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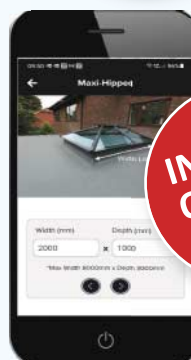
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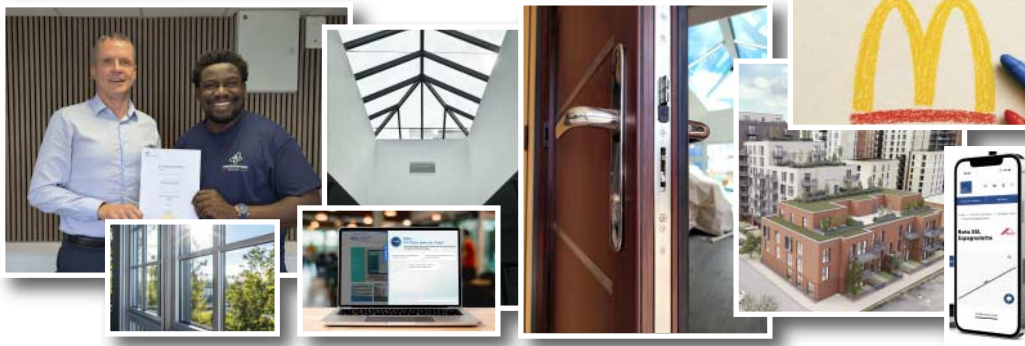
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october eight

Blimey, what a cracking month in the glazing game – it's like the industry woke up, downed a double espresso, and decided to show off. Let's dive into the highlights, shall we?

Starting with Conservatory Outlet's apprenticeship triumph: Warehouse Manager Adeoye Adedayo just nailed a Level 5 Apprenticeship in Operations Management, equivalent to a foundation degree. According to CEO Greg Kane, this has sparked operational wins, like adopting 5S principles that boosted their transport and warehousing scores to record highs in customer surveys. It's proof that investing six figures in training – with 75% of staff now upskilled – isn't just fluffy stuff; it delivers real efficiency gains and a beefier bottom line.

Over at Lohmann, they're bonding innovation with a cheeky wink at old-school methods. Their Duplocoll 56024 rolls and 21006 spools reportedly slash cure times for glazing bars, offering immediate handling strength across wide temperature ranges. Fabricators say this means faster

production and cleaner aesthetics, all while trimming waste for slimmer, greener designs.

Howells Patent Glazing lit up Salford Museum with a new hip-ended rooftop, using Class 2 double-glazed units: 9.5mm heat-strengthened laminated inner pane and 6mm toughened self-clean outer. This setup blocks 99% of UV rays, per the specs, protecting artefacts while flooding the space with natural light. Jo Byrne, Operations Manager, notes it's transformed a leaky old dome into a welcoming hub, backed by research from The Rooflight Association showing daylight boosts alertness – handy for those art club sessions.

Pilkington's Mirai glass debuts in Watford's 278-home regen project, with 4,500m² of Suncool 70/35 coating. This low-carbon wonder has 52% less embodied carbon than standard float, says Pilkington UK, blending solar control (70% light transmission, 35% energy transmittance) with low-e for year-round comfort and lower bills. Bhavin Halai from Prime Glaze calls it a benchmark for decarbonisation without quality dips.

Carl F Groupco's hit a milestone with their one-millionth Roto Espagnolette sold – those twin-cam locks with up to four pairs of reverse locking points and Grade 5 RotoSil corrosion resistance. Julie Warner reports it's a hit for outward-opening windows up to 1,800mm sash rebates, underlining reliable security in coastal climes.

Guardian Glass's new AI assistant, Claria, is a brainy beast answering tech queries in seconds, recommending glazing to meet codes and even pinpointing suppliers. Steven Scrivens says it's revolutionising how we navigate product configs, making life easier.

On brand awareness, our 'Worth a Read' nails it: consistent advertising builds top-of-mind recall, something only achieved through consistent and planned advertising.

Finally, HiSpec's new aluminium panel doors are a stunner. Their sublimation process applies hyper-realistic woodgrain over powder-coated profiles, creating effects that, as they put it, 'need to be seen to be believed.' Impressing onlookers with timber-like authenticity minus the maintenance hassle, it's a cheeky fusion of style and smarts for premium installs.

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worth a read

vision 01675 481 920

In competitive markets, unless you've got a truly groundbreaking product, one advert alone isn't going to transform your business. That's not because advertising doesn't work—but because effective advertising is about more than a single appearance. The real value of advertising is in repetition. It's about building brand awareness so that when customers are ready to act, yours is the first name they remember.

When customers are happy with their current supplier, they're not actively shopping around. Why rock the boat if everything is working? But when things go wrong—and they inevitably do—the question is: whose name comes to mind first? That's where consistent advertising makes all the difference.

Every time your brand appears in Vision, you build familiarity and trust. The more often readers see you, the more comfortable they feel with your company. This is the essence of brand awareness.

Take McDonald's. Everyone on the planet knows who they are. Even in the remotest village in Peru, there's probably a toddler who can draw the

golden arches with a crayon. Everyone knows who they are. They could probably stop advertising tomorrow and still sell burgers by the truckload. Yet they advertise constantly. Not to tell you they exist, but to make sure that when you decide you fancy a quick meal, their name comes up before anyone else's. It's not awareness alone—it's about being *top of mind** = at the right moment.

The same applies in the window and door game. Customers are, generally speaking, creatures of habit. If their supplier turns up on time, gets the job done, and doesn't accidentally put the hinge on upside down, why would they switch? Answer: they won't. They're not even looking. But the second that supplier makes a mess of it - when the delivery doesn't arrive or turns up damaged - suddenly the market is open. And if you've been advertising steadily, it's your name they'll think of. If you haven't?

One of the biggest frustrations businesses have with print advertising is traceability. Customers rarely pick up the phone and say: "Hello, I saw your advert in Vision, and now I'd like to spend fifty grand." More often, they'll search your name online because they remember it and they'll ring up without ever mentioning the magazine. The result is the same, you got the lead, but the link back to your advert isn't always obvious.

Take Notan as an example. In our September issue, we featured their



new sales rep, Olly Nicholson, alongside a full-page advert promoting their integral blinds. On day one of publication, Notan confirmed visit requests for Olly and quote enquiries directly linked to the exposure. Why? They told it in Vision, where it landed in front of the right people who saw Notan's advert with the proud statement of the Industry's "Only 10 Year Guarantee on Integrated Blinds." A promise made possible by a religious ethos of quality—shared by everyone from the lads on the factory floor to senior management.

And here's another example. Notan once ran a half-page advert for a roof light blind. At the time, it seemed quiet—no big surge of calls, no rush of new business. But months later, customer's came back to that very issue, saw the discount they'd offered, and placed two order's. What does

that show? That magazines have staying power. Our readers keep hold of the magazine, refer back to it, and act when the timing suits them. Sometimes it's not that they weren't interested in your product—it's that they weren't ready yet.

So here's the reality: after 30 years of publishing Vision, we can say this with absolute confidence. Advertising is not a one-night stand. It's a long-term relationship. You don't run one advert and expect to be showered in phone calls. You run adverts consistently, build trust, build familiarity, and then—when your competitor inevitably messes up—you're the first name on speed dial.

And if you think that sounds boring, tedious, and relentless—good. Because that's exactly why it works. Remember, if you're not visible, you're not in the running.

degree apprenticeship programme sees further success

conservatoryoutlet.co.uk

Conservatory apprenticeship continues to go from strength to strength, with Warehouse Manager Adeoye Adedayo becoming the latest employee to complete a Level 5 Apprenticeship in Operations Management.

Adeoye, who has been with the Wakefield-based fabricator for four years, successfully concluded the course - equivalent to a foundation degree - after building an extensive portfolio of on-the-job and off-the-job projects. Alongside practical and academic work, Adeoye also received one-to-one mentoring from his tutor and support from the company itself.

"The apprenticeship has equipped me with the skills and knowledge to lead and motivate my team," Adeoye said.

"I've gained new insight into team building, conflict resolution and strategic planning. It's had a positive effect on everything, and I can't believe that I've achieved a foundation degree. This qualification gives me a strong platform for the future, and I'm committed to taking on new challenges and opportunities for growth within the organisation."

As part of his final project, he had to propose and implement new warehouse processes, which were then measured by and discussed by a panel of independent assessors.

These changes, including the adoption of 5S principles, have already delivered operational improvements, with Conservatory Outlet's transport and warehousing departments achieving their highest-ever scores in the company's quarterly Customer Journey Survey - a key metric the manufacturer uses to monitor performance.

Reflecting on Adeoye's achievements, Greg Kane, Conservatory Outlet's CEO, said: "I'm incredibly proud of Adeoye. He has worked very hard to reach this point and has grown both personally and professionally throughout his apprenticeship. His development has been a joy to see as he's progressed through the company to his current position in our management team."

"His success is a clear example of how investing in people drives tangible business benefits. Our apprenticeships



aren't just a training programme, they're a route to better processes, stronger leadership and a more resilient business.

Adeoye's accomplishment sits within a broader training programme that the business continues to scale. Conservatory Outlet has invested a significant six-figure sum over the past few years to embed and provide opportunities for development across all departments, from the office to the shopfloor.

This sustained, long-term investment has seen nearly 75% of its employees benefit from either an apprenticeship or job-specific training courses. At the moment, the fabricator has a further 11 people working towards degree-level

qualifications and an additional 9 people on undergraduate apprenticeships.

And this comes at a time when the fabricator is also rolling out free training courses for sales professionals working across its Network of Premium Retailers.

Greg adds: "The dedication shown by Adeoye and all our apprentices, plus the willingness of colleagues to support them, sums up who we are as a business. We're always moving forward, looking to be better and provide a truly leading service."

"We view these programmes as part of a long-term talent strategy that benefits both our team and our customers."

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new sublimation aluminium panel doors

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As we navigate 2025, industry trends point towards minimalist designs with slim profiles, enhanced energy efficiency, and smart integrations that blend seamlessly with modern architecture. Homeowners and commercial clients alike demand doors that maximize natural light through expansive glass panels while minimizing environmental impact via recyclable materials and superior insulation.

Leading this charge is High Spec, a British stalwart with over 30 years in manufacturing premium aluminium panel doors. Their latest offerings embody these trends, featuring a sublimation process that they state 'applies a timber-like finish over powder-coated profiles, delivering the warmth of wood without the maintenance woes.' This hyper-realistic aesthetic, available in over 1,000 RAL and BS colours including marine-grade options for coastal resilience, allows trade professionals to offer bespoke solutions that rival traditional timber doors in appeal but

surpass them in durability. Production Manager, David Cartwright comments: "By moving away from foils, we've created a truly beautiful door that needs to be seen to be believed. The timber effect we've created through the sublimation process has impressed everyone that has seen it. Together with our in house cnc machine we can manufacture the best Aluminium Panel Doors on the market with designs that are only limited by the customers imagination."

Door frames can be supplied with either mechanically jointed corners, enhancing the traditional timber-look aesthetic or with seamless welds for invisible joints and sleek visuals. Their tiered range of Aluminium panel doors caters to diverse project needs:

- Standard – a cost-effective and reliable aluminium panel door.
- Premium – offering sublimation finishes with customised groove and glass options.
- High Security – features FUHR 859 multi-hook locks and optional Yale Conexis smart systems.

All models are designed to achieve strong thermal performance, meeting stringent U-value requirements and supporting the industry's transition to more energy-efficient building practices.

For installers, architects, and builders, partnering with High Spec means fast lead times from two weeks, nationwide delivery, and trade-exclusive perks like custom panel designs giving customers the option to have a truly unique door using their in house cnc machine. David concludes: "In a market prioritising sustainability



and tech-savvy features, High Spec isn't just keeping pace—we're setting it. As the trade adapts to bolder, smarter

entrances, we're here to prove that British manufacturing reflects quality and forward-thinking design."

specialist pr agency launches to champion the future of construction

hello@naropr.co.uk

A new specialist PR agency for the construction industry, NARO PR has launched. Created to give the sector a dedicated voice at a time of rapid change, the team boasts decades of combined experience and a proven track record helping construction brands secure impactful coverage in trade and national titles.

With sustainability, innovation and skills shortages dominating the agenda, construction businesses face growing pressure to communicate clearly and consistently, and NARO PR



has been established to meet that need.

With a focus on straightforward, honest and strategic communications, the agency helps construction, facilities management and professional services raise profiles, shape conversations and grow with purpose. Sister brand, Orange PR & Marketing, is well established in the food and drink sectors, lifestyle sectors and the construction industry. The team has

experienced a strong and ongoing demand from clients in this particular sector.

Founded by Megan Dorian, NARO PR will answer the calls for strategic support for seasoned PR professionals working in the built environment. Account Director, Lucy McKechnie comments: "NARO PR is born from a proven track record of delivering results for construction and B2B brands – and is set to become a vital

partner for companies looking to strengthen reputations and drive commercial success."

Backed by decades of combined experience and deep-rooted industry knowledge, the team is dedicated to putting construction brands firmly in the spotlight. The team is already successfully working with industry-leading names and the client's campaigns have generated national exposure in titles such as the BBC, Construction Enquirer, alongside Grand Designs and The Times – demonstrating the breadth and impact of the brand's expertise.

NARO PR delivers specialist communications for the construction sector, including PR and media relations to secure coverage and raise profiles, award submissions to showcase achievements, and strategic communications to define clear brand positioning. The agency also runs targeted LinkedIn campaigns to build authority and engage decision-makers, develops authoritative white papers that generate leads and trust, and creates tailored franchise PR strategies to grow reputation and visibility.

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qualicoat expands on its specifications

By Chris Mansfield QUALICOAT
Chair

The 25th edition of the Qualitcoat Specifications, approved in November 2024 and effective from January 1, 2025, introduces refined Qualitcoat criteria for decoration of coated aluminium used in architectural applications.

This new appendix expands the specification to specifically address decorative finishes, including technologies like sublimation and powder-on-powder. Furthermore, it sets out rigorous requirements for gloss levels, measured at a 60° angle, coating thickness, with a minimum of 80% of the specified 60 µm across multiple points, resistance to humid atmospheres containing sulphur dioxide, and other environmental durability tests.

Additionally, the 2025 Specification includes clear procedures for licensing and quality control. Only Qualitcoat-approved plants and materials may be used, new technologies are constantly reviewed prior to approval, based on detailed testing by accredited laboratories. The Specification also outlines the use of "self-tested decoration" lists, where suppliers must test each new Class 1 decorative finish in their own laboratories and maintain accessible records for Qualitcoat's independent inspectors to verify during license renewals. Overall, the 2025 update strengthens consistency, traceability, and performance of decorative coatings used on architectural aluminium projects.



The 2025 Specification also reflects Qualitcoat's wider focus on sustainability and accountability in architectural finishes. With the growing use of recycled aluminium and decorative surface treatments, the new rules ensure that performance is not compromised by material choice or design trends. By requiring tests such as sulphur dioxide exposure and accelerated weathering, the specification guarantees that coatings can endure aggressive urban or coastal environments while maintaining appearance and structural integrity. This is particularly important for projects where aesthetics and durability are equally critical, such as façades, curtain walling, and decorative elements.

Another notable element is the tightened inspection and compliance regime. Independent inspectors will continue to conduct unannounced visits, but now with expanded powers to cross-check laboratory data against on-site production and supplier records. This transparency helps prevent sub-standard finishes from entering the supply chain and reassures architects, specifiers, and clients that certified products truly meet the highest benchmarks.

aluk shortlisted

The AluK team are celebrating yet another Awards success, having just been shortlisted as the Manufacturer of the Year (over £25m) in this year's Made in Wales Awards.

Russell Yates, AluK's MD, is understandably delighted: "We've made significant investments in Chepstow this year and our team have delivered some really successful new initiatives on everything from quality management to testing and training. We've had an overwhelmingly positive response from all the customers who have visited us here and this is a fantastic



endorsement of the progress we've made. Every member of the team here should rightly feel a sense of pride and achievement."

One member of the AluK team who should feel particularly proud is Marketing Apprentice Elin Davies, who has also been shortlisted for the Made in Wales Apprentice of the Year Award.

Elin and the rest of the AluK team will find out who takes home the coveted trophies at a glamorous black-tie event to be held in Cardiff on 23 October.

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In an industry where precision, durability, and aesthetics converge, the demand for innovative materials has never been higher. For decades, mechanical fasteners and wet glazing methods dominated the glazing sector. But today, high-performance adhesive tapes are at the forefront of this transformation.

Adhesive tapes have evolved far beyond simple bonding solutions. Modern adhesive solutions are engineered for architectural glazing and deliver structural integrity, long-term weather resistance, and clean aesthetics, accelerating production timelines and reducing on-site labour. For window fabricators and façade specialists, the benefits are faster assembly, cleaner lines, and a consistent bond that stands up to environmental extremes.

Looking specifically at the glazing bar applications, traditionally labour-intensive, Lohmann offers a solution with precision-cut adhesive tape systems like Duplocoll 56024 rolls and Duplocoll 21006 spools which offer superior adhesion, immediate handling strength, and reliable performance across a wide temperature range. These tapes not only eliminate



the cure time of traditional adhesives but also ensure a bond that enhances the visual clarity of the installation.

In a competitive market, every detail counts, from the speed of production to the look and lifespan of the final product. Lohmann's adhesive tape technology enables glaziers and manufacturers to meet the rising expectations of architects, builders, and end users alike.

As aesthetics, sustainability and energy efficiency become integral to building standards, Lohmann's

product selection offers environmental and application advantages. By reducing waste and enabling slimmer, more thermally efficient designs, they contribute to greener construction practices without compromising on durability and style.

The future of glazing is clear. It demands long-term performance at a competitive rate. With Lohmann, the objectives are met by smart solutions, supported by an organisation that is committed to continuous improvement and innovation.

new rooflight for museum & art gallery

info@howellsglazing.co.uk 01384 820060

A new aluminium rooflight from Howells Patent Glazing (Howells) has transformed a learning space inside Salford Museum & Art Gallery, creating a bright, dry and comfortable environment for learning, creativity and recreation.

The patent glazing specialist was appointed by Manchester-based contractor, Schofield & Sons to design, supply and install a new rooflight. The existing rooflight — domed polycarbonate in an aluminium frame — had reached the end of its service life; it leaked and no longer admitted sufficient natural light. The works qualified for the Arts Council England Museum Estate and Development Fund (MEND).

Rooflight specification

Howells recommended a standard hip-ended self-supporting rooflight following an extensive site survey. This system is more robust than the original rooflight and works well with Class 2 glass which was a requirement of the specification.

Class 2 glass is not designed to be walked upon but is non-fragile. While a rooftop barrier surrounds the new rooflight, the glass adds another level of safety in the event of a fall, preventing a person from falling through.

For additional strength and lasting performance, Howells fabricated the rooflight using double glazed units comprising 9.5mm heat strengthened laminated inner pane and a 6mm toughened self-clean outer pane. The laminated inner pane also



provides significant UV protection, blocking up to 99% of harmful UV rays.

Comfortable indoor environment

Creating an inviting space was an important consideration in the specification process as Jo Byrne, Operations Manager for Salford Museum & Art Gallery explains: "The room is used as a learning space — we hold workshops in there; schools use it for lunch; and we have clubs, such as Salford Art Club, who rent it from us, so it needs to be a welcoming environment with plenty of natural light."

New research commissioned by The Rooflight Association has revealed that natural light is extremely beneficial to building occupants, in addition to the everyday running of the building. It has a positive long-term impact on human health and wellbeing, including boosting alertness and the concentration of occupants.

The provision of natural light, therefore, is a real advantage for the museum and art gallery when engaging with schools, colleges, and other education providers as well as community groups and those seeking venue hire.

Thermally broken system

All Howells' rooflights are made from recyclable aluminium and use a fully thermally broken bar system which reduces heat transfer; prevents heat loss in winter and heat gain in summer. It also reduces draughts and cold spots and prevents



condensation. This superior thermal performance contributes to a more pleasant indoor environment and lower energy bills.

The aluminium frame is powder coated in RAL 7016 (Anthracite Grey) both inside and out. This protective and decorative layer offers exceptional resistance to weathering, corrosion and wear, ensuring longevity and minimal maintenance.

Overcoming challenges

Access proved the greatest challenge during the two-month project. The rooflight could not be reached from above due to restricted access at roof level. Instead, materials and components had to be carried through the Grade II listed building with the team navigating a Victorian staircase and elaborate early 20th century entrance with double doors. The majority of works were carried out from a scaffold platform built at eaves level inside the learning room.



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not all sealed units are created equal

tudor-glass.co.uk

Finding a sealed unit manufacturer isn't difficult. Everyone in the industry is aware of the large unit manufacturers making many thousands of units a week. These companies excel at volume manufacturing. But this can result in inconsistent quality and missing units due to the fast-paced nature of their operation. finding a sealed unit manufacturer that still values a personal relationship, cares about the quality of each unit, and manufactures consistently high-quality units week after week, can be more of a challenge.

For Tudor Glass based in Chelmsford, Essex its all about the customer. From point of order right through to delivery, the focus is on a friendly, professional service and a blemish free unit. Tudor's customers understand the joys and financial benefits of being able to rely on quality sealed units from a trusted supplier such as Tudor Glass. Final balances are paid promptly on the day of completion, avoiding the inevitable holding of the final payment until the sealed unit is replaced, which can wreck cash flow, not to mention the hidden cost of going back a second time and the jeopardy that in the interim, the householder has found other minor issues to hold the balance even longer.

Tudor Glass is now in its 21st year of trading, testimony to its long held,

solid reputation for high quality glass and loyal customer base, which include trade professionals, builders, glazing specialists, wooden window manufacturers and DIY enthusiasts who all value the quality and exceptional levels of service that Tudor Glass offer.

As you would expect from a reputable sealed unit manufacturer, Tudor Glass product range includes double and triple glazed sealed units, Argon and Krypton gas filled units for superior energy performance, toughened and laminated safety glass, acoustic and self-cleaning glass as well as having a lead work specialist who has been with Tudor right since the beginning in 2004. Dave loves creating 'one off' bespoke lead designs and works closely with the client to ensure the finished result exceeds the homeowners vision for the artwork.

Tudor understands that timing is crucial and can provide fast lead times and flexible delivery options.

You can choose to have your units sent to your workshop, warehouse, or directly to site with a dedicated fleet delivering units across Essex, and within a 100 mile radius of Chelmsford, Essex.

Diane Blackmore and her late husband Mike started Tudor Glass in 2004 and from the very beginning they had a very clear vision of how they wanted the company to evolve. Diane still heads up Tudor Glass and with her friendly office team they adopt a 'can-do' approach. Its is not unheard of for a customer to ask for a replacement float unit due to a break in, or emergency situation and it can be ready for collection within an hour or two, something the larger unit manufacturers just cannot accommodate or be close enough to facilitate.

At Tudor Glass, our goal has always been to combine reliability with a personal touch. We are proud to be a trusted partner to so many businesses and homeowners and



Diane Blackmore

remain committed to delivering products and service that make our customers' lives easier, projects smoother, and results better.

—Diane Blackmore,
General Manager, Tudor Glass



guardian glass launches ai-powered assistant

guardianglass.com

Guardian Glass announces the launch of CLARIA, a generative AI-powered assistant that helps customers easily navigate the technical aspects of glass and product selection.

Available now on the Guardian Glass website, the Claria assistant combines decades of manufacturing expertise and product knowledge in a single AI-powered assistant. Customers can quickly access extensive information, receive tailored recommendations, and find answers on everything from glass performance and production to selecting the right products to help comply with regional norms and building codes.

The Claria AI-powered assistant offers a range of capabilities, including:

- Answering technical questions about glass properties, manufacturing, processing, and product configurations.
 - Recommending glazing solutions that can help meet project requirements and comply with local regulations.
 - Identifying local suppliers who can provide the glass in its fabricated form.
 - Guiding users to relevant content and resources across the Guardian Glass website.
 - Supporting continuous, conversational interactions where context carries over across multiple queries.
 - Operating in all supported languages of the Guardian Glass website and adapting to the regional content of each site for a tailored user experience.
- By automating inquiries, the Claria assistant helps customers access information independently and resolve complex questions in seconds. It allows users to engage in natural conversations, receive contextual recommendations, and explore technical topics easily and efficiently, with supporting resources provided alongside responses.
- Steven Scrivens, Global Head of Digital Platforms says: "Today's fast-evolving digital landscape is transforming how customers search for information and make decisions. Guardian is embracing this



change, providing customers with the ability to access large bodies of information and generate value-added results quickly and efficiently. This is already changing the way we work, making us more effective."

Taysseer Sharaf, Director of AI and Data Science Solutions at Guardian Glass, adds: "Our journey to build the Claria assistant began with experimentation and evolved into a scalable, intelligent solution. As the vision matured, collaboration across teams helped to ensure a strong infrastructure and a seamless user experience. What started as a proof of concept is now a cornerstone of our digital engagement strategy."



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5 top tips for strategic blogging

Helen Savage, copywriter to the glazing industry, explains the importance of getting strategic with your business blog.

Business blogs can be a little more informal than some other elements of the marketing mix, but they still need an overriding strategy to ensure the messaging throughout remains consistent and on target.

Each blog post should work as a standalone piece for visitors searching for more information on that one topic, but they should also work as a series, to give people an overview of your company philosophy and personality.

Here are some top tips for creating a strategy for your blog:

1. What are your key messages?

What are the key points you would like to get across to readers that land on your blog? Of course, each blog will be on a different topic, but there should be an overriding message through them all. For example, are you a family-run installation business, or a systems company focussed on sustainability?

2. Who are you talking to?

The next thing to consider is who your blog is for. No blog post, or any other piece of writing for that matter, will appeal to everyone so try to imagine one ideal customer that you are writing for and keep the content specific to them. When your ideal audience land on the post, they will feel like you are talking directly to them and are more likely to engage.

3. Plan, plan, plan!

You may or may not be a planner by nature, but when it comes to blogging, as with any other communications medium, it is important to plan out your content. A good blog for example should have a mix of personal posts, fact-based articles, and product posts, and it's good to mix them up to keep things interesting.

4. Measure

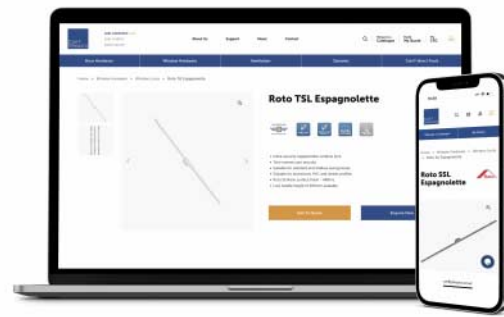
Once you have set your blog strategy and you are happily following your planned schedule, be sure to measure its success. Are some posts getting a lot more views or engagement than others? If so, is it possible to tweak your strategy and add in more of the posts people like? After all, it is your audience you should be writing for, not yourself.

5. Keep an eye on the competition

While it shouldn't take up too much of your time, there is nothing wrong with keeping an eye on your competitors to see what they are up to and what they are talking about. Perhaps they are raising an issue you want to share an opinion on, or perhaps they have taken a view on a subject that you have a unique perspective on. Either way, it's another effective way of staying on top of current issues to feed into your overall blogging strategy.

Business blogs with a clear strategy not only run more smoothly but also garner better results. Companies that are taking the time to plan their blogging strategy carefully are reaping the rewards.

 **BlogWrite**
Helen Savage
Director



one millionth roto espagnolette window lock sold

carlfgroupco.co.uk

Independent hardware supplier Carl F Groupco has sold its one millionth Roto Espagnolette Window Lock, underlining both the popularity of the product and the strength of its partnership with Roto.

Julie Warner, Roto Product Manager, said: "Our customers consistently value the combination of quality, reliability and functionality that Roto delivers. Reaching the one million milestone is clear evidence of this."

The Roto Twin-Cam Security Lock Espagnolette has been designed to provide a high level of security for outward opening windows.

The espagnolette features up to four pairs of dual reverse locking points. When the handle is operated, it drives the double-sided strikers from opposite directions, ensuring maximum burglary protection. The Roto SSL Espagnolette is suited for both top and side hung outward opening

casement windows, accommodating sash rebates between 240mm and 1,800mm. Profile-related keeps are available and the espagnolette is compatible with all leading profile extruders.

Both espagnolette options feature RotoSil surface protection, providing a Grade 5 finish that is particularly important for coastal applications.

Carl F Groupco is a longstanding Roto partner and one of the UK's largest stockists of its hardware. Its portfolio includes espagnolettes, hinges, sliding door systems, tilt & slide hardware and reversible gearing. The company holds around £5.5 million of stock across all product ranges, enabling it to fulfil over 98% of orders within 24 hours.

Julie commented: "The strength of our partnership with Roto supports the service reliability that customers expect from us. The one millionth sale demonstrates not only the quality of Roto's products, but also the trust fabricators place in Carl F Groupco to deliver consistently."

Reaching one million sales is a clear endorsement of both the product and the partnership behind it. For fabricators, it underlines why Carl F Groupco is trusted as a leading hardware supply partner: proven product quality, reliable availability and service levels that ensure orders are delivered on time, every time.

john agnew retires from ggf

John joined the GGF as President in 2017, becoming its Managing Director in early 2020 before stepping into his recent position as CEO, in July last year.

His appointment to the GGF followed a distinguished career in the glass industry spanning more than four decades. This encompassed a series of senior management and accountancy roles including general management and directorships at Toughglass and Independent Glass.

Commenting, John said he had full confidence in the GGF Group board and EMG to move the GGF Group forward into an exciting new phase of delivery.

He said: "It has been an honour and a privilege to lead the GGF Group over the past six years. Working alongside so many dedicated colleagues, Members and partners has been one of the most

rewarding experiences of my career.

"I am very proud of what we have achieved together the role the Group continues to play in supporting and advancing the glazing industry."

"As I step back, I do so with full confidence in the Board, the EMG, and the talented people across the Group to carry forward our strategy and build on a very strong foundation."

The GGF Group board and EMG are actively engaged in a recruitment process, with an expectation to make an announcement on a new appointment shortly.



low carbon glass project

pilkington.com/en-gb/uk

A new residential development in Watford bringing forward 278 homes, is setting a benchmark for sustainable construction in the UK, becoming the first project in the UK to install Pilkington Mirai, the lowest carbon alternative to Pilkington UK's standard glass.

Pilkington United Kingdom Limited part of the NSG Group, provided Pilkington Mirai Suncool™ 70/35 for the 1 Sydney Road scheme, developed by Signia. The project, which includes residential apartments along with amenity spaces, marks the debut of Pilkington Mirai in a UK residential setting.

Pioneered using a combination of alternative fuel, high recycled glass content, and green electricity sources, Pilkington Mirai has 52% less embodied carbon when compared to Pilkington UK's Pilkington Optifloat Clear glass, without compromising on performance, quality, or aesthetic appearance.

Glass unit manufacturer Crystal Units and window fabricator Prime Glaze partnered to deliver 4,500m² of

6 mm Pilkington Mirai Suncool 70/35 to the scheme. This installation forms part of a wider regeneration programme aiming to create high-quality, environmentally responsible housing in Watford.

By incorporating a high-performance Pilkington Suncool 70/35 coating to the glazing residents can enjoy multiple benefits. With advanced solar control and low emissivity properties, the glass allows high levels of natural daylight into the homes while reflecting solar heat, preventing overheating in warmer months and improving thermal insulation in colder ones. This translates into reduced reliance on artificial heating and cooling, supporting lower energy costs and increased comfort.

Bhavin Halai, Managing Director at Prime Glaze said: "By incorporating the lowest embodied carbon alternative to regular float glass on the market, we're not only enhancing the sustainability of the Watford regeneration but also setting a new standard for future developments."

"As the industry continues to evolve, products like Pilkington Mirai will be crucial in driving environmentally friendly development practices and demonstrating how the built environment can make the move towards decarbonisation without compromising on the quality of materials." Arne De Ceapog, Specification Manager at Pilkington



UK said: "We're excited to debut Pilkington Mirai, not only because it provides much needed affordable housing and community spaces but also recognises the importance of considering sustainability."

"Pilkington Mirai represents a significant step forward in the glass industry's efforts to decarbonise the entire built environment. This project is a great example of how we're helping developers and asset owners move closer to meeting the 2030 and 2050 carbon reduction targets."

Phil Hallworth, Technical & Sales Director at Crystal Units said: "This project sets a strong precedent for future developments that aim to balance environmental responsibility with the need for high-performance building materials."

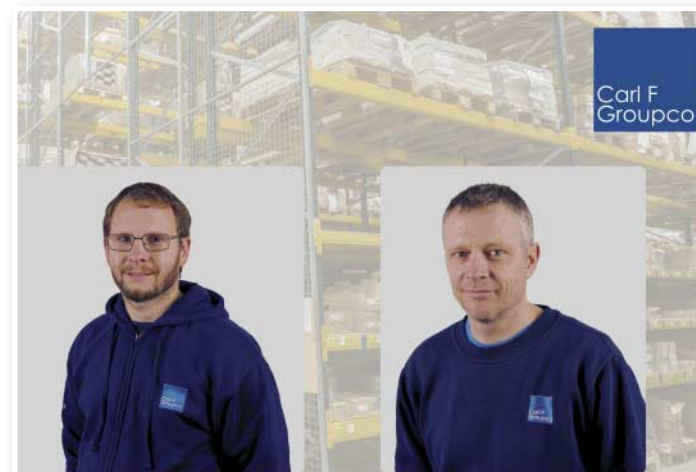
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01733 393 330

Carl F Groupco is proud to celebrate a combined half a century of commitment as two long-standing employees, Jason Hart and Richard Booth, mark milestone anniversaries with the company.

Jason Hart, Warehouse Operative at the Peterborough depot, has reached an impressive 30 years of service. Since joining the company in 1995, Jason has become a well-respected and dependable member of the team, renowned for his accuracy, reliability and attention to detail in ensuring customer orders are fulfilled correctly. His consistency and dedication have made him a trusted figure within the warehouse and a key contributor to Carl F Groupco's reputation for service excellence.

Richard Booth, Warehouse Supervisor in the Peterborough depot, is celebrating 20 years with the business. Joining in 2005, Richard's strong work ethic and commitment to the team saw him progress to Supervisor in 2016. In this role, he continues to lead by example,



supporting colleagues and overseeing the smooth operation of the depot to deliver the high standards that customers expect.

Owen Coop, CEO of Carl F Groupco, commented: "Jason and Richard's service to the business is a fantastic achievement and something we are incredibly proud of. They exemplify the loyalty, dedication and teamwork that defines the company. Their combined 50 years of service highlight not only their personal commitment but also the supportive culture and strong working practices we maintain as a business. Here's to many more years of their valuable contributions."

Carl F Groupco is one of the UK's

only independently-owned hardware distributors, supplying an extensive range of premium quality window and door hardware to the fenestration industry. With over 63% of its employees having been with the company for more 10 years, Carl F Groupco demonstrates an exceptional level of staff loyalty, reflecting a culture of stability, professional development and job satisfaction.

In a market of change, staff longevity is always worthy of recognition, and milestones like Jason and Richard's demonstrate the stability and commitment that set Carl F Groupco apart.



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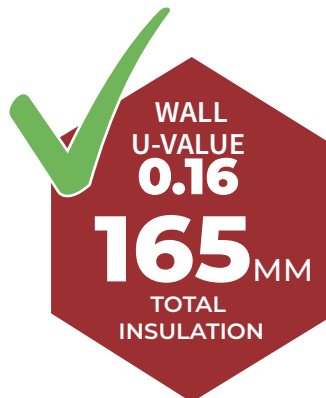
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pr vs digital pr vs seo untangling the overlap

vastpr.co.uk

There's often a blurring of the lines between traditional PR, digital PR, and SEO (site engine optimisation). So here's a quick guide to help you understand the differences (and similarities) and how they might benefit your business.

Traditional PR

Always considered a bit of a 'dark art', public relations does exactly what it says on the tin – builds relations with those who talk directly to your 'public' (or target audience).

The work involves media pitching (selling a story idea to a magazine), writing and placing articles in different publications – the very words you are reading here are the result of a relationship between the Vision editorial team and VAST PR, with the understanding that we create interesting and relevant content that will be of interest to the Vision readership.

A proactive PR campaign will seek out existing opportunities and create bespoke opportunities for your company to appear in a range of different media. This is not to get confused with social media. You 'own' your social media channels and control what goes onto them and when. With third party media outlets, you create what we call 'earned' media – you don't necessarily pay for it, but the publication controls when and how (and if) it gets published.

Digital PR

Most publications today have an online version – even if they still appear in print. It is tempting to lump digital PR into an online version of traditional PR, but it is slightly more complex than that. Online PR can be strategically executed to supercharge your online presence and drive traffic to your business from a much wider catchment area.

The clever use of important keywords within your digital articles will help drive your company website up the internet search rankings. Making sure you weave in search friendly terms related to a publication's audience, relating to trending issues that are currently being input into search engines, will massively increase the chances of your story rising up through the ranks.

This is the play off between the personal touch of traditional PR, and the algorithmic touch of search engines. A good PR strategist will find a balance between the two.

SEO – Search Engine Optimisation

There is a blurring of the edges between SEO and digital PR, as both are essential for building backlinks – crucial for website authority and improving your position on search engine pages (the aim is always to be on page one!).

Pure SEO is an art form on its own, consisting of technical jargon that involves meta titles, H1/2/3 headings, backlinks and XML sitemaps. As a wordsmith and PR purist, my challenge is always to find a turn of phrase that satisfies my own high standards, and that falls in line with the trending keywords that will ultimately drive traffic to the page I am writing.

Over the years I have written for some shockingly poor websites which exist purely to build backlinks. Professionally, it pains me to write an article which will not even be read. This is the difference between digital PR and SEO. Digital PR is there to be read, to inform, to educate. The writing is considered and relevant, taking the reader on a journey of discovery towards a favourable impression of the subject matter relating to your company. It still fulfils the rules required to build digital authority, without compromising on the editorial quality.

Of course today, SEO is further enhanced by the need to write for AI. And the challenge for digital marketers today is to ensure content is featured in AI prompts. There is a whole new school of tactics evolving which seems to change as soon as I have understood it. There are better (younger) people than I that I can call on to help me with this – the VAST focus is always to ensure high levels of quality are maintained within the content – quality that reflects brand position and tone of voice to help companies stand out from the competition.



VASTPR
SPREADING YOUR WORD
Kate Ashley-Norman
Director



kenricks extends smart locking range with ak safe secure smart lock box

0121 500 3266
kenricks.co.uk

Kenricks has expanded its smart locking range with the launch of the new AK Safe Secure Smart Lock Box. The new smart box offers a robust and intelligent solution designed to keep keys and access cards safe, secure and always within control.

The new lock box combines Kenricks' renowned strength and reliability with cutting-edge smart technology, making it an ideal choice for locksmiths, property managers, rental operators and commercial businesses that need to manage access securely and efficiently.

Andy Meakin, Sales and Marketing Manager at Kenricks, said: "The AK Safe Secure Smart Lock Box provides a simple and secure way to manage shared access. Whether you're a locksmith supplying customers, a facilities manager overseeing multiple buildings, or a commercial operator needing secure key storage, this product

delivers unmatched convenience and peace of mind."

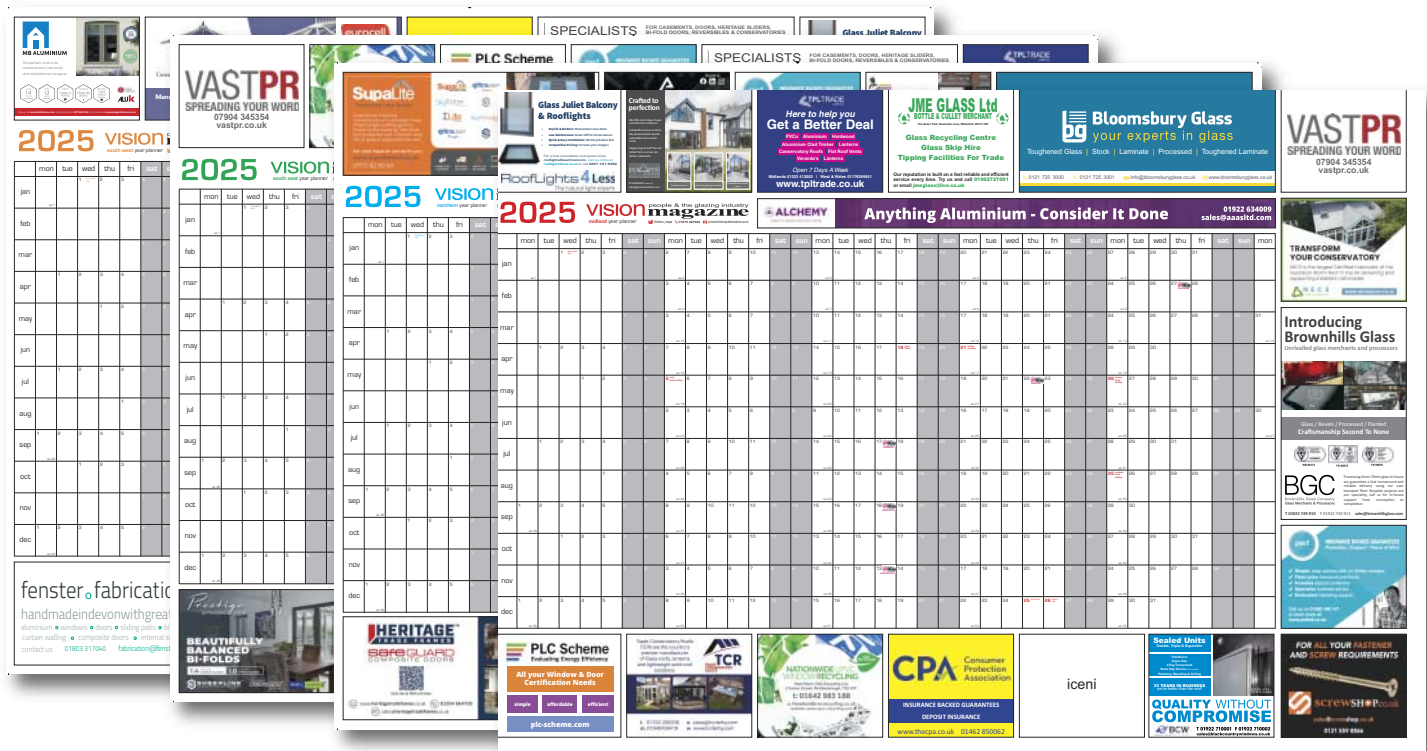
The AK Safe Secure Smart Lock Box has been designed to offer significantly greater storage than standard lock boxes, holding at least six keys, two cards and one car key. It can be managed and monitored remotely through the AK Touch Secure™ smartphone app, which provides real-time notifications and integrates seamlessly with Google Home and Alexa for easy, hands-free control.

Designed to withstand the toughest conditions, the lock box features a zinc die-cast body that is weatherproof to IP55, while the advanced digital keypad has been rigorously tested to resist up to 150 lbs of force and 250 lbs of pulling pressure. Available in both wall-mounted and portable versions, it provides the flexibility needed across residential, commercial and industrial settings.

Installation is straightforward, making the lock box a strong retrofit option as well as a valuable upsell opportunity for locksmiths and trade professionals. It joins the acclaimed Kenrick AK Touch Secure™ smart locking system, which has already earned praise for its ability to be fitted quickly without major hardware modifications.

Like the AK Touch Secure™, the AK Safe Secure Smart Lock Box reflects Kenricks' intelligent application of smart technologies. With its combination of innovative design and uncompromising durability, it delivers everything expected from a company with Kenricks' extraordinary history and exceptional track record.

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cookebrothers.co.uk

Master hinge maker Cooke Brothers has introduced Loadmaster Plus, a new range of architectural hinges that are specifically engineered for high-performance doors that need hinges with additional strength, durability, and load-bearing capacity up to 200kg.

Developed in response to demand from specifiers working on larger, heavier doors in high-traffic environments, Loadmaster Plus retains the core features of the original Loadmaster but steps up the performance with a 4mm-thick hinge leaf, stainless steel washer, and a beefed-up barrel design. The result is an even more robust hinge that offers superior load-bearing capacity and enhanced stability for doors weighing up to 200kg.

Loadmaster Plus is tested to EN1935:2002 Grade 14 with independent testing up to 200kg, is Certifire approved, and comes with Cooke Brothers' 25-year guarantee. It is available in both fixed pin and lift-off options, with a wide choice of



finishes and types, including reduced-ligature, dog bolt, and conductor hinge models as special options.

"Loadmaster has been a mainstay of our hinge range for years, but some projects simply demand more," says Tim Cooke, MD at Cooke Brothers. "Loadmaster Plus gives specifiers the extra strength and stability they need for bigger, heavier doors while maintaining full compliance."

The new hinge is available now and is already attracting interest from architects, OEMs, and architectural ironmongers working on demanding projects in healthcare, education, commercial, and public sector buildings.

30 years of trading

vistapanel.co.uk

This year marks a major milestone for Vista, as the company celebrates 30 years of manufacturing composite doors and supplying to the new build, RMI and social housing sectors.

Over the past three decades, they have built their reputation not only on the quality of their products but their long-standing partnerships with their suppliers.

One of those partnerships is with DoorCo. This year, the two companies celebrated 10 years of their strong collaborative relationship. To mark the momentous occasion, some members of the DoorCo team visited Vista's site in Liverpool with cakes for the staff. They took a tour of the factory and took the time to catch up with the Vista team, to reflect on their collaboration and discuss what their mutual future looked like.

Speaking about their work together so far, Chris Burrows, Commercial Director at Vista said "Suppliers are as important as customers and in the last 10 years DoorCo have been very supportive of



us. The most crucial part of getting to 30 years is having reliable partners, those who will pick up the phone when you need to call, who offer the best U-values, the best styles and the best quality."

Ben Aspinall, Commercial Director at DoorCo, agreed saying "We see Vista as a key partner for DoorCo. Over the years we've worked closely with them to develop products and services that allow them to tie in some of their key builders."

The two teams have collaborated on a number of successful projects across the decade, driving both businesses forward. Ian Smith, Head of Sales at Vista, reflected on a recent cooperative venture, developing and launching the County Collection:

"We had a new build customer who wanted something bespoke just for them. DoorCo worked very closely with us to design a range of doors that was unique. That's when we came up with what we now call the County Collection, 3 bespoke door styles that were unique to them."

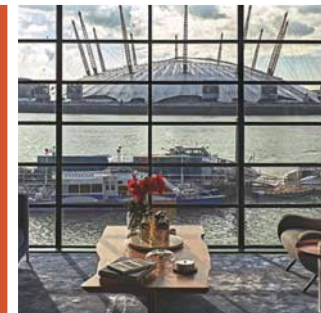
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new lift & slide hardware system from vbh

01634 263263 sales@vbhgb.com

Hardware supplier VBH has introduced an exciting new hardware system to suit Sheerline Prestige aluminium lift and slide patio doors.

greenteQ ClearLIFT Slim has been developed with Italian hardware expert AGB and is described by VBH as 'the ideal hardware for slimline lift and slide patio doors.'

It accommodates sliding sashes weighing up to 250kg as standard, with the option to increase capacity to 400kg with the addition of just one item.

ClearLIFT Slim allows the creation of sliding panels measuring up to 3.6m wide and 2.75m high, designed to flood any room with natural light.

Security is provided by two sturdy hook bolts, with the option to add additional hooks in the middle and at the top of the door if required.

The hooks retract into the sash when the door is open, and the striker plates are flush to the frame. This provides a neat finish to the door and eliminates the risk of items snagging on any projections into the opening.

Further optional extras include a ventilation position, the Auto-Brake Closing Damper that gently slows the sliding sash down as it approaches the frame and the Opening Damper that provides a controlled opening of the door. Optional Assisted Operation Kits make both the lifting and dropping operations even easier for the user.

Marketing Manager, Gary Gleeson, says "We're very excited about the development of ClearLIFT Slim. It's easy to use and is built to last, as demonstrated by successful testing to 25,000 opening cycles and a top grade 5 under BS EN1670 for corrosion protection.

"In fact, many components are protected by AGB's excellent Activeage surface protection treatment, which has achieved 2000 hours in a neutral salt



spray test." The first major ClearLIFT Slim installation has been carried out by BSW Window Solutions of Peterborough, who installed 96 sets in a new 'landmark' apartment development in west London.

Gary concludes, "A Sheerline Prestige door is a high quality product that deserves the best hardware. ClearLIFT Slim is the ideal choice, as it provides effortless operation and a host of optional features. Style, performance and operation are perfectly matched."

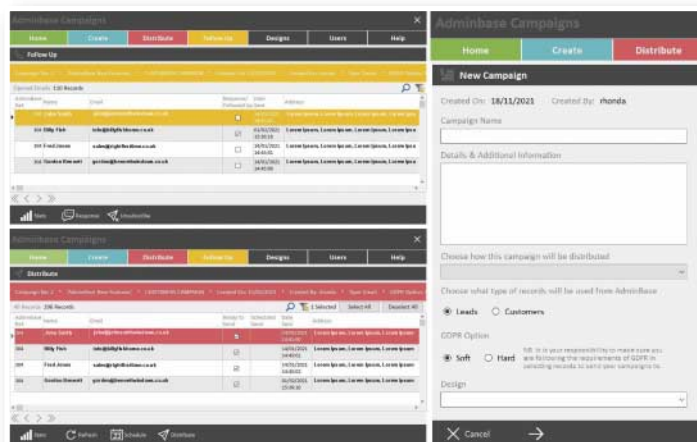
adminbase campaign achieves 98.2% delivery rates

abinitiesoftware.co.uk

The AdminBase Campaigns feature within the AdminBase CRM system from Ab Initio has been designed specifically to help its window company customers maximise highly targeted, low cost email marketing campaigns without the need to import and export data from a third party software. With delivery rates at 98.2 per cent, and open rates averaging at nearly 24 per cent, AdminBase users are experiencing much higher returns from a much lower cost.

The accuracy of AdminBase Campaigns is due to it being part of a fully integrated management system designed specifically for the fenestration industry, rather than a third party platform. It can handle bulk emails without the need to import or export any data – an action that can lead to loss of data detail, and eliminate mistakes made during that process. Data can be segmented down, and the results are readily available across all departments, eliminating the need for any time-heavy and costly manual interventions.

"Emails remain a powerful source of marketing, particularly to existing customers who will already recognise your company name and are more likely to respond positively," commented Ab Initio's managing director Rhonda Ridge. "Whether it is upselling a residential door to an existing window client, or offering a voucher for a recommendation, you can create a promotion and email sequence crafted for a specific niche for maximum effect".



While there are many third party software platforms available, delivery and open rates can be temperamental. A good open rate is generally considered to be anything above 17 percent – though many prove to be significantly less than this.

"Our customers have a wealth of potential new business already sitting

in their databases. We can help them extract that potential quickly and cost effectively in such a simple way," said Rhonda. "As the economy bites systems such as AdminBase come into their own, working on behalf of window companies to ensure they are maximising efficiencies in every area of their businesses."

jade formalises relationship with cab

jade-eng.co.uk

As part of its commitment to promoting engineering excellence and innovative thinking in the manufacture of aluminium doors and windows, Jade has officially become a member of the Council for Aluminium in Building.

Over the past 18 months Jade has been investing significantly in professionalising its services to guarantee a robust and secure foundation in fabricating aluminium products. The company holds a wealth of engineering knowledge and expertise to help window companies achieve manufacturing efficiencies and overcome challenges, helping to drive quality in the marketplace.



"While we have always been collaborative with the CAB over the years, it was definitely time to put that relationship on a more formal footing," said Jade's Adam Jones. "We're looking forward to many conversations around milling, sawing and punching in the coming months and years."

CAB chief executive Nigel Headford added: "Jade has been a strategic manufacturing partner for many of our members, and we welcome their engineering insight to the future of aluminium in window fabrication".

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The Accolade Building, Common Road, Stafford, Staffordshire, ST16 3EQ

interpon's 2026 color of the year

Creating colors that go beyond the aesthetic and create a mood is the inspiration behind AkzoNobel's 2026 Color of the Year, comprising not one but three hero shades of Interpon powder coatings to imagine working and living spaces that allow us to stop, reflect, and rediscover our natural rhythm.

The trilogy of indigo blues each leads its own distinct and complementary palette to transform exteriors, interiors, lighting, furniture, and furnishings across a wide range of sectors with their own unique sense of calm.

Noir 2000 Sable Dark Blue anchors Serenity, a palette filled with wintry, earthy tones that create contemplative and restorative spaces. This palette works particularly well in offices or healthcare settings where people require respite from visual noise and stress.

Airy blue Brisbane Sable leads Fluidity, an earthy and warm palette for connected spaces. These natural



brick and terracotta shades come together to cultivate harmonious spaces – designed to bring comfort to residential and hospitality settings.

Liberty is led by Baku Fine Texture. This palette combines a series of energetic shades to deliver a youthful, liberating atmosphere that is ideal for education or workplace environments where the imagination needs to be stimulated, and ideas nurtured..

Bob Dirks, Global Segment Manager Architectural AkzoNobel Powder Coatings, says: "Color is so much more than an aesthetic, it is an essential tool to cultivate the energy of a space. Whether people need to be invigorated and energized, or relaxed and reflective, color palettes are influential in how we feel in any environment.



new stabilizer angle bracket

01706 863600 crlaurence.co.uk

CRL has introduced a new Stabilizer Angle Bracket to its popular Bellagio collection, designed to make the installation of frameless shower enclosures even more secure and straightforward.

The Stabilizer Angle Bracket is specifically engineered to support hinged from fixed side panels with widths of 220 to 380mm, and is suitable for use with 8 to 10mm toughened glass. Available in both left- and right-handed versions, the bracket also features wall angle adjustment, enabling installers to

achieve a precise fit even when working with uneven walls.

Manufactured from durable brass, the bracket comes in all 11 Bellagio finishes – Polished Chrome, Brushed Nickel, Matte Black, Polished Gun Metal, Brushed Gun Metal, Polished Brass, Satin Brass, Matte White, Brushed Bronze, Matte Brushed Copper and Polished Rose Gold – ensuring a seamless match across the full Bellagio range.

With a comprehensive choice of complementary accessories including support bars, handles, knobs and now the stabilizer angle bracket, Bellagio offers everything required for the creation of stylish and durable frameless shower enclosures.

The addition of the Stabilizer Angle Bracket strengthens the Bellagio portfolio, giving installers and specifiers greater flexibility while maintaining the premium aesthetic the range is known for.

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