

Power forward

Best of both, best for both

Polyframe is calling all PVC-U installers to tap into the force of 'PolyPower' to supercharge their businesses and make the most of exciting new opportunities for growth.

Calling it a major re-boot for the industry, a spokesman says 'PolyPower' will help installers to make the most of PVC-U by giving them the powers they need to grow their businesses and steal a march on their competitors.

Richard Lee, managing director at Polyframe, Halifax, says: "We're really excited to bring the force of PolyPower to the industry. It gives installers the powers they need to successfully grow their PVC-U business at lightning speed with the right partner to support them all the way.

"PolyPower defies convention and it carries a strong message that installers really can achieve great things beyond what they have imagined. With the backing of the UK's largest manufacturer of PVCu windows and doors to give them strength and flexibility, installers will have new powers to eliminate obstacles, zap their competitors and quickly achieve growth.

"We want to get the industry talking about how PolyPower can propel



Richard Lee

installers to new heights. PVC-U still has a loyal following and, with the largest choice of PVCu products, expert advice and reliable support on offer, we'll be showing installers that it's easy to power their business and make the most of the opportunities out there. We can't wait to see installers making their businesses the best that they can be." □

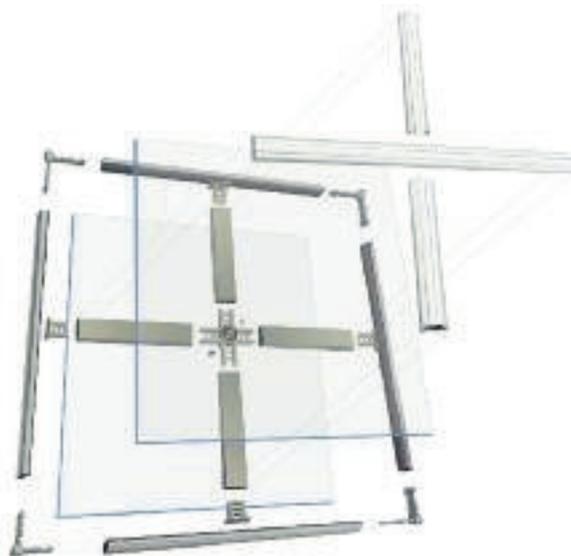
www.polyframe.co.uk

Thermoseal Group has introduced new sizes of its Thermobar Interbar to suit warm edge windows incorporating a multipane window system with a 25mm surface mount Georgian bar.

Available to order now, new sizes of Thermobar Interbar (muntin) include 11.5x22mm and 15.5x22mm Interbar and fittings in black, white and grey.

The Thermobar Interbar range also includes: 6x18mm; 11.5x18mm; 15.5x18mm. All fittings are colour-matched to the highest performance Thermobar Warm Spacer range, but are compatible with all warm edge spacer systems. □

www.thermosealgroup.com



Ecotherm 70HI is a high insulation aluminium window available from Everglade Windows. Ecotherm 70HI offers super-slim sightlines and impressive thermal and security benefits.

Jay Patel, sales and marketing director at Everglade Windows says: "Ecotherm 70HI is a great addition to our vast aluminium and PVCu window and door range. It gives installers the chance to offer the best of both worlds to homeowners – fantastic aesthetics and super high-performance."

Ecotherm 70HI has U-Values as low as 1.0 W/m²K and is available with double or triple glazed units. It is watertight up to 600pa and has been tested for windload up to 2400pa. Fibreglass-reinforced thermal breaks are used to achieve this thermal performance.

Security is taken care of with high-



security multi-point locking and hinge protection as standard, and the window is PAS 24 certified for added peace of mind. The window also has super slim sightlines, to let in more daylight. It can be sprayed in any RAL colour and is available in dual-colour to match interior and exterior décor.

Patel says: "We are always on the look-out for added-value products that can help our customers to grow their businesses. This new high insulation window is a great example of this, meeting homeowner trends for slimline aluminium windows and high performance all in one." □

Leading the times Real professionals

A new initiative, that has brought record-breaking lead times to the glass and glazing industry, looks set to result in a fabricator's busiest ever trading period.

The TWR Group announced late last year that it would roll-out 'never seen before' lead times to give installers dual-coloured bi-folding doors within fifteen working days.

This new initiative went live at the end of February (2018) and the group's managing director Terry Richardson says: "We have been inundated with enquiries, with the forward order book showing the business is on course for its busiest ever quarter of trading.

"What has so appealed to installers is not only the super-fast lead times but the fact that the turnaround will not only apply to standard grey, black and white but to any RAL colour and combination."

The lead times have been made possible thanks to sustained investment in the required machinery and personnel. The colour plant is housed at TWR's most recently acquired 17,000-sq ft factory, which is next to its 25,000-sq ft headquarters in Peterlee.

He says: "We announced last year that we would be rolling this initiative out and we're delighted to see that it's live



Terry Richardson

and we're receiving orders. This really is an industry first and we're proud to be behind it.

"Property owners, both in a commercial and residential context, are investing in coloured and dual-coloured windows and doors, so this development gives installers an opportunity to seize the moment and turn jobs around much quicker." □

www.twrgroup.co.uk

Demand for REAL Aluminium has increased at a remarkable rate with the number of new installers taking the leap to REAL growing by nearly 80%. One installer has seen its business grow at record pace since taking on REAL Aluminium.

Jordan Shepherd, managing director of Ipswich Trade Frames, says: "We've built up a very successful PVC-U business but wanted to broaden our offering and make the most of the rising demand for aluminium. Before working with REAL Aluminium, we had installed a few bi-fold doors but that was as far as we'd ventured into aluminium. With



Jordan Shepherd

aluminium essentially unknown to us, we wanted to establish a partnership with a supplier that could provide the level of support, breadth of products and lead times we needed to achieve volume growth.

"We were impressed with everything that REAL Aluminium had to offer. We now source a wide range of high quality products on super-fast lead times and we can turn quotes round quickly with the REAL window surveying and pricing software. We have plenty of guidance and advice and the REAL marketing and showroom materials have helped us create a professional image to attract new customers and win business.

"Our move to REAL Aluminium was very straightforward and we were up and running almost immediately. If I was to advise anyone thinking about moving into aluminium, I would say – don't hesitate, just go for it." □

www.real-aluminium.co.uk

Liniar is adding a reversible window to its range.

The moving pane rotates through a full 180° cycle, allowing the external glass to be safely cleaned from the inside. The mechanism keeps the moving pane from intruding into the inside of the rooms.

A Liniar spokesman says that the new window will be ideally suited to commercial applications. It is compatible with the Liniar 70mm suite.

The window features patented components such as Liniar's co-extruded bubble gasket, thermal dam and glazing flipper. It also has an easy-fit, one-piece drip bar with concealed fixings to help protect the window from severe weather conditions.

The new style will be exclusively available to Liniar fabricators from summer. □



www.liniar.co.uk