

Looking through the glass

Wherever you stand on environmental issues, the impact of your business on the planet will have significant commercial implications. Understanding and implementing the right processes is a critical step for any fenestration business that wants to steal a march on its competition over the next few years. Simon Scholes writes

Forty-six percent of respondents to the UK Net Zero Business Census Report 2024 stated that they had received customer or tender applications that required carbon footprint data. In other words, becoming sustainable and carbon efficient will give you commercial advantage. Indeed, environmental credentials will often be in the first triage of criteria when assessing tender applications. And this expectation is filtering down into smaller, local companies – a sector where many window companies sit.



Simon Scholes

Trust

The word ‘trusted’ is key – many companies risk falling foul of making green claims when inadvertently misleading their audience about genuine green credentials.

The business advantages and benefits of carbon accounting will soon overtake the pain of having to implement it in the first place. The key is to remember that this is a process and the start of a road that will become integral to your business.

Show me the money

The benefits include cost savings from emissions reductions, favourable brand recognition and growing cooperation within supply chain expectations.

The use of energy in the UK is under the spotlight and love it or hate it, window companies have to take notice and change the way they do business. However, the long-term benefits will outweigh the short-term pain.

Achieving this:

- Will place you favourably on specification and supply-chain lists.
- Will force you to address energy consumption and make considerable savings.
- Will elevate the public perception of your company and your brand.
- Will supply you with a constant flow of positive marketing messages.

Carbon accounting does not have to be expensive and restrictive. In fact, it is quite the opposite. Look upon it as efficiency engineering, with the additional advantage of positive environmental impact. □

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Where do you start?

While switching to electric vehicles and taking advantage of window recycling schemes are significant steps forward, the reality is that they barely scratch the surface of regulatory expectations.

There are many expectations and very little support when it comes to putting the right measures in place. This results in many small businesses having no idea where to start. While local business advisory organisations can lay out the regulations this is rarely adaptable across a wide range of industries. The window industry has its own foibles which we know how to address.

My experience in the window industry means that I can offer a clear pathway for companies to follow towards fully integrating carbon accounting practices.

We have already done the hard work many times across different sectors and know exactly what is required for window companies to meet their regulatory and market expectations. There is no need to re-invent the wheel. We can tailor our knowledge according to your particular set-up to make sure you are working towards the net zero position.