

Freefoam's Service Get Five Star Rating

Northern Building Plastics Ltd has been a Freefoam supplier for over seven years, and has recently noticed a significant change in customer buying patterns, with a marked increase in sales of Freefoam's coloured products.

NBP Marketing Manager, Martin King comments: "We're seeing our customers' clients invest more in their homes and take advantage of a wider range of products. Ten or more years ago most people just had white windows, but customers are moving away from the traditional and



there's been a big rise in the popularity of solid colours and premium foils. Anthracite and Dark Grey have proved very popular, while Chartwell Green and cream foils have also gone

down well."

NBP also offers a bespoke service that sprays Freefoam products in any RAL colour, offering customers a full suite of matching products. **i**

The marketing department of systems supplier Veka Group is strengthening its digital focus and introducing some new faces.

Marketing Director Dawn Stockell explains; "We're delighted to have welcomed Angela Wales to the team as Marketing Communications Manager and Jessica Husband, who joined Veka in 2017, has been appointed Digital Marketing Manager.

"Both Jess and Angela have marketing agency backgrounds and have come from jobs outside of the fenestration sector, so they bring wide-ranging experience and a fresh outlook to these roles, which complements Veka's ethos of continuous improvement.

"Against the backdrop of ever more important digital channels, Jess now heads up all our online

activity such as the websites, social media and the fantastic online marketing portal, with the help of Harriet Haworth-Lewis, who has joined as Digital Executive.

"Supported by Annabel Fowler, who's been with Veka since 2014, Angela is already doing a great job with our offline activity, and her experience in agency and client-side roles means she is well placed to handle everything from PR and advertising, to exhibitions, literature and product launches.

"Every good marketing campaign is multi-faceted and works through a host of different channels, both online and offline, and I'm proud to say that is reflected in the specialist skills of the teams that now make up our department." **i**



Pictured L-R: Harriet Haworth-Lewis, Jessica Husband, Simon James, Annabel Fowler, Angela Wales and Chris Hardacre

New Developments In Ali



Senior Architectural Systems has plenty of new developments in store over the next 12 months – giving trade fabricators and installers even more reasons to ‘Ask for Ali’.

A year after the official launch of Senior’s new slimline Ali VU aluminium window the company has established several new accounts with trade professionals across the country. With the number of completed projects featuring Senior’s stylish Ali FOLD aluminium patio door range also on the rise, and the company’s work in the commercial sector continuing to flourish, Senior is pledging further investment in its product range and commitment to customer service in 2019.

Over the coming months, Senior will also be announcing a number of new products, including the new PURe Commercial Door, as well as updates to existing ranges. [i](#)

ISO Energy Management



Veka Group has been awarded the International Standard ISO 50001 Energy Management Systems. Last year the energy saved by the company was enough to power 750 average-sized houses for a full year.

MD Dave Jones explains: “We’re very proud to have seen our hard work in this area recognised, but the certification is by no means the ‘end point’, rather, an important milestone in our continuous endeavour to reduce energy across the business.

“The company has introduced a number of energy saving schemes including an ongoing switch to LED lighting across the site.

“We’re training a number of ‘energy champions’ within the Veka Group team who will have responsibility for cascading information to colleagues about how we can continue to further reduce energy usage across the business.” [i](#)

Northern Power House Awards

Veka Group have been named on the shortlist for one of the most prestigious awards in the North of England. The awards showcase role models and celebrate the many different ways women and men contribute to a thriving Northern Powerhouse.

Now in its fourth year, the awards attracted more than 900 nominations across 10 award categories and Veka Group has been shortlisted in the ‘Medium Organisation’ category.

Marketing Director Dawn Stockell explains: “Despite being a manufacturing organisation within a particularly male-biased industry, namely fenestration, I’m proud to say that Veka has a good representation of women in senior positions. Due to the proportion of women in these higher paid roles, the mean gender pay gap at Veka stands at -6.56% (in favour of women).” [i](#)

