

Follow The Brands That Follow The Money

Chris Jones, Deceuninck UK Sales Director, says the overall market is down but the premium market is growing and with the right products, brands and support, fabricators and installers can grow with it.



The window market is estimated to be down nearly 10% on last year, writes Chris Jones, Deceuninck UK Sales Director. However, numbers aren't the whole story. The 'shiny white' middle and budget markets have been feeling the pinch, while the premium market is up around 10%.

Foiled colour, flush sash and other in-demand products are flourishing. Growth is being driven by 'The Haves', an expanding group of mostly older homeowners who have benefitted from years of rising property prices. They're not all big earners but they have lower outgoings than younger homeowners and are mostly free of mortgages. They own most of the UK's savings and have the money to buy the home improvements they want – with great looks, colour and performance when it comes to windows and doors.

The right partners

To capitalise on this growing market, you need active partners who support your growth and give you the products, service and tools to succeed. For example, colour is growing rapidly, and while three in ten windows are colour, Dece-

uninck fabricators and installers sell near double that.

Homeowners love colour but without a colour-enabled supply chain getting it is a hassle. Installers need to know their trade supplier can make colour in the same time as white. That can only happen if they're supplied by a systems company from stock. If they don't have all profiles, cills, trims, end caps and accessories already foiled and in stock, the systems company simply cannot reliably fulfil a fabricator's order in a sensible time frame. It's simple for systems companies to keep big stocks of white, but to keep many colours in stock for your whole range is expensive. And just imagine the space you need to stock 26 colours in your whole range. We know because we do – and currently only Deceuninck has taken that big step.

Buy Deceuninck

So, as an installer you can't be sure of getting your windows and doors in the colour you ordered, on time and in full unless you are buying from a Deceuninck fabricator.

How does that work?

Using Deceuninck Online, fabricators can take a virtual stroll around the warehouse 24/7, putting their name on whatever they want – from a single length of profile to a full stillage – knowing it will be on their next delivery. Our Heritage Window Collection features premium sculptured and chamfered windows and doors, including the award-winning Her-

itage Flush Sash and combines desirable traditional looks with outstanding security, energy efficiency and weather performance.

Look out for an exciting new product joining our Flush family in the new year!

Patio doors

Deceuninck is also breaking new ground in the patio door market with its Slider24+. It's #BestIn-Class for weather performance, energy efficiency and security and like other products in the Heritage Window Collection, available in 26 (soon to be 30) colourways from stock.

To have and to have not?

So, when The Haves want their colour windows and doors with a matching patio slider installed at the same time, installers who buy from Deceuninck fabricators can deliver – on time and as promised. More than product Our underlying philosophy is to make partners of the fabricators and installers in our supply chain. At one level, it's about product but while product design and innovation are the bread and butter, there are many other essential must-haves to make the relationship work – technical support, logistics, production, customer service and marketing, so customers (and customer's customers) prosper in the growing premium market. With product innovation, service and expert support our fabricators and installers can do well and grow, even in difficult markets. **f**