THE LEAST STYLISH DECADE

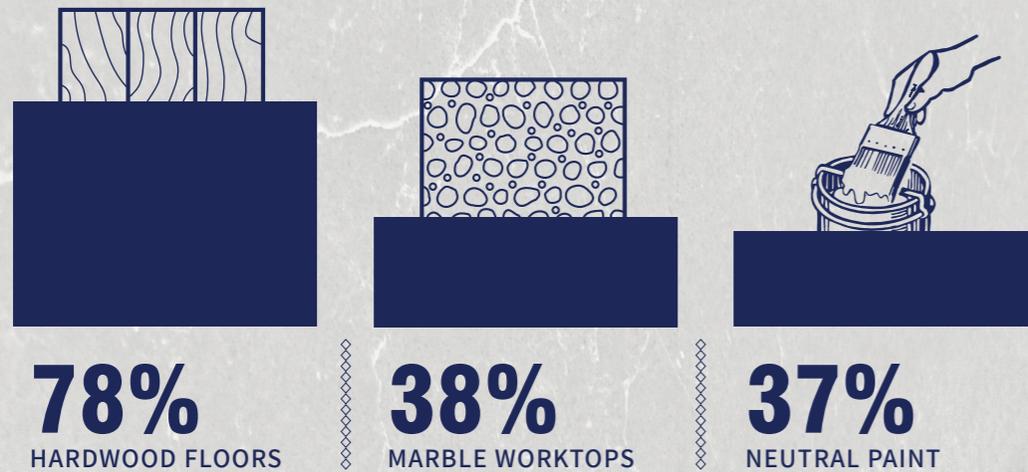
While the '70s might be making a comeback on the catwalks, it seems that we want its interiors trends to stay firmly in the past. The era that brought us everything from avocado bathroom suites to wooden kitchens and lots of orange is our least favourite period according to 1 in 4. The glitz and glam of the 80s is also a turn off for Irish home owners, with 17% saying the era that brought us swags, tails and wallpaper borders is a style no-no.

CHAPTER 4:

STANDING THE TEST OF TIME

TRENDS THAT STAND THE TEST OF TIME

What trends from the past 200 years were voted as still being stylish / relevant today:



When we speak of designs that are ‘timeless’, ‘classic’ or that ‘stand the test of time’, we are most likely thinking of those that are functional and logical. The Modernist (mainly urban) interior was conceived in the 1920s and provided a ‘blank canvas’ of hardwood floors and pale monochromatic walls into which splashes of primary colours could be added through furnishings and fixtures.

The vernacular (mainly rural) interior was similarly Spartan but its furnishings were based on locally sourced materials and functional objects that emerged through day-to-day necessity (for example wooden chairs with woven rush seats or the farmhouse dresser). By comparison, many design styles can be dated to a moment when they were popular for a particular and short amount of time. This can be demonstrated through materials, patterns or colours: for example, the wicker furniture, stippled ceilings and brown and orange colour combinations of the 1970s; or the plastics, mint green and pale pink combinations of the 1980s.

FLOORED



While hardwood flooring may be a trend that has stood the test of time, more and more customers are opting for hardwood alternatives which are more cost effective and environmentally friendly.

Laminate flooring is now the most popular type of flooring sold and can mimic the look and feel of solid wood with less of the upkeep. Another trend is the move away from darker wood colours to grey and white flooring.

For those who still love traditional wood flooring, beech is the most popular hardwood flooring sold in Chadwicks.

CHAPTER 5:

ROOM TO IMPROVE



1 IN 20
REDECORATE THEIR
HOME EVERY YEAR



According to our research, 39% of us are planning to renovate our homes in the next 18 months. Home improvements tend to be linked to the economy, when it's doing well, people are more likely to make major modifications to their homes (including extensions and renovations). Minor renovations (redecorating, new furnishings) are less affected by economics and in general over 3 in 4 of us redecorate our homes at least every five years!

The desire to renovate our homes at regular intervals is often led by the media (television, magazines, newspaper supplements, online communications) but it is also influenced by our peers.

TOP TIP!

Before starting any renovating job, be sure to do your research first! Your local builders' merchants such as Chadwicks or Heiton Buckley are a mine of information. Ask the experts there for their advice. They will have all the latest information around building regulations, insulation u-values and the latest product trends.



DID YOU KNOW?

When it comes to adding value to your home, it's not just about square feet! To add real value to your home through renovations, you need to look at the usable space so it's important to make sure you're maximising the space in your home.

The renovations that are most likely to add value to your home are

- An extra bedroom
- Loft / attic conversion
- Conservatory
- Installing a new heating system

39%

ARE PLANNING TO
RENOVATE IN THE NEXT
18 MONTHS



78%

REDECORATE THEIR
HOME EVERY FIVE
YEARS OR LESS



CHAPTER 6:

A PLUMB JOB



One of the greatest changes in Irish homes over the last 200 years has been in plumbing. An indoor bathroom was once considered a luxury but today almost a half of Irish households have three or more bathrooms in their home!

Today bathrooms come in all shapes, sizes and colours but when it comes to renovating your home, a bathroom can be a question of taste. If you're looking to change your bathroom to add value to your home, err on the side of caution and stick to more neutral tones as opposed to the more garish suites of yesteryear!



1 BATHROOM

20%



2 BATHROOMS

31%



3 BATHROOMS

32%



4+ BATHROOMS!

17%

FAVOURITE COLOUR FOR A BATHROOM SUITE*

 **72%**
WHITE

 **8%**
CREAM

 **7%**
GREY

*Top 3 colours

DID YOU KNOW?

Chadwicks showrooms showcase the latest technology and innovations in bathroom design to take your bathroom to the next level. Key innovations include built in Bluetooth features which enable speakers that allow you to listen to the latest podcast or music while in the shower or bath, or bathroom mirrors with USB charging sockets.



SUSTAINABLE BATHROOM

Sustainable bathroom options include technology that uses unique twin-jet technology to create optimum water droplet size and pressure, with over 300,000 droplets per second while using less water overall. The result is an immersive, full-body shower sensation that transforms your regular shower into an experience like no other.

DID YOU KNOW?

There are new Digital Shower ranges that allow you to control your shower from your smartphone.

Set your ideal temperature for your shower from your phone and you can even set your shower to warm up mode so that the shower is ready when you are!



CHAPTER 7:

GETTING INTO HOT WATER

When Thomas Heiton set up business as a coal importer in 1818, open fireplaces were one of the only ways to heat a home. While fireplaces remain as much on trend as they were over 200 years ago according to 25% of people polled, the way we heat our home has changed significantly!

Over the last 10 years, heat pumps and solar panels have become more popular in Irish homes. The rise in their popularity can be attributed to the 2008 Building Regulations which require all new homes to include at least one type of renewable energy source.



COAL FIRE



IMMERSION



SOLAR PANEL



HEAT PUMP

Heat pumps are an efficient and eco-friendly alternative to oil, gas and other conventional home heating systems. You can use radiators or underfloor heating with heat pumps, but radiators will need to be sized appropriately as heat pumps work at a lower temperature than oil or gas boilers.

DID YOU KNOW?

Solar panels or tubes can be a great way to save money on your heating bills as they will contribute to your hot water requirements for around 60% of the year. If you're considering installing solar panels you will need to ensure the orientation of the roof is suitable, which your plumber can help you with.

TOP TIP!

If underfloor heating is on your wish list, check with your plumber first to make sure your house is suitable for underfloor heating.



CHAPTER 8:

PAIN T VS. WALLPAPER



One of the easiest and most effective ways of changing or customising an interior is using paint and/or wallpaper. The earliest wallpapers were found in China and date from about 200BC. Painting walls has been popular since ancient Roman times, but it wasn't until the mid-19th century that interior paint could be bought pre-mixed in tins.

In older houses wallpaper was often used as a practical way of literally papering over cracks and holding plasterwork together.

Its choice in contemporary homes implies a commitment to live with it for an extended period as it is difficult to hang and hard to remove. By comparison, paint is easy to apply and change and consequently is the preferred means of adding wall or ceiling colour. The most popular colours tend to be pale and neutral as they provide a 'blank canvas' to which more colourful furnishings and fittings can be added.

94%
PAINT

6%
WALLPAPER*



TOP PAINT COLOURS

- 1

White
- 2

Cream
- 3

Grey
- 4

Eggshell
- 5

Greige

LOOKING AHEAD

Every building starts with a foundation but every foundation starts with the right tools and materials. As Ireland's largest builders merchant we are proud to be the partner of choice for builders, homeowners and consumers.

We are a business with a tradition spanning two centuries. We have a national footprint but a local presence. We are present in more communities around Ireland than any other merchant.

The foundation for that success is our colleagues, who are trusted by the customers with whom they have been dealing for years. They provide expert advice backed up both by best-in-class training and their own front-line experience.

We build long-lasting relationships based on our knowledge, expertise and superior service. Our customers trust us to help them to build extensions, homes and kitchens and to carry out repairs, maintenance and improvements. We want them to have the best advice and the best product. We also want them to be able to fulfil their needs at the right price, in the right place and at the right time, every time.

We are a business with a long history and tradition. We are also building for the future. Our unrivalled network of physical locations is complemented by technology that makes it easier to seek advice, source product and get things done whenever and wherever our customers need us.



Building for the future means continuing our legacy of supplying the best advice and the best quality products. It also means taking a leading role in ensuring sustainable practices, technologies and materials are used throughout the construction sector both for new and existing buildings. In doing so we are making sure that our business, and the communities we serve, can continue to grow and prosper just as we have helped them to do in the past.

Looking ahead, we predict that technology and sustainable building solutions, from smart-enabled homes, to energy saving fixtures and fittings, will play an even more important role in Irish home décor over the next 5-10 years.

As Heiton Buckley and Chadwicks have evolved and developed over the last 200 years to adapt to changing tastes and consumer trends, so too have our sources of inspiration as we look to improve our homes. The digital age presents endless opportunities for inspiration, and plays a huge role in helping set trends and influence tastes for our homes. We have also seen the rise of social media and sites such as Instagram, Houzz and Pinterest as 'go to' sources of design inspiration. As this trend continues and design ideas evolve with every changing generation, Chadwicks Group will continue to support you in your building projects every step of the way.



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