

**Out & About**

The Estates Office, Newport, official opening

THE team behind the newly-refurbished The Estates Office, at Pentonville in Newport city centre, held an event to celebrate the listed-building's official opening. For full story see page 1.



Chris Taylor, Suzi Purnell, Adam Ryan



David Barnes, Fiona Weaver, John Morton



David Pugsley, Raymond Nessbert



Justin Kingdon, Gerrard Williams



Louise Evans, Rob Evans and Mayor of Newport, Matthew Evans



Neil McDonagh, Simon Morgan

For more pictures from this event visit [www.facebook.com/SWABusiness](http://www.facebook.com/SWABusiness)

# Engineer tries to solve the pyramids' puzzles

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**PETER James, managing director of Newport-based Cintec International will be featured on More 4's 'Treasures Decoded' programme on Wednesday.**

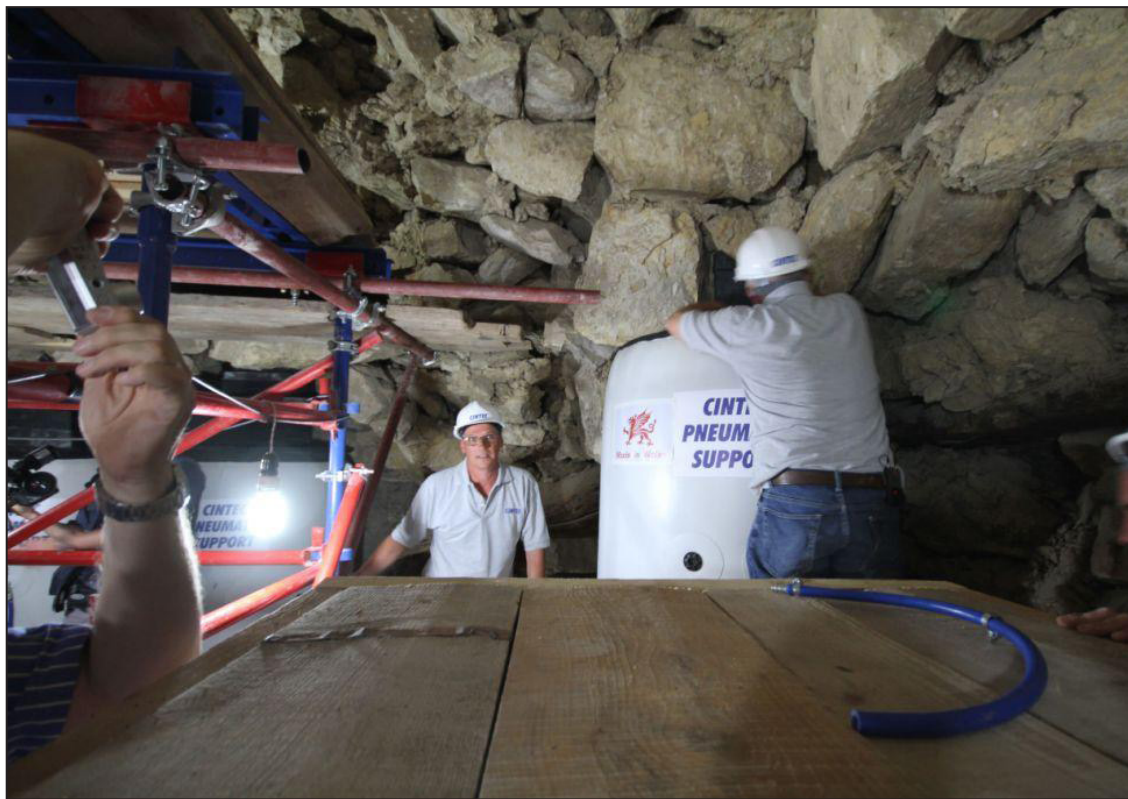
In January of this year, Peter James proposed his theory on how Egypt's great pyramids were constructed, a theory which challenged many of the ideas accepted and shared across the world currently.

Peter's theory will be featured on the More 4 programme 'Treasure Decoded: Great Pyramids' which looks to resolve the many unanswered questions surrounding how Egypt's great pyramids were constructed.

The 'Treasures Decoded' series, commissioned by Channel 4, explores the mysteries surrounding the world's most famous historical sites.

Having worked in the construction industry for more than 50 years, Peter used his building expertise and vast experience working on Egypt's iconic monuments to give a fresh perspective on the construction of the pyramids.

Contrary to the common opinion that the pyramids were constructed by workers using huge ramps, it is Peter's belief that the pyramids were actually built from the inside out, using a combination of scaffolding and internal ramps.



Cintec's unique Waterwall airbags supporting the collapsing ceiling of the burial chamber inside the Step Pyramid

Peter also believes that the pyramids are made with larger core blocks on the outside, with the majority of the pyramid made up of smaller, 'infill' material on the inside. This contradicts the historical belief that the entire pyramid consists of the enormous blocks

which can be seen on the outside of the pyramid.

Cintec International has worked in Egypt restoring its historical buildings for 18 years and has undertaken restoration work on mosques, temples and both Egypt's Red and Step Pyramids.

Many of Peter's ideas developed during Cintec's work on Egypt's Step Pyramid.

Cintec was called in to restore the collapsing ceiling of the burial chamber. The company employed the use of its unique Waterwall airbags, developed in the company's Cwmbran factory, to temporarily support the dangerous hanging stones, and Cintec's patented anchors were inserted to permanently secure the chamber ceiling.

This is also not the first time that Peter has employed his engineer's mind to answer some of the riddles of the pyramids. In 2013, Peter proposed his theory as to why the Egyptians stopped building the pyramids and instead moved to bury their pharaohs in the Valley of the Kings.

His explanation that the decision to stop building pyramids may have been a result of 'thermal movement' causing damage to the outer surface of the pyramid, is now accepted by the archaeological community across the world, including experts at the Cairo University.

Speaking about the programme, Peter James said: "I was delighted when I was approached by Channel 4 to take part in the programme.

From my first visit to the pyramids many years ago, I have been fascinated with them, and to be able to share my view on their construction on national television is a real honour."

'Treasures decoded: Great Pyramids' will be aired on More 4 on September 17 at 9pm.

## Garden marketing campaign scores place in awards finals

NEWPORT-based Nordic Garden Buildings has topped off an impressive year of investment by becoming the sole Newport entry to land a place in the finals of The Chartered Institute of Marketing Canmol: Wales Marketing Awards.

The garden pavilion specialists has opened up millions of pounds worth of sales and jobs in the area since launching the marketing campaign for its Freestanding Garden Buildings product in 2013.

Twenty-seven judges spent five weeks working through more than 100 entries before compiling the list of finalists, which sees the company's campaign go up against some of Wales' most iconic brands, including the Wales Millennium Centre, Cardiff City Football Club and Cadw, the Welsh Government's historic environment service.

Justin Williams, director of Nordic Garden Buildings, could have faced the perfect storm when he was tasked with launching a



The Nordic Garden Buildings team

new product to a new market, via a new sales channel.

The product, Freestanding Garden Buildings, created by parent company Modplan Ltd, is in high demand in Denmark, and Justin was tasked with achieving similar results in the UK.

The final Canmol winners, along with the individual Outstanding Contribution and New Marketer

awards, will be announced at an awards dinner, to be held at St David's Hotel and Spa in Cardiff on October 10, 2014.

Richard Houdmont, CIM's Director for Wales, said: "Canmol: Wales Marketing Awards celebrate the most innovative, eye-catching and ultimately most successful marketing campaigns implemented in Wales over the last year.

"Wales has an undeniably strong pool of marketing talent and Canmol enables us to reward these teams and individuals who are making waves in the industry."

For the first time in Canmol's six-year history, its 27-strong judging panel, made up of academics and experts from across the marketing industry, were split across the sector-based categories.

This enabled each panel of judges the chance to consider the merits of every campaign entirely in the context of that sector's market climate.