

Further than average



Rembrandt Timber, Scotland's largest independent timber distribution company which also operates in the North of England, says that its sales of PVC roofline have grown rapidly thanks to Freefoam Building Products.

All Rembrandt's 18 branches now sell the full range of Freefoam's roofline, rainwater and interior products. Scott Findlay, divisional manager, Rembrandt Timber, says: "Freefoam has provided excellent advice and support to all our branches. Working closely with Freefoam's area sales manager James Wood, they have helped set up all the trade counters with POS and marketing materials, and also aided considerably with price and marketing support, especially for our new build market. And it is not just roofline. Freefoam's Fortex

embossed-cladding is popular with customers as it is lightweight, easy to cut and low maintenance. Freefoam is the colour roofline specialist, and anthracite grey is selling well in both new build and retrofit markets, with black also gaining in popularity.

"Freefoam's 50-year guarantee on white profiles is a critical selling point for their registered installer scheme," says Findlay. "As a Freefoam customer you are guaranteed a service package, that goes further than your average supplier. Its dedicated team offers technical and on-site support for all projects to ensure excellence and innovation are continuously maintained. Although 65% of our sales are through trade counters, the 35% to new build is growing substantially year on year." □

www.freefoam.com

The Glass and Glazing Federation (GGF) has appointed senior technical officer David Borland the federation's regional secretary for Northern Ireland and the Republic of Ireland. With vast experience of working on the technical side of the industry, Borland's role is being expanded to cover all membership matters in Northern Ireland and the Republic of Ireland.

In his role as senior technical officer, Borland's remit covers the GGF's home improvement groups as well as the insulating glass manufacturers and glazing components groups. In addition he also represents the technical department on the GGF political strategy committee.

Borland says: "There is a lot of work ahead for the GGF on many fronts and in particular in Ireland over the next twelve months with the UK leaving the EU and the Brexit transition period. I very much look forward to sharing my technical and membership expertise to support and grow membership in both Northern Ireland and the Republic of Ireland." □

www.ggf.org.uk



David Borland

Your network, working



Hurst Doors has launched *Your Hurst*, new initiatives and resources that further enhance the support available to Hurst's national network of trade partners.

The launch of *Your Hurst* includes new features and updates to the existing trade-only portal, *Hurst Live*. These key additions have been designed to improve the user experience by making it easier than ever before for trade customers to quote, place and track their orders online, as well as find information that will assist them with Hurst products.

Your Hurst includes the following features and updates:

- Hurst Pay – a new, secure way to pay for composite doors online
- Hurst Live Chat – a responsive chat function to connect customers with the Hurst team in real time to resolve queries

- How to... with Hurst – a new video and blog series comprising product installation and maintenance advice videos

- New updates to Hurst Live that streamline the ordering process and keep customers notified of product updates and company news

- New and improved marketing materials and brochures to support installer knowledge, build new leads and drive door sales.

Hayley Barker, marketing manager at Hurst Doors says: "We are always looking for new ways to enhance the support we offer to Hurst trade customers by ensuring they have as much choice as possible when it comes to placing and paying for their orders online." □

www.hurstdoors.co.uk

HOPPE (UK) has joined the Council for Aluminium in Building (CAB). Lisa Nightingale, head of door and window sales at HOPPE (UK), says: "After attending CAB's regional members meeting, we're excited to explore how we can work more closely with the aluminium industry.

"We don't want to just be a member on a list, we want to be actively involved to help the industry progress. As a member of CAB, HOPPE (UK) is committing to educate specifiers, clients and end users of the features and benefits of aluminium as a sustainable building material while promoting technical excellence in the use of aluminium in door hardware."

HOPPE (UK) offers a range of aluminium hardware, manufactured using high quality, corrosion-resistant primary compounds.

One product for aluminium doors is the HOPPE flush lift and slide handle. The product is available in three colours and has been designed to give a smooth, minimalist handle finish suitable for use on 57mm, 67mm and 81mm doors.

By simply turning the lever handle to 180°, the panels lift completely off the track and slide open, quite literally with the push of a finger. The advanced running gear means that the doors are much easier to move, regardless of the weight. The handle makes it possible to move multiple inline panels that weigh up to 440kg each.

To return the door to a stationary position, the handle is used again to lower the panel. The wheels are protected from excessive wear, and the panel weight creates a weather-tight seal.

To find out more about the folding lift and slide handle set visit the HOPPE (UK) website. □

www.hoppe.com



Lisa Nightingale

Tommy's got tech

TommyTrinder has launched its new Framepoint Technology so installers can sell all types of windows and doors regardless of manufacturer and material via an interface that's as simple as sketching on a pad. Developed by former installer Chris Brunsdon who set up TimberWindows.com (www.timberwindows.com).

"Buying windows should be enjoyable, like kitchens, but usually it's anything but because the industry has made it hard for the installer to sell and hard for homeowners to buy," says Brunsdon. "The number of products installers sell has mushroomed as they try to offer what customers demand. But every product has different sales aids and software. So, installers use a hotchpotch of brochures, websites, desktop software and apps, and their own portfolio or a brochure and little else because it's so difficult to manage them all in the home. You'd have to be a brilliant salesperson to cope, and most of us aren't brilliant. So, installers' sales are not what they could be."

According to Brunsdon, this is a problem because the whole industry relies completely on how well installers sell: systems companies, hardware, software, glass, the media, and fabricators. If installers aren't selling well, the market suffers, and everyone along the chain is held back. That's the problem he set out to solve.

He says: "Most configurators, for example, are designed from the perspective of manufacturers to help installers order correctly and so lock them in." Backed



by an experienced technical team Brunsdon has designed Tommy Trinder's Framepoint Technology with the sole focus on helping installers sell and homeowners buy. "It is probably the only technology that both installers and homeowners love," he says. "It also makes it extra-easy for installers to order what they sell, whoever supplies them. And it has got a touch of magic, the wow that everyone loves."

After six years of research and listening to installers, Tommy Trinder's Framepoint Technology was soft launched at the end of 2019. "Framepoint Technology injects real professionalism into the installer's pitch – it actually allows homeowners to sell the windows and doors to themselves!" Chris concludes. □

The business is currently looking for forward thinking installers to join its Pioneers Club. To start selling more now visit www.tommytrinder.com or email hello@tommytrinder.com

Senior Architectural Systems says it is set to open up new opportunities for customers working in the residential market with the launch of Ali Slide, a mid-range slimline aluminium sliding door.

The new Ali Slide door is the latest product to be added to Senior's Ali range of aluminium windows and patio doors, and follows on from the development of its Ali Fold aluminium bi-folding doors and slimline Ali VU aluminium window.

The Ali Slide inline sliding door is available as both a standard version with a 79mm interlock and as a slimline version with an interlock of just 50mm, with a maximum door height of 2700mm.

Both the standard and slimline versions use the same locking hardware and have been tested to meet the requirements of PAS 24. □



www.seniorarchitectural.co.uk

Top of the glass



Doorco has expanded its door glass offering with the launch of the new Decorative Glass Additions range. The 2020 glass range now gives customers 524 stock lines including traditional, contemporary or minimalist options, as well as a range of designs unique to Doorco.

Doorco MD Dan Sullivan says: “Compared with other suppliers our range is pretty impressive, from more standard designs for new build and social housing to decorative or contemporary choices for retail.

“Following an extensive review of our glass ranges using sales and trends data, we have been able to bring together a carefully consolidated range that will allow for even faster lead times. Obscure, clear and many decorative glass lines are now stocked off-the-shelf, and despatched from three days, with the rest of our decorative range to follow as we move towards our plan to become the market leader in JIT glass and glazing. Our new brochure reflecting these changes and a full suite of new images are now available to customers.

“The review has also meant that we can hold even more stock of the new glass ranges from a larger network of selected supplier partners, building more resilience into the supply chain for our customers. And just a hint about our growing glass supplier network – our creative consultant and resident ‘Doorck’, Jeyda is currently working on her own exclusive range, hopefully available in the autumn.” □

www.doorco.com

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