

# Luxurious simplicity

**When his folding door system won the year's 'Most Innovative Door Component' category in US business magazine *Window & Door*, CEO and owner of Panoramic Doors, Alan Rees summarised his products by saying: "This door eliminates the need for hinges, bolts and locks, which in turn, reduces hardware costs and man-hours. The end result is a more affordable luxury system." Since that appeared in September 2014 more than 20,000 Panoramic doors have been sold around the world. In the UK, sales have reached more than 4,000 in just four years**

The Panoramic door offers an alternative to the bi-folding door that was popularised by TV architects in programmes such as *Grand Designs*. Michael Connor, managing director of Panoramic Doors in the UK, says the company is making the most of the difference through a huge social media campaign that makes extensive use of video: "Most bi-folding doors are shown opened and stacked, or closed and most homeowners understand how they work. So it is crucial that we show the difference, which is emphasised through a number of videos that demonstrate how Panoramic doors move in their own way.

"The Panoramic Doors' folding system has a series of bottom-track supported rolling panels that travel independently from each other along a single track. This minimises weight stress on headers. The first panel is a fixed traffic door and can be on either side of the opening or on both sides. Independent panels slide to either end, click into place and then convert from sliding to swing panels and stack against the previous panels, which reduces the amount of space needed to operate the door. Furniture may be set close to the door for example and they are ideal for installing on smaller rooms where space is at a premium. It also allows greater flexibility in how the doors are used throughout the year: fully openable during the sunniest days, smaller openings when temperatures are more moderate but fresh air is desirable."

In the US Panoramic's doors are sold direct to the public, with American homeowners opting to employ their own favourite contractors. In the UK home improvers generally expect products to be installed by the company they buy them from which has required a different approach. "Of course it is crucial that Panoramic's doors are installed correctly," says Connor. "And despite our doors having considerably less componentry to go wrong than conventional bi-folds, they still have to be set correctly to ensure the installation is as good as the product itself. We therefore supply our doors through carefully chosen and accredited installers that, once appointed, have to go through an intensive installation training programme, and re-training on an ongoing basis. We will not compromise on this." □

[www.panoramicdoors.co.uk](http://www.panoramicdoors.co.uk)

