

# Perfectly fits the bill

**D**avid Ruzicka's installation company, Love my Door, is now fitting Brisant's Lock Lock security handle as standard. "We only sell products I truly believe in, and with top quality looks, security, and anti-corrosion, Lock Lock fits the bill," says Ruzicka. "I ask customers to hold Lock Lock so they can compare the weight and feel of it to other handles. It's an easy sell from then on: they're happy to pay the extra.

"If I'm selling a £2,000 door, I'd be embarrassed to think I had only invested £6.50 in a standard handle and – even more importantly – just £1.60 on the actual lock. These are the two fundamental things on a door that keep my customers safe and secure. I don't want a component that saves me money, I want the best – something that does a fantastic job, and that makes me money."

Ruzicka was a founding member of Network VEKA (now Independent Network) and worked for SASH UK for over 25 years. He built the company from 12 employees to over 250, in addition to increasing turnover from £500,000 to £28m.

He says: "Love My Door sells the products I'd be happy to supply to family and friends. Our reputation is everything, and is built on word of mouth. Lock Lock fits perfectly into our portfolio: it's what the industry has been waiting for." □

[www.lock-lock.co.uk](http://www.lock-lock.co.uk)  
[www.lovemymydoor.co.uk](http://www.lovemymydoor.co.uk)



**Bowater by Birtley has announced its 60 minute fire rated door.**

"We offer both 30 minute and 60 minute fire rated doors, to give our customers the most appropriate product for each individual project," says Kevin Kiernan of Bowater by Birtley. "A year ago, we made a promise to our customers that we would give them the range so that they had the choice, but perhaps the most important areas for delivering fit for purpose products is in fire and flood protection and we have both.

"Product testing is always important, but never is it more critical than in the areas of flood or fire protection. Where lives are at risk, there can be no compromise. The team at Bowater by Birtley take this responsibility seriously on behalf of our customers, whose reputations are at risk, and of course on behalf of the end users, who are relying on us to supply fit for purpose, high performance products." □

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



# In exacting taste

**Having ceased production of PVC door panels at the end of last year, Phoenix Doors, part of the Masco UK Window Group, is focusing on developing its range as a dedicated composite door company. Sales director Haydon Statham highlights what's in store**

It's full steam ahead in 2018 for Phoenix Doors as we continue to concentrate on refining our composite door range, service and delivery to suit the requirements of installers across the UK.

As the composite door market continues to grow, in line with market research forecasts, we are responding to changing trends with new door styles, locking systems and colours that suit our customers' – and their customers' – specific requirements.

The introduction of our rebranded Sovereign range – which we reckon is one of the most comprehensive ranges of composite doors on the market – last summer has been well-received by our customers. Bringing together the Continental and County collections under one collective brand means we can offer the widest choice yet in 44mm flush-fitting composite doors, making ordering a much simpler process all-round.

Homeowners' changing preferences towards more modern door styles and designs are influencing our development of new glazing designs. New contemporary 'neutral' designs include obscure patterns for privacy and sandblasted designs. These include house numbers, etched into the glass. Our in-house glass shop can also create intricate leaded styles that complement traditional-looking doors, while our Fusion range injects a splash of colour. We can cater for the most exacting of customer tastes.

Triple glazing is becoming more popular and is featured heavily in our new Sovereign brochure. Our double and triple-glazed units are manufactured to BSEN 1279 standards and both have excellent heat retention properties.

Colour is a big seller and demand is growing year on year. Four out of 10 doors we supply are now coloured – and 40% of those are anthracite grey. This shade is definitely the 'new black'. Two paintshops at our enlarged premises in Huntingdon are busy keeping up with demand for a wide range of RAL shades.

Installers have also benefited from the greater choice of

locking systems now available throughout the range. Being able to offer a conventional lift-up lever handle multi-point locking system and the latest 'slam-shut' locks

with an escutcheon has opened up fresh selling opportunities.

The addition of our new GU auto-engage slam-shut lock is helping to generate extra sales for installers who can promote the product's added convenience features to homeowners. The lock engages when the door is pulled shut and easily opened again with the turn of a key.

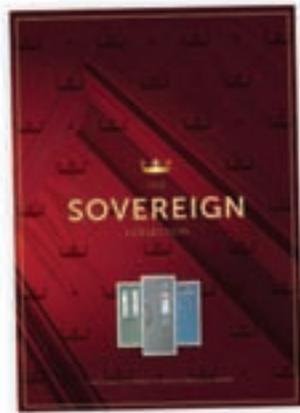
Over the past 13 months since moving

to Huntingdon, we have continued to invest in new personnel and systems that are delivering further benefits for our customers. Crucially, this has given us a flexible production capacity so we can adjust our daily production numbers in line with the market fluctuations. This, I think is very key in what is a seasonal market.

Having said all that, the composite door market does not come without its challenges. Coloured doors are now so popular that the two spray booths came under tremendous pressure during the run up to Christmas due to the amount of orders in the system. Even with great planning and increased production capacity, the window industry seasonal rush proved to be as testing as ever.

Nonetheless, all doors set for delivery before Christmas arrived as promised. To achieve this, the factory and the sales office did not get off to start the festivities until well into the afternoon on Friday 22nd December. This showed splendid commitment and effort from all the staff, so big thanks to them.

The composite door market is competitive because it's a strong-growing market; I always think that's a healthy sign and competition is a good thing. Going forward, Phoenix Doors will maintain its reputation for being the composite door supplier of choice and listening to – and delivering – just what our customers want and need. □



## DOORS

# Well hinged

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High-performance Just 3D door hinges from SFS are helping Grabex Windows, to grow its share of the timber residential doors market. The company, which has worked with SFS for the past five years, offers more than 50 different fenestration products in timber, aluminium and PVC-U. It serves customers across the capital and surrounding counties.

Timber residential doors is a product range for which Grabex is seeing demand grow as more and more homeowners and developers appreciate the natural beauty, performance and sustainability benefits of timber. One consistent factor is that every one of its timber entrance doors features high-performance Just 3D hinges from SFS. Just 3D is a European-manufactured, precision-engineered hinge designed for flush-fit doors which provides adjustability in three dimensions – height, horizontal and gasket pressure. This ensures a precise fit for the doorset to deliver the highest level of customer satisfaction and reduce the risk of call-backs. The ability to achieve a superior installation is backed by the quality and visual appeal of Just 3D hinges. Self-lubricating bushes ensure smooth, long term operation, verified when tested to EN 1935, with a load rating of 100Kg achieved in testing. Just 3D suits both left and right handed applications with security screws ensuring suitability for both internal and external doors. The system is also applicable to steel frames as well as glass doors.

Michael Grabowski, managing director of Grabex Windows says: "We use SFS Just 3D hinges as standard on our timber doors because they deliver the quality and performance that our customers expect from our doorsets. We've established an excellent reputation for quality, which has helped to drive our business growth, so we really value components like the Just 3D that we can fit and forget, safe in the knowledge they will stand the test of time extremely well." □



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