

Building Information Modelling (BIM)



What is BIM?

BIM is a process used to design and understand a building in a virtual environment. It utilises information-rich 3D models through a collaborative working process in order to eliminate waste and improve the quality of information provided throughout the whole project lifecycle.

However, the acronym changes depending on what you are using it for. For example:

Building Information Modelling

refers to **how** information is produced.

Building Information Model

refers to **what** information is produced.

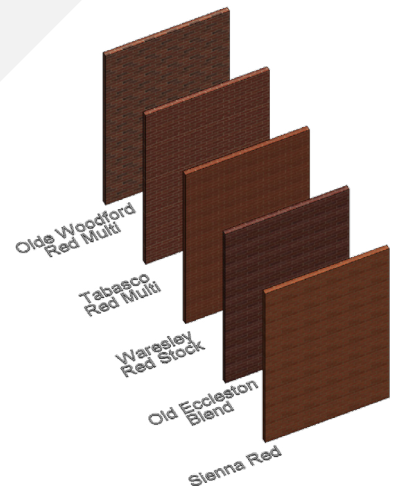
Building Information Management

refers to **who** produces **what** information and **when**.

No matter which acronym you choose, it is all rooted in the same fundamental idea – the ability to visualise and plan projects to the optimum degree.

For us at Wienerberger, the power and potential of the BIM process has huge significance. We have aligned internal design processes to **ISO 19650**, supporting a fully co-ordinated and collaborative approach towards our projects. We can demonstrate to our customers exactly how our products will work in their schemes in terms of aesthetics, material performance, behavioural data and even synchronicity with other elements of the specification.

Wienerberger
Brick BIM Objects



Why BIM?

- ✓ Ability to provide accurate and structured data that links directly with 3D geometry of all our products.
- ✓ Ensures a collaborative process that eliminates waste and improves the quality of information provided at the design and construction phases.
- ✓ The use of a CDE (Common Data Environment) provides every project with a central repository of information, holding all data and assets relevant to that project.

BIM Objects

BIM Objects are a combination of the detailed product information and geometry that represents the product's physical characteristics – essentially, a digital twin of the physical product. These BIM objects can be downloaded from our website, and then used within the BIM virtual environment throughout the design process.

Benefits

- ✓ **Realistic representations:** Accurate and structured product data is provided so that architects and designers can focus on the design of the project rather than modelling products and gathering technical information.
- ✓ **Test and optimise:** The ability to simulate, test and visualise the products and the projects.
- ✓ **Time-saving:** Customers can focus on the design of the project rather than modelling products and gathering information.
- ✓ **Ease of use:** Objects can be easily imported into BIM projects.
- ✓ **Smart decisions:** Specifier can make smart and informed decisions based on the BIM objects.



Setting the standard

At Wienerberger, we align with all best practices for BIM providing confidence to our customers that we follow the right processes and standards.



Partnering with the **BRE** who have been raising the standards of the built environment since 1921, we worked together to ensure that we are fully and officially compliant with the **ISO 19650 BIM** prepared certification.



For our BIM Objects, we hold the **BSI Kitemark certification** - the benchmark in best practice for the production of digital products used in BIM models, covering the full range of construction products. This certification provides a mark of trust and integrity in the BIM objects by validating the accuracy of their information and functionality within the BIM model.



Alongside outstanding certifications, we have a team of BIM specialists that can provide **CPDs**, BIM models and advice where required.



Wienerberger Ltd

Wienerberger House
Brooks Drive
Cheadle Royal Business Park
Cheadle
Cheshire
SK8 3SA

wbukmarketing@wienerberger.com
www.wienerberger.co.uk/BIM


Wienerberger