



# Education and development programme guide

**RAWLPLUG<sup>®</sup>**   
Academy



## Inspired by knowlege & skills

### Innovative knowledge and competencies development programme

an advanced knowledge and skills development



interesting and attractive training materials



simple knowledge verification



training relevant to needs



## Inspired by knowledge & skills

5 categories of training



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## ■ A state-of-the-art knowledge and training management platform

**Rawlplug Academy®** is an innovative development project, intended for all our customers. It's the only solution in the fasteners and fixings sector dedicated to education, competency building as well as sharing knowledge and experiences. It is designed in such a way as to reflect the genuine needs of designers, contractors, and salespeople. We provide a one-stop shop with access to an integrated training package, helping you in your daily operations as well as supporting your growth in the field in which you specialise.

Rawlplug Academy® allows you to **extend your knowledge about our products and services**, but above all it broadens your competencies related to the sector, directly enhancing the comfort, efficiency and quality of your work.

## ■ Who is Rawlplug Academy® for?

**It's intended for all** those who use our products and services on a day-to-day basis: designers, architects, engineers, contractors, salespeople.

## ■ What is Rawlplug Academy®?

It's a **programme** offering you new development opportunities as well as access to tools that allow you to manage your knowledge and qualifications more efficiently, and consequently to improve your performance and drive business results. Rawlplug Academy® is based on 4 expert knowledge sharing pillars:

### ■ an e-learning platform,

where the courses are available online



### ■ the Training Centre,

where you learn by actually using our products



### ■ traditional training,

conducted by experts in many fields



### ■ a knowledge database

supplementing and summing up the knowledge acquired during training



## Rawlplug Academy® e-learning platform

**E-learning** is a key form of learning at Rawlplug Academy®. The e-learning platform is a tool using which we will make all our original training available to you online at a convenient place and time. You just need a device with Internet access to be able to use it.

### ■ Learn about the advantages of Rawlplug Academy® training provided in the e-learning form



#### TRANSPARENCY

The training is structured on a cause-and-effect basis, allowing you to build your knowledge in a logical and transparent manner, even in relation to very complex, technical fields.



#### INTERACTIVITY

The training is designed in such a way as to allow you to “experience” the knowledge, and thus to assimilate and to use it better. In what way? This is made possible by the option of controlling the values of selected external parameters, combined with the parameters of the individual products.



#### ACCESSIBILITY AND CONVENIENCE OF USE

The Rawlplug Academy® service works on any device with Internet access. It allows you to develop your industry-related competencies whenever you like and to optimise your learning time.



#### KNOWLEDGE PILLS

You will also definitely save time thanks to the training provided via knowledge pills, i.e. courses which sum up the key information in the given field in a nutshell. You just need 20 minutes.



#### DIVERSITY

You can choose from 250 hours of training in 10 product categories, diversified educational materials, including video tutorials, animations, technical comparisons, product and site reference catalogues, knowledge pills, and many other items.



#### PROGRESS TRACKING

Each training ends with a test making it possible to check your knowledge. This allows you to find out immediately whether you have any gaps that may need to be filled. You may retake the test and return to the training as many times as you like. Our tool also allows you to track the progress of your whole team, and as a result, to combine the newly acquired knowledge and skills with the business goals.

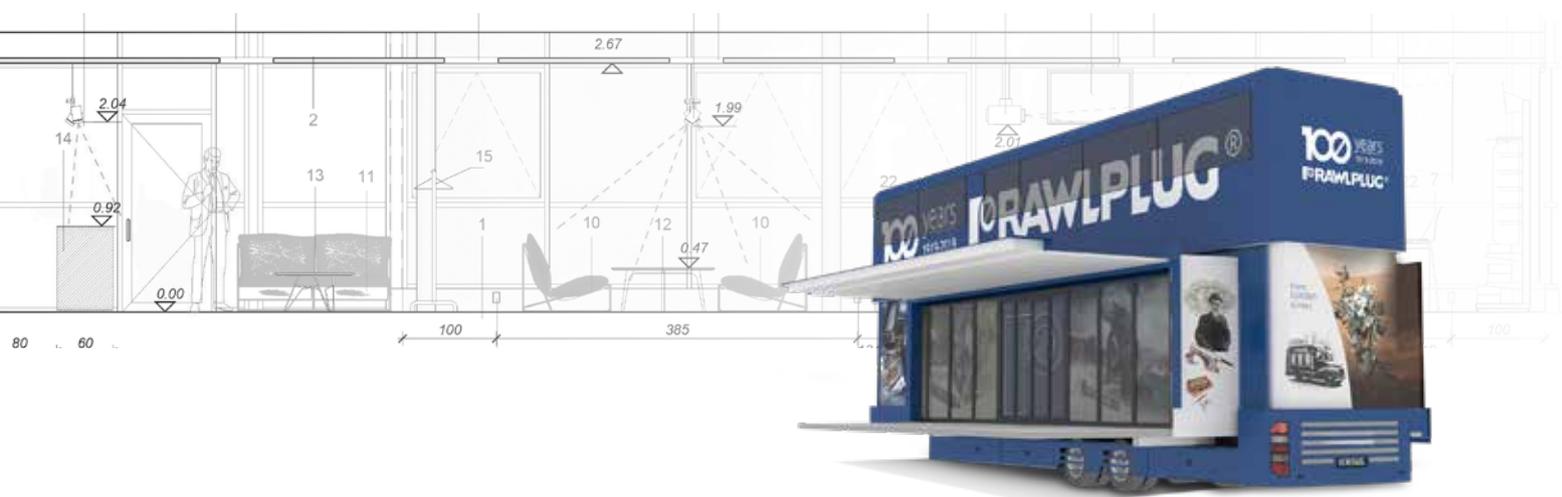
## Rawlplug Academy® Training Centre

Here, you can experience what you already know in practice, discuss it systematically with Rawlplug's experts in the relevant fields, and consult with them. During the workshops at the Training Centre, you can practise product installation and check how the products behave under real-life conditions. At the Training Centre, you can also see our POS system, and even learn more about Rawlplug's history spanning 100 years, as there is a special zone dedicated to that.



### ■ Rawlplug Academy® Training Centre

The Training Centre includes: **the Education and Training Centres in London and Wrocław as well as the RawlTruck**, our innovative mobile Education and Development Centre.



## The Education and Training Centre in London

It has been designed in such a way as to simulate site conditions with different requirements and specificities, making it possible to try and test correct product installation live as well as find out how the products perform in actual site conditions. The Education and Training Centre is divided into 6 thematic zones:



### Zone 1: PRODUCTS

- Display units containing the complete product portfolio in the relevant category, together with accessories.
- Presentation of the POS system and of the packaging range.
- Product charts with installation instructions, application types and competitive advantages.



### Zone 2: SERVICES

- Access to the Rawlplug Offer application that shows the offering with a focus on the competitive advantages.
- Access to our technical services: Technical Helpdesk, BIM Rawlplug, EasyFix, On-site Technical Support, Product Selector and Technical Library.

### Zone 3: CLASSROOM TRAINING

- Conducted by a certified trainer.
- Duration: 2–4h
- Small groups of up to 20 trainees.

### Zone 4: HANDS-ON TRAINING

- Matching the right products to the given substrate using the product charts.
- Installation on special walls built of materials actually used on the construction sites.
- Putting the competitive advantages offered by Rawlplug's products to practical use.
- The trainees can be divided into two smaller groups.



### Zone 5: HERITAGE

- Presentation of the landmarks in the company's history.
- Rawlplug Anniversary Book on the brand's most fascinating achievements.

### Zone 6: BUSINESS SPACE

- Possibility of holding business meetings in a convenient area.
- Space for networking and sharing experiences.

## The RawlTruck mobile education and training centre

It is a lorry adapted to meet our business needs, making it possible to hold both theoretical and practical presentations of the 3 pillars of Rawlplug's offering: products, services and the Rawlplug Academy® training. Just like the Education and Training Centre in London, the RawlTruck is divided into 6 different zones:



### Zone 1: PRODUCTS

Product cases dedicated to the market hits in the individual categories, complete with the full portfolio of accessories allowing you to see them as a complete system.



### Zone 2: SERVICES

Rawlplug Offer, Rawlplug Technical Helpdesk, BIM Rawlplug, EasyFix, On-Site Technical Support, Product Selector, Rawlplug Technical Library – you can see how they work and benefit from the advice Rawlplug's engineers provide.

### Zone 3: CLASSROOM TRAINING

Rawlplug's certified trainers hold product-related training concerning a specific topic for small groups of up to a dozen people.

### Zone 4: HANDS-ON TESTS

In the hands-on testing zone on board the RawlTruck, you can find out about the quality, reliability and innovative nature of the brands products in actual, real-life site conditions.

### Zone 5: POS

Presentation of the POS system.

### Zone 5: HERITAGE

In the RawlTruck history zone, the brand takes us back in time to the most fascinating and impressive moments in its history, featured in the Rawlplug Anniversary Book available for you to browse.



## ■ Learn about the advantages of the Rawlplug Academy® Training Centre

**1. HANDS-ON EXPERIENCE.** Learning through experience allows you to assimilate knowledge more rapidly. You select and use our products more efficiently, without having to resort to instructions. All this makes your work more effective.

**2. SMALL GROUPS.** During the hands-on training, the participants work in small groups, allowing everyone to try their hand at the installation of selected products.



**3. TRAINING STATIONS.** During a single workshop, you can train with regard to the practical applications and installation of several different product groups.

**4. COMPARISONS.** During the hands-on training, it is possible to compare our products to competing both at the stage of installation and testing their performance.

**5. SHARING THE KNOWLEDGE.** You may share everything you have learned with your co-workers and customers, so that they can also work more efficiently and pursue their business goals more successfully.



## Traditional training workshops at the Rawplug Academy®

**Traditional training workshops** involve meetings of Rawplug Academy® participants with trainers specialising in various fields. They provide an introduction or make it possible to consolidate knowledge acquired at other levels. This form of education allows you not only to talk with the trainer in the given area, but also to other participants of our development programme, to share experiences related to the use of Rawplug's products, and look at certain aspects of your work from a different angle.



### ■ Find out about the advantages of traditional training workshops

#### EXCHANGING KNOWLEDGE



You can expand the knowledge acquired so far at Rawplug Academy® by learning about other participants' experiences.

#### FILLING THE GAPS



If anything is still unclear to you after completing the first-level e-learning training, all your doubts will be dispelled during the traditional workshops.

#### MEETINGS WITH EXPERTS



Just like in the case of the practical workshops at the Training Centre, you can talk to our experts in many fields here and ask them all the questions you might have.



## Knowledge database

A **systematised knowledge database** related to every product category. You can use it when implementing our development programme as well as in your day-to-day work.

- Learn about the advantages of using the Rawlplug Academy® knowledge database



### UNIQUENESS

This is provided by the thematic breakdown, adapted to the level of knowledge of the users, the significant diversification of the training materials, as well as the specialised knowledge they contain.

### WORKING TOOLS

The materials are prepared in such a way as to support you quickly and logically in your every-day work.



### FORMAL DIVERSITY

A diversified range of educational materials is available to you, including webinars, animations, video tutorials on installation, comparative analysis of products based on laboratory research, technical comparisons of products based on approvals and declarations, traditional and online guides, product, site reference and case study catalogues, advanced product presentations on three levels.

■ Rawlplug Academy® knowledge database



**5** | Rawlplug offer



**11** | Product catalogues



**3** | Design & specification guides



**9** | Technical guidance notes



**18** | Product leaflets



**13** | Pricelists



**10** | Technical product comparison based on approvals and declarations



**10** | Technical product benchmark based on lab tests



**18** | Three levels of advancement of product presentation for every catalogue



**6** | Animations



**29** | Installation movies





## ■ How is the Rawlplug Academy® training created?

**We design the training** we offer at Rawlplug Academy® together with our customers, relying on shared experiences and focusing on making it useful for your daily work. The training materials are developed by qualified specialists, experienced with regards to training in the construction industry. Each training scenario is created with our customers' point of view in mind, reflecting their processes and the activities they perform.

### ■ The training development process is divided into 5 stages:

1. Verification of the actual needs.
2. Development of the contents.
3. Development of the tools and forms of presentation.
4. Development of the scope and form of progress monitoring.
5. Assessment of training effectiveness.

At Rawlplug Academy®, we focus on aligning the knowledge the programme's users have, and thus to eliminate all possible gaps in the educational process, so that we can all speak one language and represent the same level of specialisation. **This is why the training programme has 3 levels: basic, advanced and expert.**

The training we provide at Rawlplug Academy® is inspired by the knowledge and skills you need to build and consolidate with your expert competencies.



■ Rawlplug Academy® integrated training package

- ✓ 3 levels of knowledge
- ✓ 5 training categories
- ✓ 10 product categories
- ✓ 200 trainings
- ✓ 250 hours of training





## ■ Three training levels to match the users' needs

**We know that each of us is different.** We have different experiences and knowledge levels. On top of that, the level of knowledge required for various jobs also differs. This is why we have created **three training levels adapted to the target groups' individual needs.**

The levels are composed of all kinds of product training related to each product category. They differ also in terms of the training method. This allows us to adapt the level and contents of the training as well as the methodology to the users' expectations. This is important as it allows us to give you tailor-made training that matches your exact needs, so that you obtain the information you need the most in your everyday work.

- **The levels are completed in a certain order.**
- **Each participant starts from the basic level.**
- **In order to pass to the next level, you need to complete the previous one.**
- **After completing each level, you obtain a certificate.**

### Level 1 Basic

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**It is composed only of e-learning courses.** This makes it possible to use the training it contains anytime and anywhere.

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#### Who is it for?

The programme is intended for people with limited knowledge concerning fasteners and fixings, who are only starting to get to know our products.

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#### What will you learn?

You will find out about the conditions of using our products, including in particular where they can be used and what their application consists in. You will learn about all our product groups and about the general characteristics of each of the products within the group.

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100% e-learning

## Level 2 Advanced

**It contains both e-learning and hands-on training.** Here, the e-learning expands the knowledge acquired at the elementary level. You will learn about the detailed characteristics of our products, the methods of their selection, and the typical applications. After you complete the e-learning part, we invite you to attend the practical workshops at the Rawlplug Academy® Training Centre. You will be allowed to use our products and install them on your own. We will also show you the mistakes to avoid. During the hands-on workshops, you will also find out how innovative and effective our products are.

### Who is it for?

The training is dedicated to all people whose work involves selling directly to the customer (e.g. SR/KAM/TC).

### What will you learn?

This training allows you to understand better what to look at when choosing the product for the specific application, to find out about the advantages offered by our products and about their parameters.

**60% e-learning**  
**40% hands-on training**



## Level 3 Expert

**This is composed entirely of hands-on training at the Rawlplug Academy® Training Centre, and it is intended for experts who know our products very well. You will meet with experts who will show you how to use our design support tools.**

### Who is it for?

The training is dedicated to people whose work involves selling directly to investment customers, consultant engineers, and sales coordinators.

### What will you learn?

This training allows you to acquire specialised knowledge concerning our design support software. You will learn how to choose products for non-typical applications and acquire detailed knowledge about competing products. You will find out about their advantages and disadvantages, and you will also be given an opportunity to use them.

**100% hands-on training**





## ■ What makes Rawlplug Academy® so unique?

Our development programme is prepared in such a way as to make the acquisition of knowledge as efficient and as convenient as possible, wherever and whenever you want, with a maximum focus on your personal and professional advantages.

### ■ In order to achieve this effect, we rely on the following:

**Diversified training**



effective acquisition of knowledge

**Accessibility and convenience**



use it whenever and wherever you want

**Interactivity**



experience the knowledge

**Mini-training**



you just need 20 minutes

**Performance monitoring**



motivation to improve competencies



## ■ Diversity of training

The diversified range of training enables you to acquire new knowledge more rapidly and makes the process of improving your skills a real pleasure. Our work at Rawlplug Academy® is based on blended learning, which is an integrated method combining traditional teaching methodology with remote activities. A key method we use is e-learning, providing interactive exercises and allowing you to plan your training at the most convenient time and place. You can also attend lectures with the possibility of talking to the experts and sharing experiences with the other training participants. If you decide to attend the workshops held at our laboratory, you will be able to practise correct product installation and see how the product behaves in real-life conditions. Our webinars, in turn, are conducted using virtual tools, allowing you to obtain valuable knowledge about the product. They also offer an opportunity to talk with trainers or experts online.



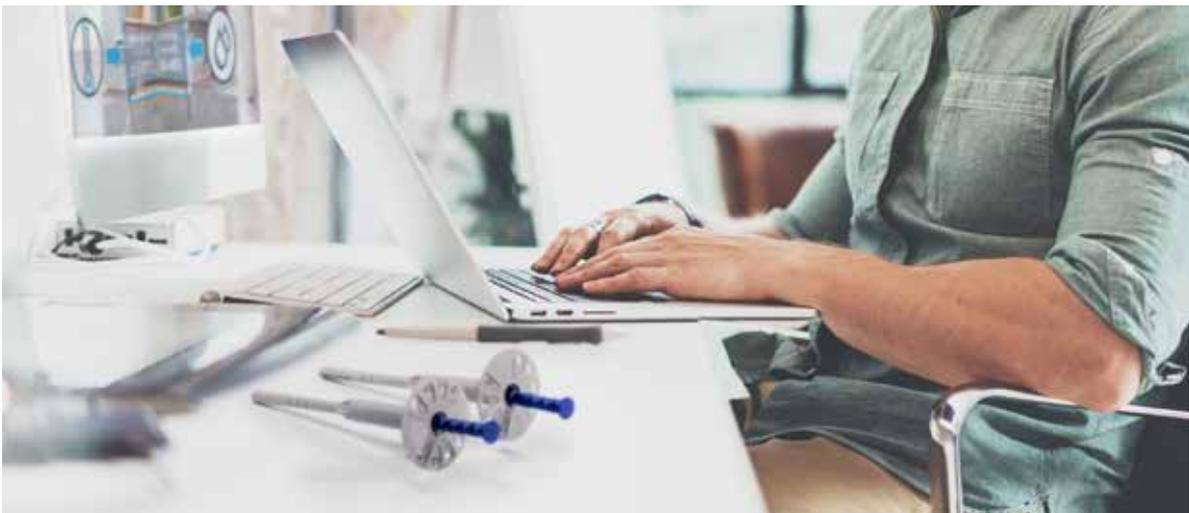
### ADVANTAGES FOR YOU:

Diversified forms in which the knowledge is presented allow you to acquire it more rapidly, making you more willing to use our training, and to participate in it more frequently.



### ADVANTAGES FOR YOUR BUSINESS:

Rawlplug Academy® gives you access to various tools and knowledge resources allowing you to build your competencies rapidly. You can also share the whole knowledge you have acquired with your co-workers and customers.



## ■ Accessibility and convenience of using

The Rawlplug Academy® website is designed responsively, meaning that the layout of the page automatically adjusts to the size of the screen on which it is displayed, and its functions work in the same way on all devices. This allows you to use Rawlplug Academy® whenever and wherever you want, provided that you have Internet access.



### ADVANTAGES FOR YOU:

Convenience and freedom of use! You can use the training with any device that has Internet access: on a laptop, tablet, or smartphone. Whenever you find it convenient.



### ADVANTAGES FOR YOUR BUSINESS:

Time is money, and we're certain that you don't want to waste it! With Rawlplug Academy®, you can now develop your industry-specific competencies when you're stuck in a traffic jam, or when you're waiting for your customer to arrive.

## ■ Interactivity

The training we offer at Rawlplug Academy® is interactive, meaning that it is based on experiencing as you learn, therefore making the information easier to acquire and to use. During the training, you can control selected external factors in such a way as to be able to observe their connections and how they related to the product parameters. For instance, if you choose the training concerning bonded anchors, (1) when you choose the rod diameter, you see how it influences load-bearing capacity, and (2) when you “regulate” the installation temperature, you see information about its impact on the resin setting time or on the total installation time, and thus you learn when you will be able to install the final element on the rod.



### ADVANTAGES FOR YOU:

When you experience knowledge, you memorise it better: when real-life situations are simulated, the brain's involvement in the learning and memorisation process reaches 90%! Furthermore the interactive nature of our training allows you to acquire knowledge and to apply it in practice more easily.



### ADVANTAGES FOR YOUR BUSINESS:

Your performance improves! Now you will be able to select the products that match your needs more rapidly, use them more efficiently, and check the instruction manuals less often (or even not at all).



## ■ Mini-training

Even if you only have 20 minutes, it's worth using this time for one of our mini-training sessions, available from the knowledge pills library. It includes the courses which sum up the key information from the selected area in a nutshell.



### ADVANTAGES FOR YOU:

The duration of the mini-training is 20 minutes for a reason: this time corresponds to our attention span, i.e. our ability to focus. What this means is that you will concentrate on the training more easily and absorb the knowledge without an effort.



### ADVANTAGES FOR YOUR BUSINESS:

Work smart, not hard – the condensed knowledge which you assimilate efficiently thanks to staying fully focused allows you to rapidly acquire new competencies to improve your work with our products.

## ■ Performance monitoring

At Rawlplug Academy®, every training ends with a test allowing you to check your knowledge, consolidate it, and fill any gaps that you might have. Our short tests include only close-ended or true/false questions, allowing you to consolidate what you have learnt. After you complete your test, you will see your score, check how many answers were correct, and how many of them were not – if this was the case, the correct answer will be instantly displayed. You can always repeat the test, and if you want to supplement your knowledge before that, you can return to the training.



### ADVANTAGES FOR YOU:

By testing your knowledge, you learn more, but you're also encouraged to find out more.



### ADVANTAGES FOR YOUR BUSINESS:

You can also monitor your team's performance, both in terms of the theoretical knowledge and of the sales results obtained on its basis.

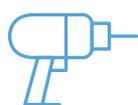




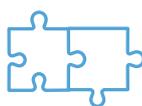
## ■ Why is it worth using Rawlplug Academy®?

By participating in the Rawlplug Academy® training, you acquire concrete competencies. Firstly, you acquire extensive knowledge about the products, their properties, application methods and appropriate selection, but also information important for any industry expert. Secondly, you are given practical training related to the actual functional advantages of the products, which clearly strengthens your competencies with regard to technical and selling consultancy. Thirdly, you acquire knowledge and skills reinforcing and consolidating your position as an expert, not only in the field in which you specialise. All this will have a direct influence on the comfort and quality of your work, as well as on your professional status. You work more rapidly and perform better. You share your knowledge. You know how to advise people. You make informed decisions. You improve your performance. You are successful.

## ■ Rawlplug Academy® allows you to succeed because you gain:



**PRACTICAL  
PRODUCT-RELATED  
KNOWLEDGE**



**NEW SECTOR-SPECIFIC  
COMPETENCIES**



**EXPERT SKILLS**



**HIGHER WORKING  
COMFORT**



**BETTER BUSINESS  
PERFORMANCE**



**IMPROVED EFFICIENCY  
AT WORK**





## ■ Join Rawlplug Academy®

### **Remember that you have an influence on Rawlplug Academy®**

You have real impact on what training we provide and how we provide it at Rawlplug Academy®. If during your training you come up with an idea that may improve its quality, make it more attractive or even more useful, don't hesitate to submit your suggestions to us. Let us know if you need training in a different language too.

**Join Rawlplug Academy®.  
Enhance your knowledge, master new skills.**

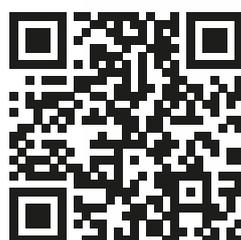
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