

Craft Projects International Co Ltd (CPi) Launches New Website And Updated Corporate Image

Hong Kong's leading Roof & Cladding specialist Craft Projects International Co Ltd (CPi) has updated its corporate image.

Dec. 19, 2007 - [PRLog](#) -- Hong Kong's leading Roof & Cladding specialist Craft Projects International Co Ltd (CPi) has updated its corporate image. The rebrand, executed by Hong Kong based Marketing Consultancy; SB Consulting (www.sbconsulting.com.hk) includes a new website www.cpint.hk and increased use of the existing 'Craft Projects International Co Ltd' company name. Director & founder of CPi, Mr. Grant Craft said 'we are being invited to tender for more and more business outside of Hong Kong, so we feel that the 'Craft Projects International' name better reflects our identity these days'.

About Craft Projects International (CPi)

CRAFT Projects has was formed 12 years ago in 1995. The company specialises in roof & metal cladding, Aluminium, stainless steel, Zinc-titanium & Standing Seam roofing, Sandwich & Vitreous enamel panels & Pre-engineered buildings. They are one of the few companies to own their own Rollforming machines and can roll-form on site.

CPi works with all the leading brands in these areas including Kingspan, Rheinzinc, VM Zinc, HH Robertson, Chadwick Technology, Kalzip, Kalbau, Bemo, River Clack & Rigidal and can produce work to Factory Mutual Global approved standards.

CPi's competitive edge is gained via:

Direct Labour force:

Many roofing companies use outside or sub-contracted labour. This makes them hard to control and supervise, which can often lead to delays. CPi's expert teams are recognised industry-wide for their diligence and hard work. We employ our own engineers, draftsmen, purchasing officers, site supervisors and on-site labour, all of whom work closely together to provide customers with the most professional advice and technical expertise available in the steel and cladding industry today.

CPi Unitized Roofing System:

This system is considerably safer than traditional erection methods. The system incorporates the Internal Liner, Acoustic & Thermal Insulation, Vapour Barrier, Purlins and Subframe into one 'Roofing Unit' which are fabricated at ground level & then installed as a completed section.

The 'CPi Unitised Roofing System' offers a clear advantage over traditional methods we also incorporate a Safety/Working platform into our design for the bay adjacent to our workface.

Rollforming Machines:

CPi owns its own roll forming machines which can be transported to the site in a specially modified 'CPi Mobile Fabrication Facility' inside two 20-foot Shipping Containers. This is ideal for Greenfield or remote-access sites. If required, the Rollformer can be raised up to roof-level, positioned outboard of the gutter and roll forming can take place at roof level. A crane at ground level lifts the coils to the Rollformer.

Factory Mutual Global Approved:

CPi's clients demand quality, and our position in the marketplace depends on producing quality products. We ensure the quality of our products and protect our market share by obtaining third-party certification from Factory Mutual (FM) Approvals (www.fmglobal.com). Industrial and commercial companies around

the world rely on products and services that have been tested and approved to rigorous FM standards. The 'FM APPROVED' mark, assures you that our projects conform to the highest international standards.

CPI has designed and tested to approval two roofing systems under FM Global. The first was in 1999 when CPI had a 50mm Double-Lock Standing Seam tested to FM-90. At the time the same system had only been approved to FM-60. CPI designed a new fixing clip and as a result the system was successfully tested and approved to FM-90 loads. CPI's own Rollformer machine can produce this profile.

About SB Consulting:

SB Consulting (www.sbconsulting.com.hk) is a Hong Kong based marketing consultancy firm providing marketing consultancy, branding, digital marketing and business development services to clients in Hong Kong & across Asia.

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Craft Projects International (CPI) is a Hong-Kong based Construction Company, offering innovative construction solutions to our clients.

Today's steel and cladding industries have evolved into highly sophisticated niche disciplines. From subways to shopping malls and airport terminals, Pre-engineered steel buildings and cladding systems are used in the construction.

Website: www.cpint.hk/projects.php

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