

# Colour fast-track A helping hand

Increased colour capability drove a 28% jump in sales in 2017, according to long-time Deceuninck fabricator Mr Window.

The Essex fabricator, with a customer base split 38% commercial, 31% retail and 31% trade, reported that the range and availability of colour in stock from Deceuninck drove sales past general market growth.

Deceuninck offers 26 colourways with colour matched ancillaries and trims from stock at its warehouse in Calne. From stock means availability is certain on next delivery.

Glen Cain, managing director of Mr Window, says: "Colour is the future. People don't want white PVC-U anymore. Colours, particularly soft greens, are growing in popularity at an unbelievable pace simply because end-customers want more from their



windows than the bog standard.

"We listen to them and give them what they want; if our customers want a pink window we'll give it to them. That attitude plus Deceuninck's quick turnaround guaranteed availability – a service no one else seems to be able to match, is what's setting us apart from the competition. Our competitors offer colour but they can't get it to customers as fast or as reliably as us." □

[www.deceuninck.com](http://www.deceuninck.com)

Window and door fastener specialist Rapiestar is helping Scottish trade fabricator Merlin Network (Scotland) to keep production on track and to a high standard as it experiences record demand for its PVC-U windows.

Rapiestar has now been supplying a range of high performance fasteners to Merlin for more than two years, with increased volumes in recent months reflecting the fabricator's 22% increase in turnover. This, according to Merlin, has been driven by a combination of growth from existing customers, the acquisition of new customers and particularly strong growth in the new build market where its fully reversible windows are in high demand. In addition, Merlin is now the sole supplier in Scotland for Prefix Systems which has boosted its sales in the warm roof and



conservatory roof markets.

Merlin Network (Scotland), which is part of the Saveheat Group, is planning for further market expansion with a £220,000 investment programme at its design and manufacturing facility in Dalgety Bay, Fife. This has seen the installation of a new six-head welding machine and the creation of a purpose-built showroom which will support its growth plans for its mainly Scottish customer base.

Colin Torley, sales and operations director at Merlin says: "Having Rapiestar on board as a reliable supplier of high quality fasteners that we can depend on is extremely important. It helps us to manufacture efficiently and deliver finished windows and doors on time that exceed customer expectations." □

[www.rapiestar.com](http://www.rapiestar.com)



A time-saving tool to help professionals tackle complex calculations for the design of window systems is being launched by GEZE UK.

WinCalc 2.0 is an online specification platform that allows users to populate design, and specification data to identify and plan suitable window configurations.

The system is intended for architects, architectural ironmongers, fabricators, M and E (mechanical and electrical) companies and consultants.

It can be used to calculate requirements for both manual and electric window drives for natural ventilation, smoke and heat extraction, and SHEVs (smoke and heat exhaust ventilation systems) and design the most appropriate emergency power control unit while incorporating calculations for cable cross sections and planning. □

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

# In home trade

Senior Architectural Systems has extended its product offering for the domestic residential market by adding the new AliVU multi frame option to its range of high performance aluminium windows and doors.

With the new AliVU multi frame, trade customers are able to choose from a range of internally or externally beaded configurations, creating opportunities for the use of fixed light and vents in the same window. Designed with the trade fabricator in mind, the new multi frame option requires no new or additional tooling and can be fabricated using the same crimping knives and blocks as the Ali VU standard outerframe options. Senior's new Ali VU multi frame doesn't require any add-on profiles to convert external beaded profiles to internal and vice versa.

Through Senior's in-house powder coating facility AliVU multi frame can be ordered in the full range of RAL colours. It is also available in pre-powder coated single and dual colour anthracite grey and hipca white. Deliveries from stock are guaranteed within 3-5 days across the full suite of Senior's slim line Ali VU windows and Ali FOLD bi-folding and patio doors.

Senior Architectural Systems' sales director James Keeling-Heane says: "The development of our domestic product



range has been driven by our desire to give the trade customers what they want, when they want it. Our aim is for our products to perform as well as they look, to be easy to fabricate and install and to be supported by sort lead times and reliable deliveries.

"Following the launch of our Ali VU windows earlier this year and the growing popularity of our Ali FOLD door range, we have had some really great feedback from the trade. We may be better known for our commercial sector contracts but there is a definite place for aluminium in the domestic market." □

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

# Not just gold

Vintage UPVC Products is one of the latest fabricators to join Deceuninck. Vintage, part of the Windoormate Group, chose Deceuninck for its #BestInClass products and unrivalled colour capabilities.

Company director Gareth Guy says: "We have noticed huge demand for heritage-style windows, predominantly in colour. Colour and heritage go hand in hand. We chose Deceuninck because its heritage flush sash window is the perfect addition to our portfolio, and the choice of colours from stock is unbeatable. It means we don't have to stock colour ourselves because we know that whatever we order will be with us by the next delivery."



Guy says: "We started fabricating Deceuninck in 2017, the transition went very smoothly. The Deceuninck team was fantastic – they came in and sorted out the tooling, so we didn't have to do anything.

"We have been very impressed with the quality of Deceuninck's products. I've been in the business for over 35 years and the profile is excellent. We've had fantastic feedback from our installer customers too – everyone loves the profile. We can't fault Deceuninck's service. Deliveries are always on time and the team is in regular contact to make sure everything's running smoothly. Deceuninck is a great company to work with." □

[www.deceuninck.com](http://www.deceuninck.com)



**Rehau has created a new brochure to introduce its Thermally Activated Building Structures (TABS) technology to architects and specifiers looking for an environmentally-friendly heating and cooling system.**

**TABS uses the large thermal mass of concrete in a building's structure to adjust the environment inside the building throughout the day. It does this by running heated or chilled water through a network of PE-Xa pipes embedded within the concrete slabs. Understanding that many of the industry professionals looking at TABS as a possible heating and cooling system for their next project will not be familiar with the technology, Rehau has redesigned its brochure to give a more simple, concise overview of the system and its benefits.** □

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