

# MaxiLite

## Aluminium Skylights



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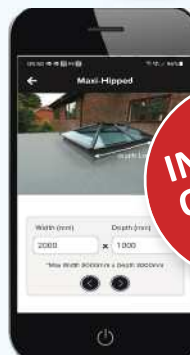
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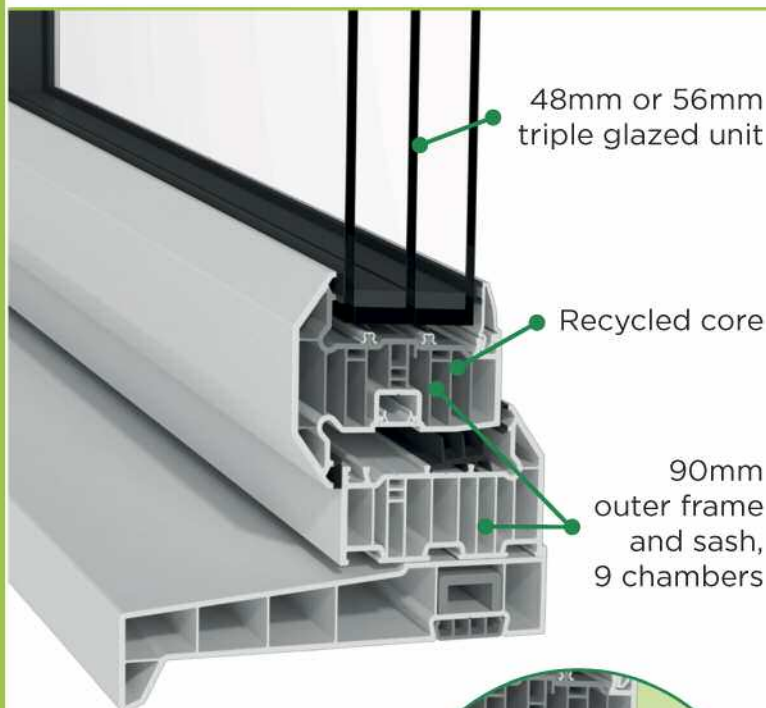


\*All prices ex vat

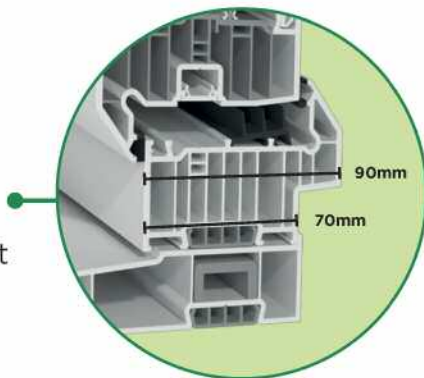
# The window and door system for the future

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# Zero|90



70mm to 90mm "retro-fit" frame option - ideal for replacement market



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Can reduce noise levels by up to 42 decibels - halving the sound transmission of a standard PVCu window



## SUSTAINABLE CHOICE

Replacing a standard PVCu window with **Zero|90** containing recycled components offers the equivalent carbon saving of planting over 700 more trees

## Now available as a full range of products

Casement windows, tilt and turns, single and double doors



### INNOVATIVE

Including the UK's first Passivhaus certified PVCu window, the **Zero|90** system is ideal for Future Homes and buildings.



### CONTEMPORARY

With a modern, chamfered design, **Zero|90** is available in a choice of popular coloured foiled finishes to suit every building.



### ATTRACTIVE

Despite its 90mm depth, a **Zero|90** window has the same slim, symmetrical sightlines as a standard Liniar 70mm window.



### SAFE AND SECURE

All **Zero|90** products are fully tested and compatible with British Standard PAS24 and Secured By Design, meeting Part Q building regulations.

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## be a driver, not a passenger

Bohle's Managing Director Dave Broxton says that even when the market is sluggish, a well-run business will flourish.

I am writing this in the same week Rishi Sunak called the General Election for July 4. Given the short timescales involved, you could well be reading this as a new Prime Minister settles into Number 10.

Like the majority of managing directors in this industry, politics don't enter my day-to-day running of the business. The reason I bring it up here is that I've heard some people say the shadow of a General Election is partly to blame for the sluggish market conditions we've been experiencing in 2024.

Yes, it could well be a factor, along with high interest rates, high (but now settling) inflation, high (but now falling) energy prices. Yes, there are many things that can affect consumer confidence, but if we spend too much time looking for excuses, then we could miss the real opportunities.

This came into sharp focus for me when we recently hosted an open day at our offices near Manchester.

These open days are great opportunities for us to showcase our whole product range to customers who may only buy certain items, while offering refresher training courses on familiar ranges.

The day also allowed us to spend time talking about the market, and about where the real opportunities lie. Also, we discussed how companies can offer products and services that are in step with their customers' changing demands.

It was an eye opener. I've spoken at length about how Bohle has shifted its focus in the last couple of years to help create opportunities for the home improvement sector, which was positively received by companies at the FIT Show in 2023. We are now having



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our readers 3,028

- 2,211 = installers & builders
- 692 = manufacturers
- 312 = suppliers
- 125 = glass merchants & processors
- 148 = igu manufacturers
- 43 = local authority & housing associations



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conversations with well-established customers about how they can introduce new products and processes in their offering to win more business. And there are significant opportunities in the glass sector to fulfil a demand not seen elsewhere.

Homeowners are seeking out bespoke glass installations for showers and wet rooms, all-glass staircase balustrades, glass room dividers, mirrored walls, sliding glass walk in wardrobes, even under-the-stairs glass wine cellars.

Today it is all about aspiration, and glass companies that once met the demand for standard me-too products are pivoting towards the high-end market.

We are developing relationships with companies that are designing new products, and adding extra processes to their offering to capitalise on this shift in demand.

It is easy for business leaders to look at the state of the market today, and see an environment fraught with difficulties. But if you take a closer look, then you'll see that the squeeze is taking place at the volume end of the market.

In the home improvement sector, brands like Everest and Safestyle ran on big marketing engines

that needed constant fuel. It shouldn't come as a surprise that when the homeowners they targeted saw their discretionary spend dry up, then they too would feel the effects.

While those big beasts stumbled, the well-run agile medium-sized businesses have made the most of opportunities elsewhere in the industry, capitalising on the support offered by companies like Bohle.

Our premium shower hardware has been very popular, especially with homeowners looking to create their own Grand Designs project. So too has our MasterTrack FT high-end sliding door system, and FrameTec 2.0 dry-glazing glass partitioning system, which is also designed to support fast and cost-efficient installation using a modular design and easy-fix system.

The fact that our premium ranges are designed and built in Germany, and that our supply chain is robust, has also helped us secure and maintain business at a time of fragile international connectivity.

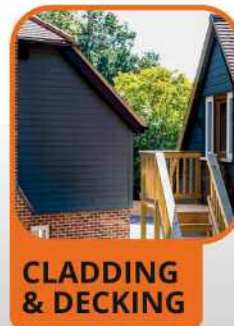
I expect the market will start to pick up the second half of 2024, but as recent conversations with customers have confirmed, successful companies don't wait for the right opportunities, they make the opportunities for themselves.



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3000	£1,458	£1,606	£1,836	£2,065	£2,295	£2,524	£2,754	£2,983	£3,213	£3,442	£3,672
3500	£1,606	£1,873	£2,142	£2,409	£2,520	£2,598	£2,835	£3,070	£3,307	£3,543	£3,780
4000	£1,836	£2,142	£2,448	£2,754	£3,060	£3,168	£3,456	£3,744	£4,032	£4,320	£4,608
4500	£2,065	£2,409	£2,754	£3,097	£3,217	£3,340	£3,645	£3,948	£4,252	£4,555	£4,860
5000	£2,295	£2,677	£3,060	£3,240	£3,375	£3,712	£4,050	£4,387	£4,725	£5,062	£5,400
5500	£2,524	£2,944	£3,168	£3,564	£3,960	£4,083	£4,455	£4,825	£5,197	£5,568	£5,940
6000	£2,754	£3,213	£3,456	£3,888	£4,320	£4,752	£4,860	£5,265	£5,670	£6,075	£6,480

## WarmerAluminium S1 Roof Lantern Style 2

	800	1000	1200	1400	1600	1800	2000	2200	2400	2600	2800	3000
600	£443.36	£485.55	£524.74	£563.95	£603.16	£642.32	£681.53	£720.72	£759.90	£799.11	£838.30	£877.49
800		£534.15	£577.70	£621.36	£664.82	£708.37	£752.02	£795.48	£839.03	£882.69	£926.15	£969.70
1000			£630.44	£678.57	£726.37	£774.20	£822.21	£870.12	£917.95	£965.96	£1,013.88	£1,061.70
1200				£735.78	£788.06	£840.33	£892.62	£944.89	£997.16	£1,049.46	£1,101.73	£1,154.00
1400					£849.74	£906.37	£963.11	£1,019.66	£1,076.29	£1,133.03	£1,189.58	£1,246.21
1600						£972.20	£1,033.30	£1,094.19	£1,155.21	£1,216.31	£1,277.30	£1,338.21
1800							£1,103.71	£1,169.07	£1,234.42	£1,299.80	£1,365.26	£1,430.51
2000								£1,243.83	£1,313.55	£1,383.38	£1,453.11	£1,522.72
2200									£1,392.46	£1,466.65	£1,540.84	£1,614.72
2400										£1,550.14	£1,628.69	£1,707.02

## WarmerAluminium S1 Roof Lanterns

Lantern prices only applicable when purchased with Warmer Beam Roof Kit.  
Blue SS Glass included.



**Lantern Prices based on style 2**

All prices +VAT





## Why is it a kit?

We've invested a huge amount of time and money into the future of flat roof kits designed for conservatories and extensions. We have ensured the kit is meticulously tested and surpasses all building regulations in England and Wales proving a much quicker and simplified installation process. It's the new way of doing things without breaking the bank.

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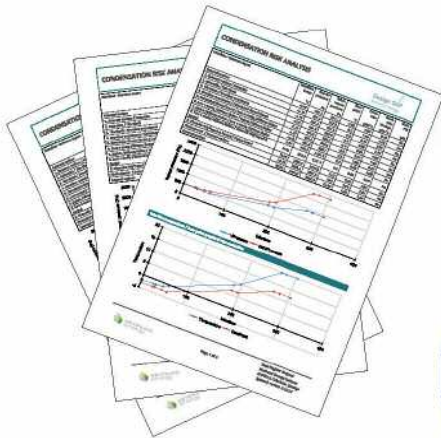
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## Performance

The multi-layered honeycomb insulation totalling 125mm with the addition of 83mm Insulated Plasterboard provides exceptional thermal performance. The following calculations have been carried out by an independent Insulation Specification Specialist to achieve a 0.13 Wm<sup>2</sup>K U-Value. The Warmer Beam system outperforms most other systems and traditional orangery constructions

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## 360 showroom

[epwinwindowssystems.co.uk](http://epwinwindowssystems.co.uk)

Epwin Window Systems has introduced an exciting new sales and marketing tool: an immersive 360° showroom tour that showcases its comprehensive product range.



Gerald Allen, Head of Marketing said: "By leveraging the power of 3D technology, we now offer an immersive experience that allows our customers and prospects to explore everything our products have to offer."

The innovative tour is accessible on the Epwin Window Systems website and its online digital portal, Connect. It's a 3D digital twin of the company's new showroom at its headquarters in Telford, Shropshire. The platform provides users with a 360 degree capture of the showroom, with the ability to click on each product and view detailed specifications. Users can also book an in-person tour that includes the showroom, extrusion and finishing plants, warehouse and distribution centre.

Gerald explains: "We know that businesses prefer to conduct thorough online research before reaching out to a prospective supplier. Our virtual showroom

simplifies this process, allowing them to see the aesthetics and technical excellence of all our products in detail, anytime and anywhere. And when they're ready to take the next step and visit in person, we've made that as easy as possible too."

Besides benefitting prospective fabricators and installers, Gerald highlights how the immersive 3D tour will be useful for existing customers' sales processes. He added: "The tour will be an invaluable sales tool for showing architects, specifiers and consumers how good Epwin Window Systems' products look in situ."

He continued. "Whilst nothing beats visiting our showroom in person, our virtual experience is the next best thing. It also extends the shelf life of any customer or prospect visit as they can go back and re-immers themselves in the detail at a later date."

## garden room kits

[nex-genaluminium.co.uk](http://nex-genaluminium.co.uk)



Nex-Gen Aluminium Systems has further enhanced its 'fitters' friend' approach to doing business by extending its range to include garden room kits, designed specifically for installers looking for efficient, high-quality solutions for their projects.

With 19 pre-made designs available in various configurations and six specialist garden room options, ranging from pyramids to gable roofs, plus the freedom to create bespoke solutions, their portfolio caters to every project requirement.

Design possibilities include steel RSJ supports, enabling aluminium bifold door and wide span sliding door installations. Other door options include slimline French doors and heritage doors.

The kits utilise high-performance structural insulated panels (SIPs) which have been engineered for superior thermal efficiency, along with 97mm wall and 122mm roof panels. Prefabricated timber/SIP joining splines streamline assembly and installation, saving time and effort on

site. Ground screws can also be supplied to provide a base solution.

Choose from timber cladding for contemporary or rustic styles across various building types, or composite cladding for a low maintenance, eco-friendly alternative. There's also the option to mix and match cladding, providing the flexibility to create a contrast or optimise costs without compromising on quality.

"The garden room kits encompass everything needed to construct stunning garden rooms with ease, eliminating the need to source materials from multiple suppliers whilst incorporating advanced materials and streamlined assembly processes," says Chris Stretten, Managing Director.

"Our philosophy is to work in partnership with our customers to help them in any way we can, and by adding these kits to our already comprehensive range, we're enabling them to increase their sales opportunities."



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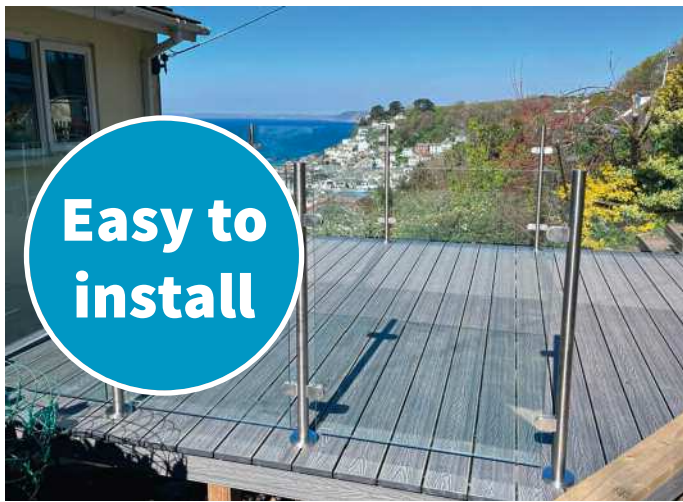


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## new kids on the block

[wmconline.shop](http://wmconline.shop) 01274 507370



Window Machine Consumables (WMC) Ltd was established in August 2022. Its founders Darren Millard and Peter Youhill recognised a gap in the market following the demise of Promac.

Whilst, still an up and coming company within the industry, it has had a whirlwind first 18 months of trading. Already an award winning company. Successfully achieving Prestige Winner of industrial equipment supplier of the year. Its ethos is to provide the best products at competitive prices and to provide a service second to none with exceptional customer service. WMC offers a vast range of consumables,

spare parts, from router cutters to Teflon and its aim is to become a 'one stop shop' for all manufacturing components, consumables and spare parts.

WMC is a family run business, both Darren's wife Mary, and son Jack also work for the company. Also, working alongside Darren is Judy Grant who has over 25 years experience within the window manufacturing industry. All in all the company has well over 50 years of knowledge.

Already growth has forced a move to a larger premises and planning is underway to relocate again to a premises with a trade counter.

Items can be purchased over the phone or via its website [wmconline](http://wmconline) which is constantly being updated.



## kiltwalk for laura raises over £2,000

[justgiving.com/team/eurocell-scotland-2024](http://justgiving.com/team/eurocell-scotland-2024).

A group of friends and family from Falkirk and Stirling, have come together to raise more than £2,000 for a cancer charity to support Laura MacPhee, who was diagnosed with breast cancer earlier this year.

routes to take. Laura and her family took part in the Wee Wander, a 3 mile walk, while David and Mark took the Big Stroll, which saw them travel 14 miles on foot from Abbots Road, Clydebank to the final destination at Balloch park.

David Woolley, who works with Laura at local trade branch Eurocell Falkirk, said: "It's incredible to have raised more than £2,000 for Maggie's to support Laura. It's way more than we expected we could achieve, so thank you to all those who donated - it was a long 14 miles for me and Mark but we did it.

"We are all right there with Laura, she has been inspirational and we are hoping to do more fundraising efforts for her later this year."

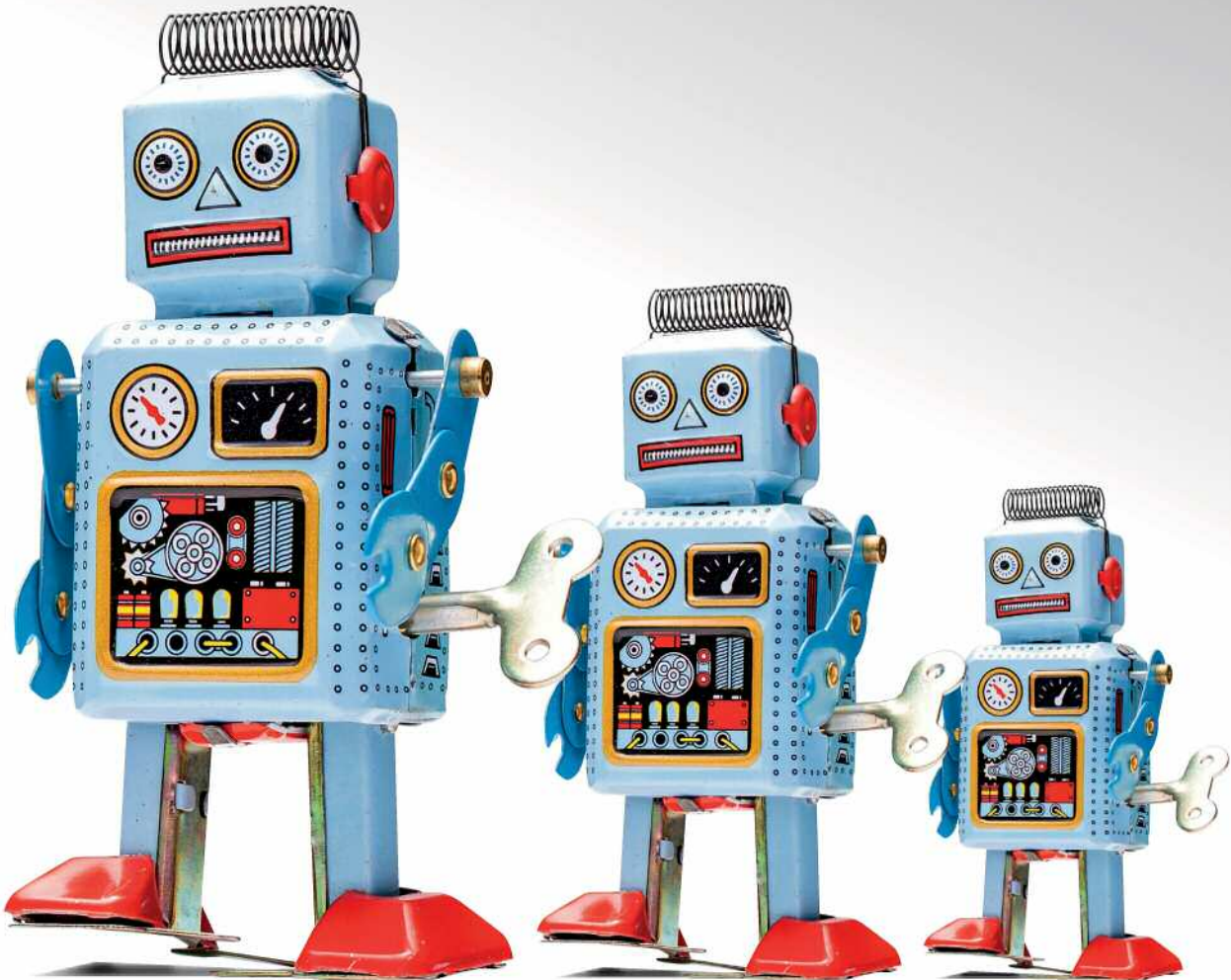
Laura and her husband Matt, her parents and her children, along with friends David Woolley, Mark Reid and Kevin Girdwood and family, all from local communities around Falkirk and Stirling, took part in the Glasgow Kiltwalk for Laura. With funds raised going to Maggie's - a charity that provides free expert care and support in centres across the UK for those living with cancer as well as their friends and family.

For those who take part in the Kiltwalks in Glasgow - there are three

Maggie's has more than 26 centres in the UK that support those living with cancer and their families. It was set-up by writer, gardener and designer Maggie Keswick Jencks, who was diagnosed with breast cancer when she was 47. At 52, her cancer returned and following diagnosis, Maggie and her husband Charles discussed the need for somewhere people can go for support outside of hospitals. The first Maggie's centre opened in 1996.



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# golf day

conservatoryoutlet.co.uk

**Conservatory Outlet welcomed Premium Retailers from around the United Kingdom to the picturesque Cheshire countryside for its annual Network Golf Day.**

The event, now in its eleventh year, is one of the most respected and longest-running competitions of its kind in the sector.

Held at the renowned Championship Course at the Portal Golf & Spa Resort just outside of Tarporley, the tournament saw entrants vie for team and individual prizes. And for 2024, there were some changes to the format to accommodate an expanded entry pool.

"It was fantastic to see representation from all corners of the UK join us in Cheshire," begins Greg Kane, Conservatory Outlets CEO.

"This year saw more entries than ever before and as we enter the competition's second decade, we decided to add some extra stakes. We added prizes for the best pair alongside the traditional team format and created several new individual prizes to reward people's playmaking abilities off the tee and towards the greens. The Network Golf Day is a highlight of the calendar," Greg

continues. "The event allows our Premium Retail Network to come together for a little bit of friendly competition and discuss strategies with other like-minded businesses. With a giant turnout of 16 teams, this year's was the biggest and best so far!"

With the rain driving down and the wind whipping up a storm, the undulating par 73 course played for longer than its 7,018 yards. The conditions were tough but that didn't stop 5 Star Windows and Conservatories from posting the best score on the Donal Steel-designed course and running away with the overall team prize.

The victory marked 5 Star's third time lifting the much-cherished Network Trophy, making them the first-ever company to finish atop the scoreboard three times.

"A huge congratulations to Richard Manser and the rest of the 5 Star team," Greg adds.

"5 Star are longstanding supporters of Conservatory Outlet and are an ever-present at the event. The weather may have been horrible out on the course but the same can't be said for some of the shots that Richard and his team made. They handled a tricky day with ease and are deserving victors."

Speaking about 5 Star's triumph, Richard Manser, their Managing Director, spoke about his delight in winning the Network Golf Day for the third time.



"I'm thrilled. It was especially challenging out there today and our team rose to the challenge to become the first-ever three-time winners!"

"The Conservatory Outlet Network Golf Day is always a fantastic event, the best in the industry, and this year's competition was no different. Not even the weather could take the shine off what was a brilliantly organised day."

"We're going to take good care of the Network trophy over the next twelve months, and we're looking forward to defending our crown next year."

Hazlemere Windows had a clean sweep of the other competitions. Led from the front expertly by Tony Beale, the High Wycombe-based Premium Retailer left with prizes for the best-scoring pair (Jamie Liwies and Scott McCarthy), as well as grabbing the trophies for the Nearest the Pin and the newly created 'Closest to the Pin in Two' skills competitions.

Greg concludes: "Well done to all this year's winners. The event was another fantastic success and I'm already excited about what next year's Network Golf Day will bring."

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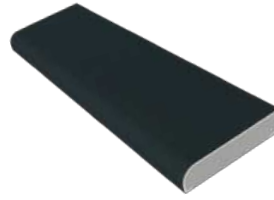
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# new range of pvc window accessories

[freefoam.com/professional](http://freefoam.com/professional)



Freefoam Building Products, a leading manufacturer in the PVC extrusion sector, is delighted to announce the launch of its newest line of PVC window accessories.

This investment will significantly enhance our Window Trim offering and give Freefoam customers a comprehensive suite of trims to service the window installation market.

The new range comprises a new 12mm quadrant, a new 25mm Square trim and a new 28mm Fillet, all offering the perfect solution for a neat and professional finish to any window or door installation.

Designed with meticulous attention to detail and crafted from high-quality materials, our new range of PVC window accessories is the perfect complement to any residential or commercial project.

Freefoam recognise the strength and popularity of colour in the Window and Door sector. The new range is available in a wide range of colour

options designed to match and complement and is suitable in a variety of situations, both traditional and contemporary homes.

Freefoam have always been at the heart of the roofline sector offering an outstanding market leading range of fascia, soffit and gutter products. These new additions to the existing Window Trim range re-position Freefoam as a leading manufacturer, and opens up new opportunities for PVC suppliers.

Key features of our new PVC window accessories include:

- Versatility: Our accessories are designed to fit a wide range of PVC window profiles, ensuring compatibility and ease of installation.
- Durability: Built to withstand the elements, our accessories are engineered for long-lasting performance, providing years of reliable service.
- Aesthetic Appeal: With stylish designs and colour options, our accessories add a touch of elegance

and sophistication to any window installation.

"We are thrilled to introduce our new range of PVC window accessories to the market," said Colin St John, Commercial Director "With these new

additions to our Window Trim range, we aim to provide our customers with a comprehensive choice of high quality products, allowing them to meet the needs of Home Improvement, Window and Door installation companies."



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## training

### success

[buildingourskills.co.uk](http://buildingourskills.co.uk)

Eighteen-year-old Oliver Wells may only have been in the fenestration industry for a couple of years, but already he has been awarded a Distinction upon passing the Apprenticeship Standard in Fenestration Installation Level 2.

'Ollie' - as he is known to friends and colleagues - is on track for more success thanks to a great work ethic and thirst for training and career progression.

The young Fitter at Harveys Windows & Conservatories in Leicester is being supported by employers who are keen to nurture his talents and help him develop and attain the skills and qualifications he needs to forge a successful career in the industry.

Sally Roberts, one of the Directors at the company says: "Huge congratulations to Ollie. He's a great example of someone who is going places in the fenestration industry. Here at Harveys we're committed to staff development, and we strongly believe that training and the achievement of vocational



qualifications is the way forward in this regard. That's why we're advocates of the work being done by Building Our Skills and why we're very pleased to be representatives on their Advisory Panel. We strongly recommend other companies in the industry get on board and support Building Our Skills' aims of attracting new talent to the fenestration industry and nurturing those employees we already have. We need to see more young people like Ollie going down the apprenticeship route so that we can all help to safeguard high standards in the industry."

Ollie adds: "Getting the qualification has been really good for me. I had coursework to do where I learnt all about building regs, health and safety and risk assessments - things you wouldn't necessarily learn about just being out on site. Then, I had to have my practical work assessed too. It's been a great experience and I think training and qualifications are the way to go for me. I just want to keep on learning. Maybe one day I'll then have my own business!"



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## partnership goes from strength to strength

[sheerline.com](https://sheerline.com) [coastal-group.com](https://coastal-group.com)

A year on from its debut at FIT Show 2023, the Sheerline x Coastal Group partnership is going from strength to strength as it offers consumers even greater choice in terms of the hardware options available to leverage their quality aluminium windows and doors.

This includes the Classic Heritage Door, which the companies first collaborated on and was revealed at Sheerline's stand during the key industry event last year. Based in Cornwall, the Coastal Group manufactures architectural ironmongery using 316 grade marine steel.

They're committed to keeping things simple for consumers with the perfect fit guaranteed, superior standards, and the ultimate in lasting performance.



Sheerline's stunning aluminium products alongside Coastal Group's high quality solid stainless-steel hardware."

Sheerline's Head of Marketing, Dave Wigley, commented: "This partnership highlights the value that can be added for customers when two quality brands come together and collaborate. This partnership speaks volumes to the discerning customer that wants to achieve a high-end aesthetic and elevate their beautiful Sheerline windows and doors, and why shouldn't they?"

## endurance doors eyes further nfa success

[fenestrationawards.co.uk/nfa24/](https://fenestrationawards.co.uk/nfa24/)

After being named 'Composite Door Manufacturer of the Year' at the 2023 National Fenestration Awards (NFAs), Endurance Doors looks set to build on its success with further recognition at the 2024 awards.

The manufacturer of solid, secure, and stylish composite doors, as well as multiple members of its team, have been shortlisted in no less than eight separate categories.

Russell Hensman, group marketing manager comments: "We were delighted with our success at the 2023 awards with Imogen Payne from our marketing department winning Young Person of the Year and the business winning Composite Door

Manufacturer of the Year - an achievement of which we're particularly proud given its specific relevance to what we do."

The different categories at the 2024 NFAs where Endurance Doors and its teams have been shortlisted are:

- Composite Door Manufacturer of the Year
- Manufacturer of the Year
- BDM of the Year - Gary Baldwin
- Director of the Year - Stephen Nadin
- Office Manager of the Year - Kayleigh Startup
- Social Networker of the Year - Imogen Payne
- Young Person of the Year - Ben Dowell
- Young Person of the Year - Joel Joseph

The nominations come after another strong year for Endurance Doors. Since the 2023 NFAs, the business has seen month-on-month sales growth and introduced multiple new products and installer partner support initiative.

Its parent company, Rocal Endurance Holdings, has also strengthened its offer with the acquisition of fabricator of high-end aluminium fenestration



products, BDC Aluminium, which it added to its portfolio in January 2024.

Concluding, Russell Hensman adds: "We're genuinely excited about the 2024 NFAs and adding to the accolades we received in 2023 would be phenomenal. The NFAs remain especially significant to Endurance® Doors and the other businesses within the wider Rocal group as they are industry awards voted for by the industry itself."

## hart & co make further upgrades in production

[kombimatec.com](https://kombimatec.com)

Manufacture Hart & Co, established in 1979, continue to meet customer demand by upgrading their production line.

A well-established uPVC & Aluminium fabricator business with 45 years of trade, Hart & Co. have adapted to the market over the years and now offer product diversification, specialising in fire windows and automatic opening vents (AOVs) for high rise buildings for new-build window installers.

Just before lockdown in 2020, the company purchased a whole new aluminium machinery package from Kombimatec. Fast forward to 2024 and they are a returning customer having purchased a new EV470 CNC Corner and Transom Cleaner which was installed recently and will be taking a delivery of a new DGS450/500 Electronic Double Mitre Saw in the coming weeks.

The EV470 has been programmed to clean the Rehau Total 70 PVC window and door system. It's powered by a Mitsubishi servo control system and comes with a new larger colour touch screen interface making life easy for operators. Built in usb and ethernet ports enable simple backup and download of cleaning programs. A profile identification system comprising of two measuring devices and three photo electric laser sensors makes the machine run smoothly.

Chris Hart, Director, said that Kombimatec are "competitively priced and offer good turnaround times, from past experience we know the machines



are built to a very high standard". He also mentioned that as a business they continuously look at ways to improve production - David Parsons, from Kombimatec, responded to this by looking at some bespoke equipment to help solve their needs.



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## one of wakefield's leading businesses

[carlfgroupco.co.uk](http://carlfgroupco.co.uk)

At a glitzy ceremony held at Tileyard North, Conservatory Outlet was recognised as one of Wakefield's best businesses.

Over 150 business leaders and representatives, academics and key local figures were in attendance as the Wakefield Top 100, the list of the city's top companies, was unveiled.

Founded by Wakefield Council, the University of Huddersfield and the 3M Buckley Innovation Centre, the Wakefield Top 100 celebrates the achievements of the region's businesses. To rank, companies were subjected to an external audit that measured turnover, profit, employee numbers and growth.

Representing Conservatory Outlet at the unveiling ceremony was Karen Starkey, the company's Head of HR. "Being named in the Wakefield Top 100 only strengthens the Conservatory Outlet name in the region and beyond. This achievement showcases how successful the business is and that success has only been possible thanks to our talented and passionate workforce, many of whom call Wakefield home." Karen concludes: "We're incredibly proud to fly the flag for the city and be listed alongside



other forward-thinking and thriving companies."

Conservatory Outlet's inclusion comes as no surprise. In the past year alone, the manufacturer of windows, doors and new living spaces has expanded its exclusive product range, increased its staff count, achieved Investors in People status, and been consistently recognised as one of the region's leading employers.

Additionally, the company has successfully supported its Network of Premium Retailers with further investment, marketing initiatives and sales training, leading to sales across the Network grow by nearly 20%.

Mick Giscombe, Managing Director begins: "I'm delighted that Conservatory Outlet is recognised as one of Wakefield's leading businesses. Our team works incredibly hard to ensure that we deliver an unrivalled service for our customers, backed by our exclusive products that are manufactured right here in the heart of Wakefield. Whereas other companies in our sector have struggled, we've strived and several of our retail partners are performing at an exceptional level, breaking sales records and growing year-on-year."

## making the right choices

[glazpart.com](http://glazpart.com)

The latest Glazpartner, CWG Choices, demonstrates why it is imperative to partner with the right component suppliers to ensure their window and door ranges offer the widest possible selection for UK installers and homeowners.

Manufacturing over a thousand windows and doors each week, CWG Choices offers PVCU, Aluminium, Timber and Alu-Clad windows and doors to the trade for domestic and commercial installations.

With increasing consumer choices and regulatory changes, CWG Choices has ensured that forming strong relationships with reliable and sustainable suppliers is key to their continued growth. One such supplier is Glazpart – the award-winning glazing components company.

In 2013, Glazpart launched the innovative Link Vent – a plastic injection moulded trickle ventilator that meets the needs of today's building designers,

window manufacturers and installers.

The flexibility of the Link Vent allows for installation on timber windows due to the rounded ends of the vent. It is available in either screw or clip in fixing types - the design eliminates the need for end caps whilst the clip fix design (Pawl's) allows for a fast and easy installation.

With smart design, easy fitting, and functionality as well as a huge choice of colours and decorative finishes, it is easy to see why CWG Choices selected the Link Vent sizes 5000 and 2500 EGA to ensure their windows and doors fully comply with building regulations, (Approved Document F1 means of ventilation).

Andrew Stevenson, CWG Choices Sales Director, commented, "CWG Choices mass produces bespoke and made to measure windows and doors for the industry; we have to make sure we choose the right suppliers. It's critical to ensuring we deliver our products to market. The Glazpart Link Vent range is perfectly designed, compact, functional and versatile. In addition, it complements practically every type of window we manufacture with a wide array of colours and finishes to meet the homeowners' needs."



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## shaping up for success

Sarah Ball, Joint MD at Balls2 Marketing and 'Chief PiG' at the People in Glazing Society (PiGs), explains how seeing the bigger picture, planning for the long term and collaboration opportunities could be the difference between success and failure.

As we enter the summer months, it becomes a hive of activity right across the sporting world. Along with Euro 2024 just starting, Wimbledon is just a few days away, and the Paris Olympics begins in July.

Now you're probably wondering, what has that got to do with the world of glazing?

Well, especially in the case of the Olympics, it's about having a long-term view of things. When the Tokyo Olympics ended in 2021 [a year later due to the Covid pandemic], there were already both athletes already at those Games and those who didn't take part for various reasons, who would've had 26 July 2024 firmly in their diaries as the opening date of the next summer Olympics and determined to be in Paris and taking part this time around.

Yes, of course there were many short and medium term goals they would've had to tick off on their way, but it was imperative that they planned for the long term.

And that's the same with our sector, and most working businesses. Yes, short and medium-term goals are important, but it's also important not to forget the bigger picture, especially when things might not always be plain sailing.

There is potentially, and likely to be, bumps in the road. It's just as important if you're struggling with doubt to take a little time out to recall some of your achievements you've made during the journey.

That can give you the chance to take stock and refocus on what the plan was. There might be various different routes to get there, but seeing the bigger picture is imperative.

And on top of that, you've got to be "all in to win". As if you don't and you're not completely convinced by the plan, it's probably unlikely you will tick off those long-term goals if and when you get there.

But alongside all of this, and going back to the sporting references, it's unlikely that you will be able to do solely this on your own. Co-workers, business partners, friends, family, and the rest normally all play a big role in any successes.

Collaboration is the key, and it's something that we champion at PiGs. Our networking events are a chance for people from right across the sector to collaborate, share knowledge, or potentially put attendees in touch with someone who they think might be able to help.

It might not be apparent at first, but to go back to the above, being open-minded and seeing the bigger picture might just help in ways you might not quite understand at first.

For more information contact [sarah@balls2marketing.co.uk](mailto:sarah@balls2marketing.co.uk) or call 07540 049655.

**Balls<sup>2</sup>**  
Marketing

Sarah Ball  
Joint MD

## apprenticeship programme success

[conservatoryoutlet.co.uk](http://conservatoryoutlet.co.uk)

Conservatory Outlet, manufacturers of home improvement products, is celebrating the continued success of its apprenticeship programme.

After investing a six-figure sum into developing the skills of young professionals in West Yorkshire last year, the firm has seen the number of apprenticeships and those undertaking official training within the company grow by 25%.

The firm has also recently created two brand-new positions for two young graduates, Sam Allen [Finance Assistant] and Ben Bradbury [Order Processor] who have recently passed their AAT Level 2 and Business Admin Level 3 courses respectively.

Karen Starkey, Head of HR at Conservatory Outlet, commented: "As one of Wakefield's largest employers, we believe it is critical to offer new opportunities and development pathways for our staff and the local community.

"As we continue to grow and evolve as a business, we look to the future. Apprentices are the best way of doing this and we actively promote our apprenticeship programme to existing staff, school leavers and new starters alike."

The Wakefield-based firm, which employs nearly 200 staff at its Thornes Lane Wharf factory, has won plaudits for its approach to vocational learning and professional development. The company's approach isn't



Karen Starkey, Head of HR

solely focussed on young people and school leavers as they also provide ongoing training for staff keen to progress and learn new skills.

Such examples include Maintenance Engineer Joe Davies, who has completed several courses with the full backing of Conservatory Outlet and is now studying towards a degree-level qualification, and Marketing Coordinator Missy Mortimer, who has recently started a specialised marketing course to help further support the firm's wider marketing strategy.

Additionally, over 15 team leaders and senior leaders across transport, manufacturing, operations and customer service departments have enrolled on strategic vocational management courses in the past year.

And more are expected to follow. Karen adds: "As part of our plan to achieve Investors in People Silver status and cement Conservatory Outlet as an employer of choice, we're investing in our people and futureproofing their skills. A company is only as good as its people and we want to make sure that our team remains the best in the sector."

## freefoam in top 9% for sustainability

[freefoam.com/professional/sustainability-archive](http://freefoam.com/professional/sustainability-archive)

Freefoam Building Products Ltd was recently assessed by EcoVadis, a globally recognized sustainability rating platform. Freefoam has not only retained the prestigious Silver medal, its sustainable business practices have been rated as better than 91% of companies assessed across the world in 2024.



Kevin Cronin, Chief Operating Officer

EcoVadis is an evidence-based assessment that audits a company's sustainability management system. It rates the maturity of your policies, commitments, actions, reporting and certifications across four key themes (Environment, Ethics, Labor and Human Rights, and Sustainable Procurement).

Freefoam, a leading manufacturer of fascias, soffits, rainwater systems and external cladding, exceeded the average industry score across all assessment themes. Freefoam's overall performance improved by 13%, moving from 'Good' to 'Advanced'.

"Our new assessment is even more impressive because the criteria for the Silver EcoVadis rating was recently adjusted, so it's much more challenging to achieve now," explains Kevin Cronin, Chief Operating Officer at Freefoam, and part of its Sustainability Team.

"Previously, the top 25% of companies assessed were awarded Silver medals - now, you have to be in the top 15%. But Freefoam's sustainability practices comfortably meet even these new requirements."

The company's approach to sustainability ("Building a Sustainable Future") is rooted in the principles of the Circular Economy, carbon reduction, continuous improvement, good governance - and a focus on people. When it comes to the Circular Economy, the company prioritises the re-use and circulation of resources, retaining economic value, and eliminating waste - focusing on its own business and its supply chain.

"At Freefoam," adds Kevin, "we have found EcoVadis a simple and effective way to communicate our sustainability commitments and performance to our value chain partners."



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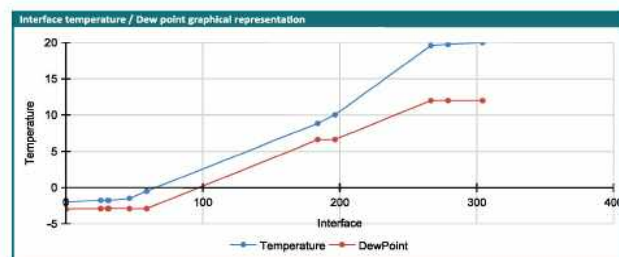
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# deceuninck highlights big shifts in consumer behaviour

deceuninck.co.uk

**New research by Deceuninck has highlighted significant shifts in end-user behaviour and purchasing decisions in the post-covid era.**

The study commissioned by Deceuninck and conducted by leading pollster YouGov, pinpointed significant changes in attitudes to home improvements and the companies that homeowners choose to work with.

Previewed exclusively to Deceuninck customers at its annual Customer Day, findings highlighted differing priorities for spend for homeowners defined by age and property type.

Rob McGlennon, Managing Director said: "What's clear is that a lot of homeowners delayed spend in the second half of 2023 as household incomes were placed under pressure by high inflation.

"That's been reflected in the industry in tougher trading conditions

at the end of last year and into this.

"The flip side of that is that with easing inflation and cuts in the base rate likely from this summer, trading conditions are improving and that is likely to lead to a release of latent demand in the second half of this year.

"Understanding what makes the end-user tick, what they're looking for in terms of product, service and supplier - and how age impacts that - gives anyone operating in a retail environment a distinct advantage."

Deceuninck will be releasing the findings of its latest survey later this summer.

Chris Jones, Sales Director, highlighted its continuing dominance in colour and the growth of flush casements, which account for 62% and 40% of its sales respectively

He argued that anthracite grey remained dominant, within the 196 colour pathways it supplied last year. Deceuninck currently offers 30 plus colour and finish options from stock.

Darren Woodcock, Operations Director, highlighted Deceuninck's continuing investment in its UK manufacturing operation.

This includes the addition of a brand new exelliq Manufacturing 4.0. DIGI.LINE automated digital extrusion line, installed in March and April this year significantly increasing capacity while bringing even accuracy to manufacture.

Deceuninck has established a lead on sustainability based on its'



commitment to the Science Based Targets (SBTi) programme, with a headline pledge to cut the CO2 emissions from its own operations (Scope 1&2) by 60% by 2030 from a 2021 baseline.

As part of this commitment Darren said that Deceuninck had also installed 2,200 solar panels on the roof of its Calne facility. This will generate 895,762 kWh of clean energy a year and saves almost half a million tons of CO2.

He said that Deceuninck had also upgraded its existing water chilling system, reducing its carbon output by 550 cubic metres per year in the process.

Customers were also given an overview of how changes under the

Future Homes Standard were likely to impact the industry from the GGF's Kevin Jones, as well as an update on Deceuninck's digital marketing toolkit.

This gives customers including fabricators and installers, access to a wide range of marketing collateral including imagery, brochures, a ready-to-go CRM system and lead generation dashboard.

"The market is a little tougher but the investments that we're making - in our product and service offer, infrastructure and support - put our customers and their customers in the best possible position for the return to growth and the inevitable return to growth as latent demand is released later this year", Rob concluded.

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[sheerline.com/product/s1-roof-lantern-trade](https://sheerline.com/product/s1-roof-lantern-trade)  
[titanaluminium.co.uk](https://titanaluminium.co.uk)

Sheerline has named Titan Aluminium as one of the top suppliers of its award-winning S1 Roof Lantern. With over 30-years' experience, the Hampshire-based company specialises in the manufacture of rooflights.

Titan wanted a roof lantern that would complement their existing range while also ensuring it offered comparable benefits in terms of the overall look and style, thermal efficiency, security, and quality, which is why they selected the S1 system, rather than the other options available.

Part of the appeal of the roof lantern is the fact the in-house design team developed the product from the ground up. They knew the weaknesses that existing roof lanterns had, including the areas prone to leaks and poor thermal efficiency, and set about changing this. Applying Sheerline's vision and contemporary style to the



S1, the company took a traditional roof lantern design and transformed it, making it slimmer and sleeker. With unique inline corner and rafter caps.

The key benefits of this, from the perspective of Titan Aluminium is a combination of factors; the aesthetics, the 'fit and forget' confidence of the product they supply and the ease of installation. Resulting in happy customers and repeat business.

Besides the S1, Titan also supplies SheerVent® - Sheerline's revolutionary approach to roof vents, which was revealed on the company's stand at FIT Show 2023. It's another unique selling point as it overcomes the historic issues of leaky, unreliable ventilation options.

John Jones, Managing Director of Titan Aluminium, said: "If you're thinking about stocking the S1, but you're unsure, it's an evolution of all the good roofs you've known, but it's

been innovated and updated - it's the warmest, slimmest and most stylish lantern. Your fitters will love it because it's easy to install and your customers will love the look."

"We had been looking for a roof lantern for years, but I hadn't found one I felt I could put my name to, until this one. The product is second to none, and working with Sheerline is brilliant - I've had nothing but a great experience," he added.

Tony Basile, Sheerline's Sales Director, said: "We've been working with Titan Aluminium for a number of years now, so it's no surprise that they're one of our top S1 suppliers. The relationship our companies have is based on a shared ethos where the customer comes first because we create quality products that are innovative, work, and look good at the same time."

## proteq10 guarantee is simplified

[vbhg.com](https://vbhg.com)

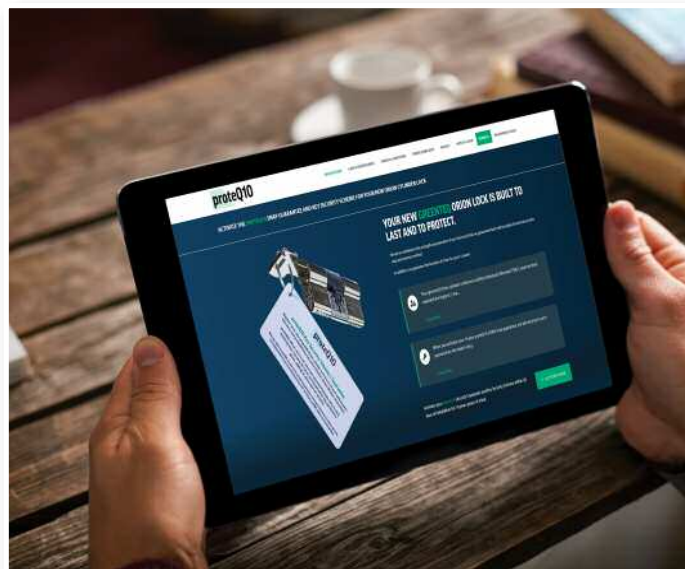
VBH, the specialist behind the greenteQ hardware range, has made improvements to the registration process for its proteQ10 profile cylinder anti snap guarantee.

Under the guarantee, which covers the popular greenteQ Orion TS007 3 star profile cylinder, consumers can expect a payment of £2000 should an Orion snap to allow a successful break in.

VBH has launched a completely new registration process to make it 'even easier' for the end customer to register their cylinder.

The information card that comes with each cylinder has now been updated to include a QR code that takes the customer directly to the registration page of a new website.

The easy-to-use site takes the visitor through the simple registration process in just a few clicks. Once registered, the cylinder's 10-year anti-snap and function guarantees are activated. In addition, by setting a Key Security Password during registration,



the user activates the free Key Security Scheme, which prevents additional keys from being ordered via the key number unless the password is provided.

Gary Gleeson, Marketing Manager at VBH, says, "We have had over 18,000 individual registrations since launching the proteQ10 guarantee and security scheme.

"These improvements to the key card and website make product registration easier than ever.

greenteQ Orion is the obvious choice for installers and lock replacement specialists, as it is easy to explain the benefits of the cylinder and the process of registering for proteQ10 to potential customers.

"Once the cylinder is registered, VBH takes over responsibility for all dealings with the end user in the unlikely event of an issue, saving our customers the potential headaches and costs of call outs and providing replacement products."



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# carl f groupco elevates care home security

[carlfgroupco.co.uk](http://carlfgroupco.co.uk)

Hardware specialist Carl F Groupco is highlighting the practical advantages of its SmartSecure solutions, especially its suitability for care home and assisted living installations. With a focus on safety and convenience, the electromechanical door locking systems offer the impressive security solutions needed for these specialised environments.

John Mitchell, Technical Manager, said: "Our SmartSecure range brings huge value to care home providers, retirement villages, assisted living environments and more. The products provide the practical functionality that's vital in these settings, and it's clear that the market understands this. We've seen sales of our electronic and automatic door lock ranges increase by almost 60% in recent

months." John says the FUHR multitronic 881 electromechanical door lock perfectly demonstrates the diverse benefits the SmartSecure range brings.

The electromechanical locking system offers versatile integration options. It works with virtually any third-party access control or building management system, so is easy to retro-fit and can be supplied to suit most project requirements. John said: "This versatility has been an important component in many of our customers' recent projects, especially where existing solutions such as push-pad releases and intercoms are already in place and positioned away from the door."

Enhanced features of the system, particularly valuable in the care home sector, include elements such as spring-loaded contacts. These facilitate seamless wireless power and data transfer between the frame and the door sash that are fully concealed when the door is closed. John comments: "This eliminates the risk of a cable breaking by door movement or tampering, a common concern with traditional setups fitted in these settings."

To ensure the system ticks every box, there are Emergency Exit (BS EN 179) or Panic Exit (BS EN 1125) options too. The Secured by Design accredited hardware provides impressive security benefits, including locking automatically when the



door is closed." John concludes: "Our customers value the fact that the options on the FUHR multitronic 881 electromechanical door lock are almost endless, making the system suitable across a variety of sectors."

Carl F Groupco has led the way in promoting the benefits of electronic and automatic door lock options for many years. It's just one example of how the company's hardware expertise adds value to its customers.

# the modern elegance of glass tees off

[crlaurence.co.uk](http://crlaurence.co.uk)

In the contemporary design landscape, glass has become a favoured material for its ability to zone areas, control crowds, and partition spaces without obstructing views. This is particularly evident in commercial and public settings where maintaining an open and airy ambience is crucial.

Golf clubs, with their expansive greens and scenic surroundings, benefit immensely from the use of glass balustrades. These installations not only offer unobstructed views but also effectively delineate hospitality areas.

Golf clubs are unique environments where aesthetics and functionality must harmonise. The seamless integration of glass balustrades allows members and guests to enjoy panoramic views of the golf course while ensuring safety and structure within the club's facilities. Whether used internally or

externally, these glass partitions offer a modern and sophisticated touch that enhances the overall experience for visitors.

One of the critical aspects of using glass in such settings is ensuring straightforward and secure installation. The latest innovations in screw-clamp technology have revolutionised the way glass panels are installed and adjusted. This technology involves using clamps that securely lock the glass panels in place, providing stability and safety without the need for bulky frames or intrusive fixtures.

St Helens and Bolton are just two of the UK's golf clubs that have recently showcased the CRL Posiglaze system as a practical and stylish glass balustrade solution.

Using the CRL Posiglaze screw-clamp technology, the installers on these projects were able to securely anchor the glass panels without compromising on the aesthetic appeal. Posiglaze is designed to provide the greatest possible adjustment opportunities, enabling each panel to be perfectly aligned during, or even after, installation. This innovative patented and market leading screw-clamp technology locks glass panels into position effortlessly, with four immobilising fasteners per metre of channel.

This solution preserved the breathtaking views of the greens for the golf club patrons. The result on both projects is a seamless, uninterrupted view of the



lush greens, enhancing the club's appeal to its members and visitors.

The use of glass balustrades in golf clubs epitomises the blend of functionality and aesthetic appeal. Innovations like screw-clamp technology have made it easier and safer to install these systems, offering a practical solution that meets the high standards of modern design. With successful implementations at clubs like St Helens and Bolton, it's clear that glass balustrades are not just a trend but a significant improvement in creating beautiful, unobstructed, and safe environments for all.

# installer to manufacturer

[glideline.com](http://glideline.com)

Understanding the issues, frustrations and costly inaccuracies encountered by installers at ground level is what underpins aluminium manufacturer Glideline's success in a competitive market. Managing Director, David Pickering, gained invaluable insight into the intricacies of installation at the outset of his career, and it is this unique insider knowledge that still drives the business forward.

David was introduced to the glazing industry through working with his father as a fabricator from the age of 15. Following years of hands-on experience as an installer, combined with a personal passion for innovation and the high cost and limited availability of

slim sliding doors, David was drawn to manufacturing aluminium products himself, and set up Glideline in 2016.

"Many manufacturers come from a sales background and may lack the technical knowledge that comes from hands-on experience in installation and manufacturing," he explains. "It is this technical knowledge that has connected Glideline to its customers from day one – and it's still what sets us apart eight years later."

Having dealt with the delays, lack of quality control and loss of income encountered by aluminium installers at ground level, Glideline provides exceptional technical support, ensures rapid response times to queries, and provides detailed yet intentionally user-friendly drawings for trade customers.

"Our knowledge is particularly valuable in areas like threshold drawings and general surveying of doors and windows. We respond to questions within five minutes and provide full CAD drawings for every job,"



says David. "Glideline has always been about making the process smoother and simpler for installers, because we know the stress that comes with uncertainty first-hand."



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## era renews sbd membership

[securedbydesign.com](https://securedbydesign.com)

One of the UK's leading home security and fenestration component providers, ERA Home Security, has renewed its membership with Secured by Design (SBD).

Established in 1838, ERA is a leading designer, manufacturer and distributor of security products including smart security, door and window hardware and decorative furniture. ERA is recognised for its proven expertise in the development of innovative solutions and has provided peace of mind to homeowners for generations. ERA's longstanding relationship with Secured by Design demonstrates a commitment to providing its extensive portfolio of professional and domestic customers with the highest standards of security and certification, across its extensive offering of smart security and traditional hardware. From trusted window and door security products, to the latest in smart solutions,

ERA has a wealth of knowledge and a vast product range to fulfil all customer needs, including industry recognised brands ZOO Hardware and Fab&Fix, both of which have ranges of SBD accredited products.

ERA's revolutionary smart door security solution, TouchKey, combining the latest innovations in smart technology and first class engineering, achieved SBD's Secure Connected Device accreditation in 2023. The unique and recognisable accreditation which highlights Internet of Things (IoT) connected products that have achieved the relevant IoT standards and certifications, including third-party testing and independent certification.

Revolutionising keyless entry for timber and composite entrance doors, TouchKey is the only system of its kind to combine five different entry methods into a single door handle. This includes fingerprint access, the smart home app, geolocation technology, voice-activated entry, and manual key override. Combining a smarter security door handle with an auto-firing multi-point lock, and an anti-bump security cylinder. TouchKey delivers the highest standards of dynamic smart technology with mechanical hardware endurance, to provide complete security and convenience.

Over 40 of ERA's lock, hardware and mail delivery solutions are accredited by Secured by Design's 'Police Preferred Specification Scheme', providing



homeowners with the peace of mind that their homes are protected to the highest possible standards against potential intruders.

## darren gait celebrates 40 years of service

[carlfgroupco.co.uk](https://carlfgroupco.co.uk)

Darren Gait, Scottish Depot Manager at independent hardware supplier Carl F Groupco, received a 40-year Long Service Award in recognition of his longstanding contribution to the company.

Darren is a well-known, respected figure among the company's Scotland-based customers. Carl F Groupco is renowned for exceptional customer service and considerable hardware expertise.

Darren joined the business in May 1984. "I started with the company when I was 17 years old. The knowledge and experience I gained over 40 years is invaluable to me in serving all our customers. Here's to the next 40!"

Owen Coop, CEO, commented: "Darren's 40th anniversary is testament to his unwavering

dedication to the business, a true example of commitment and excellence. We look forward to many more years of innovation and growth together."

Darren's career started in the Peterborough warehouse with Group Sales. In 2002, he moved to Cumbernauld being appointed Scottish Depot Manager. Today, he works alongside Pamela Wilson, Regional Sales Manager, delivering quality customer service to Carl F Groupco's growing customer base. Together, they ensure the company's commitment to next-day hardware delivery throughout Scotland and the Highlands.

Carl F Groupco is one of the only independently-owned hardware distributors supplying an extensive range of premium quality window and door hardware to the fenestration industry throughout the UK. Driven by the extensive knowledge and experience of its personnel, the company's commitment to solving hardware problems, offering advice and finding solutions goes beyond order processing.

Remarkably, 64% of the company's 36 employees have been with the company for over 10 years, reflecting a strong culture of loyalty and job satisfaction. "Our impressive staff retention rate confirms the supportive working environment and the opportunities for professional growth and development" said Owen. "By investing in our employees, we ensure that our team remains



motivated, knowledgeable and dedicated to delivering the highest standards of service to customers."

As well as employee loyalty, the company has worked with several key suppliers for decades and six of its top ten fabricator customers have been sourcing from the company for over 20 years.

If longstanding relationships indicate a strong business, Carl F Groupco certainly more than measures up!

## deceuninck halves energy usage

[deceuninck](https://deceuninck.com) 01249 816 969

Deceuninck has upgraded its existing water chilling system in its manufacturing facility in Calne, reducing its carbon output by 550 cubic metres per year in the process.

The two new water chillers were installed in March 2024, and were chosen for their energy efficiency. Darren Woodcock, Operations Director, Deceuninck,

said: "Our current energy usage for chilling our water with our new system is 50% less than it was 12 months ago.

"Our old system was outdated so we wanted to replace it with a more energy efficient and environmentally friendly alternative, that reduced the amount of carbon used.

"We only had 60mm of buffer space to slot the new chillers into. They went in millimeter perfect, and there was no operational disruption whatsoever."

Deceuninck has established a lead on sustainability based on its' commitment to the Science Based Targets (SBTi) programme, with a headline pledge to cut the CO2 emissions from its own operations (Scope 1&2) by 60% by 2030 from a 2021 baseline.

As well as the water cooler upgrade to reduce carbon emissions in the Calne factory, the systems



house has also installed 2,200 solar panels on the roof, which generates 895,762 kWh of clean energy a year, and saves almost half a million tons of CO2.



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are blogs

## in your marketing mix?

[blogwrite.co.uk](http://blogwrite.co.uk)

Copywriter to the glazing industry, Helen Savage, discusses why business blogs are an important part of the marketing mix, despite often being overlooked.

Having worked in marketing for over 20 years, I'm a big believer in using an array of tactics to get your message to market. People will argue for and against print heavy or social media dominant campaigns, but ultimately the more tactics you use, the wider you can cast your net. But are business blogs widely accepted as part of this marketing mix, or are they an occasional add-on as and when marketing teams have the time? If the latter is true, could you be missing out?

### How important is blogging to your business?

Some people may wonder whether blogging for business is as relevant in 2024 as it was in the mid 2000's when blogs were the up and coming 'fashionable' thing to do. In an era of podcasts and video streaming, you could be forgiven for thinking written blogs have lost their way and are now irrelevant in the marketing mix.

### This couldn't be further from the truth.

According to a study conducted by Data Box, 68% of marketers find blogging more effective than they did 2 years ago and according to DemandMetric, 70% of people prefer to learn about a brand through written articles.

### Quality writing matters

It used to be the case that the more blogs you could produce, the better. But that is no longer the case. It's still true that consistency matters – out of date blogs are not a good look on any website – but quality has risen in importance.

### Consumers and businesses are looking for advice.

They want to conduct in-depth research before they buy, so if they can find everything they need from one website, they are more likely to trust that brand, revisit the site, and probably make their purchase. Just make sure you keep the customer in mind, because they are looking for more factual, helpful information and advice, than they are heavy handed sales and marketing messages.

Audiences also want to get to know a company before they buy, not just learn about the products and services they offer. They want to get a feel for your company's personality and culture.

### Who has the time?

Of course, it's easy to say that blogging is a great element to add into your marketing mix, but who has the time to stay on top of regular, informative blogs? Blogs are like feature articles. They require time to think about, plan, research, write, and edit. It might help to introduce some self-imposed deadlines to make sure blog posts are written regularly or carve out a fixed time in the week to dedicate to writing content. Alternatively, it's something you can outsource cost-effectively to remove the hassle from your in-house resource altogether.

If you would like more information on business blogging visit [www.blogwrite.co.uk](http://www.blogwrite.co.uk) for more information.

 **BlogWrite**  
Helen Savage  
Director



## delivering exceptional customer support

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**In the fast-paced roofing solutions industry of today, outstanding customer service and support are essential for achieving business success. SupaLite, a leader in innovative roofing solutions, demonstrates this by establishing a benchmark in customer support.**

Their unwavering commitment to going the extra mile for their trade partners and surpassing expectations has been key to their success. Some of their longest standing customers have been with SupaLite throughout their 11 years!

**Installer Training** - SupaLite have their own dedicated showroom and training centre at their site in Preston. With their training programs, you will receive sales and installation training, roof samples, in-depth knowledge about their products and systems, and a full factory tour, so you have a first-hand view of their manufacturing process.

You will also have the opportunity to build a SupaLite roof at their training centre, as well as receiving marketing help, and more!

**Visiting Trade Customers** - Using their Support Vehicle, driven by Carl Linney, SupaLite's Business Development Manager, SupaLite travel around the UK, visiting trade customers and showcasing their impressive products. No matter where their customers are based, they come to you.

Whether you need support attending open days, training days, and promotional events, SupaLite are there to help promote their quality roofing solutions.

**Premium & Plus Installer Schemes** - SupaLite offer two installer schemes to

continue to meet the demands and requirements of homeowners. These tiered schemes ensure their trade partners install SupaLite products to the highest standards, with continued support from their expert in-house team.

Lane and Peach, SupaLite Premium Installer, state:

"As an installer in a competitive market, we want to stand out from the crowd and the Premium Installer Scheme helps us to achieve that. SupaLite offer quality products that are supported by a great customer service team from quotation to after sales, but they also provide assistance with marketing and lead generation helping us to grow as a business. For the 5 years we have been installing SupaLite, the company has always more than exceeded our expectations."

**Marketing & Technical Support** - SupaLite's in-house team are dedicated to providing their customers with all the marketing help they need. This includes a full range of literature featuring the latest product brochures and leaflets.

SupaLite's technical support team are fully equipped to walk you through every stage of your roof order, right through to installation, with years of experience.

**In-Depth Case Studies** - Working closely with the customer, SupaLite details the project from start to finish, highlighting the solution to the homeowners' problem, showing the impact of a SupaLite roof.

SupaLite are proud to share the wonderful work of their installers and encourage their trade partners to collaborate with them on future case studies.

**Trade Show Expertise** - SupaLite offers support and expertise to their customers exhibiting at trade shows. Whether it's providing banners, branded merchandise, marketing materials, or special offers, their experts do it all.

**Dedicated Support** - SupaLite continue to ensure their customers are at the forefront of everything they do. Their team provides all the resources and support needed to effectively market and install their products.



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