

A refreshing start

Hurst has kicked-off the new year with a major re-brand to strengthen its position as a manufacturer of composite doors and PVC-U door panels. As part of the launch, the company has unveiled a new identity to capture its pedigree and appeal to a new generation of customers.

The launch heralds the next phase of development for Hurst. Marketing manager Hayley Barker says: "This launch marks the beginning of what will be a pivotal year for Hurst as we embark on another period of rapid growth. We have a punchier name and a fresh new look, but our core company values remain the same – they are the trademark of Hurst.

"We put a great deal of time, care and effort into creating our doors and our people are dedicated to delivering the very highest standards of quality and personal service to our customers. This new identity reinforces these unique strengths, which set us apart in the industry.

"We are never afraid to invest and this is the biggest branding exercise that we've ever undertaken in the history of the business. Our new identity will elevate Hurst to a new level and help us engage with a wider audience, especially



homeowners who are increasingly asking for a Hurst door by name. This is just the start though and we can't wait to share plenty more innovations over the coming months.

"The re-brand follows a £650,000 investment in new machinery and delivery vehicles to enhance the firm's capabilities and continuously improve levels of quality, service and value. Hurst also recently expanded its customer service and order processing teams to support its field sales team and grow its customer base by 25%."

Hurst is now planning to introduce new resources which will include a suite of marketing materials and IT solutions, to help customers to work smarter, generate new business and achieve growth. □

www.hurst-plastics.co.uk

New buyer's direction

Northern Building Plastics (NBP), is an arm of PVC building materials covering England and Wales through its two large supercentres in Leeds and Bolton. NBP has been a Freefoam supplier for over seven years, and reports that it has recently seen a significant change in customer buying patterns, with a marked increase in sales of Freefoam's coloured products.

NBP marketing manager, Martin King says: "We are seeing our customers' clients invest more in their homes and take advantage of a wider range of products. Ten or more years ago most people just had white windows, but customers are moving away from the traditional and there's been a big rise in



the popularity of solid colours and premium foils. Anthracite and dark grey have proved very popular, while Chartwell green and cream foils have also gone down well.

"We also offer a bespoke service that sprays Freefoam products in any RAL colour."

Freefoam manufactures PVC-U and PVC-UE building products for roofline and rainwater applications with a range of 16 colours for soffits and fascia and six colour options for rainwater guttering and downpipes. A comprehensive support package for independent stockist partners helps them build their business. The package includes a range of marketing materials to help them and their installer customers boost sales. □

www.freefoam.com

Wintech consistently invests in the future of the industry by employing apprentices. In 2018, the company hired three new apprentices, with two training in all testing departments, and one working towards an NVQ in business administration. Several members of the staff began their career as apprentices; a notable example is technical director, Mike Wass who was an apprentice in the test laboratory 17 years ago.

Wintech managing director, Gailord Nepp says: "Education is important, and Wintech believes in investing in its staff. Our apprentices work in every department of the organisation. Our aim is to ensure they know every aspect of Wintech, to not only secure their future, but to secure the future of Wintech too." □



www.wintechtesting.com

FIT for TV

Alan Burgess, group chairman of the Masterframe Group and the man behind Timberweld says: "If fabricators and installers love flush windows and want a timber-look inside and outside, Timberweld is the only way to make them cost effectively."

This year Timberweld is the main sponsor of FIT Show TV which will provide a dedicated news channel in the months prior to the show with video submissions from exhibitors (www.fitshow.co.uk/fit-show-tv).

Burgess says: "We are thrilled to be the main sponsor of FIT Show TV. Exhibitor videos will also be shown on screens around the show and the venue, in addition to a feed from a live TV crew, so visitors can't miss it."

"We've exhibited at the FIT Show many times so really appreciate the fantastic audience it brings. It's expected to be 25% bigger this year with a new dedicated 'Visit Glass Show', so we're expecting even more energy and excitement this time – after all, #everyonesgoing. We'll also be interviewing Timberweld licence holders to get their comments on how it's helped their fabrication, so we can spread the word." □



Alan Burgess

To submit a video for FIT Show TV, contact Sara Mikunda, marketing manager on 07721 844561.

www.timberweld.co.uk

Kenrick has expanded its cylinder range with the introduction of a new 3 star high security cylinder. Kenrick says the cylinder has been independently tested to meet the latest British Standard Kitemark (TS007 3*).

The new Secured by Design approved cylinder features multiple high security pins to provide maximum security and excellent resistance against the known cylinder attack methods – picking, drilling, snapping, bumping, pulling and screwing.

Steve Williams, Kenrick's sales and marketing director, says: "With more than 70% of burglars gaining access to a property through a door, the choice of hardware for that door is a very important decision for any homeowner. Sadly, the number of attacks on doors is increasing because intruders can quickly and quietly manipulate the cylinder and gain access to a property – typically in less than 15 seconds. We need to stamp this type of crime out and offer far greater peace of mind for the homeowner. Our new 3 star cylinder eliminates any possibility of tampering with the cylinder, making homes much less vulnerable to attack." □



www.kenricks.co.uk

Holding heritage

After extensive research and development, VBH has launched a bespoke range of PAS24 hardware for Deceuninck's Heritage flush sash door. Suitable for single or double doors, the new range has been tested at BSI to the PAS24:2016 standard enabling Document Q compliance on new-build projects. The new hardware suite is also covered under the Q-secure security and greenteQ 10-year corrosion guarantees for an all-round robust solution.

Hardware specification for the Heritage flush sash door consists of greenteQ Sigma flush door hinges, a greenteQ Alpha door handle, Yale Mantis door lock with a single piece striker and latch lead-in block, and a Yale Platinum 3-star profile cylinder.



The greenteQ hinge is available in five different finishes to complement Deceuninck's Heritage suite, and is manufactured from heavy duty zinc. It fits into the door rebate leaving the appearance of a traditional 3-knuckle butt hinge on the outside. It also features a concealed security grub screw to prevent removal of the hinge pin when door is closed, and an integral weather seal pad to protect from the elements.

Rob Norman, systems sales manager at VBH says: "The heritage flush sash market is growing strongly, so we wanted to create a PAS24 approved solution that is also covered under our own guarantee." □

www.qsecure.co.uk