

Make it Yours - Says Dekko



North-West installation specialists Droylsden Glass has become the latest firm to partner with Dekko.

With ambitions to offer their customers the best of both, Droylsden - which is celebrating 35 years of trading – has added Dekko’s standard Deceuninck PVC-U windows to its range plus Infinity – their premium collection of seamless PVC-U windows.

Kurt Greatrex, Sales Director at Dekko says: “In today’s competitive marketplace, the best attribute any installer can have is a strong and diverse product range. By offering both solutions, Droylsden can deliver a high-quality core product from Deceuninck with the fantastic upselling opportunity offered by our luxury Infinity Collection.”

To dovetail their premium product range and provide installers like Droylsden Glass with an opportunity to legitimise themselves with the customer, Dekko offers their Make It Yours marketing sup-

port package. Make It Yours combines high-impact brochures, powerful showroom support and online features all created by Dekko’s in-house design team to expertly match the installer’s branding.

Kevin Thackeray, Director of Droylsden Glass explains: “The Make It Yours marketing package was one of the key reasons we recently decided to switch trade suppliers over to Dekko - you simply can’t get this type of support from other fabricators. Make It Yours adds a huge amount of value - while my local competitors are relying on bland overprinted brochures to promote their business, I’ve now got access to high quality, bespoke marketing material.” [i dekkowindows.com](http://dekkowindows.com)



Motor Cycle manufacturers Royal Enfield’s new two storey research and development facility features a range of aluminium glazing solutions from Senior Architectural Systems. The Leicestershire technology centre has been created by fabricator and installer Unique Window Systems for main contractor Stepnell.

Senior’s SF52 aluminium curtain wall system was the perfect choice for the building’s dramatic glazed entrance – the flow of natural light and a comfortable internal working environment a key requirement for the building. To complete the fenestration package, Senior’s slim profile thermally-broken SPW300 aluminium windows were also specified, alongside Senior’s high-performance SPW500 and SPW501 aluminium doors which are ideally suited to high traffic applications.

Patrick Marston, marketing manager at Unique Windows Systems comments: “Senior Architectural Systems provide an excellent range of aluminum products for us to fabricate from. We often have complex budget and performance requirements from our customers to consider and Senior have a portfolio of products that means we can offer our clients an array of options to best suit.” [i seniorarchitectural.co.uk](http://seniorarchitectural.co.uk)

Narrow frames and superior performance characterise Slimline 68, a new window system that’s been launched to the trade by aluminium systems company Reynaers.

Rebecca Cope, marketing manager at Reynaers, says: “The SL 68 system has been specifically designed to meet the needs of the UK residential windows market and has incredibly slim frames with high performance.

“The outward opening window means that customers can now choose a product that gives them maximum daylight access, whilst keeping properties warm and secure. With no compromise on thermal efficiency or weather resistance, the system is designed to be timeless.”

SL 68 security meets PAS24 and Secured by Design standards, as well as achieving Class 4 air tightness. The window has a wind-resistance rating of E2400, and water-resistance of E1050. As the name suggests, SL 68 has a frame depth of 68mm, and can carry a maximum glass thickness of 43mm. This security is enhanced with hinge-side security brackets, a multi-point locking mechanism and lockable handles. [i reynaers.co.uk](http://reynaers.co.uk)



New Customer Charter

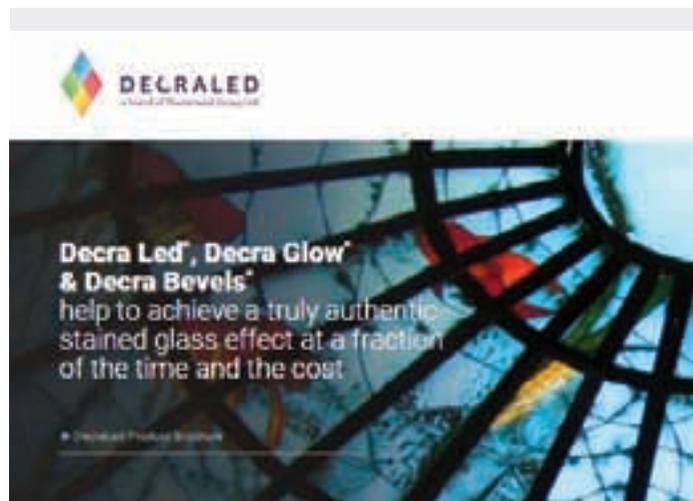
Kestrel has launched its first Customer Charter in its brand new Product Overview. The charter spells out the standards that customers can rely on from the roofline, cladding and fascia brand.

Kestrel sales and marketing director Owen Thorogood says: "We've always put the customer first, and this charter reminds each and every one of us of who and what's important to our business."

"Our customers rely on Kestrel, so the charter includes measurable standards on the things that matter such as delivery times, customer service responsiveness and estimating department accuracy."

The full-colour Product Overview also showcases the brand's wide range of fascias, soffits and cladding. It is packed with information on available sizes, finishes and colours, including its increasingly popular Anthracite Grey options.

To download or view the latest Kestrel Product Overview, including its customer charter, go to www.kbp.co.uk/en/promotional-literature. www.kbp.co.uk



Following the recent purchase of the DecraLed range of stock and assets, Thermoseal Group has re-launched the Decraled website with a simple interim site to showcase its core decorative product ranges.

Decra Led adhesive lead strip and wide range of Decra Glow Films; Decra Bevels; as well as infused tiles and a multitude of decorative accessories are all part of the DecraLed range which has been manufactured to highest quality standards and developed with skills honed over 60 years in the industry.

The Group's Sales Director Mark Hickox explains: "Having taken over the Decraled brand and full product ranges, we felt that the websites on offer didn't do them justice, so we have quickly launched a temporary site. This website is reflective of the design we are currently working on for a

new comprehensive website which will fully showcase the entire range of decorative products we have on offer. It is also an online shop which will enable 24-hour purchasing worldwide. Look out for this in the early part of next year which should fall in line with our plans to expand the decorative range. decraded.co.uk and thermosealgroup.com

Kenrick has reported that sales of its Easi-Fit window lock have soared by 50% whilst sales of the Excalibur multi-point locking system are up by 25%.

Steve Jones MD explains: "Despite a slowdown in the housing market and uncertainty surrounding Brexit, fabricator demand for these products continues to rise. We are very focused on driving sales opportunities both in the UK and overseas and improving margins for our customers and these impressive results prove that we are achieving this."

"A 50% rise in Easi-Fit sales is outstanding and this impressive performance underlines that this product clearly delivers exactly what fabricators want – value for money, ease of fitting and high security."

"We're particularly proud of the significant uplift in sales for Excalibur however. This is largely due to us winning some exciting new business in Eastern Europe where timber windows are more common. The Excalibur shootbolt is totally retractable - making it an ideal solution for timber windows - and it does not compromise on security, performance or longevity, which is perfect for the demands of the Eastern European market." kenricks.co.uk

