



New Sofa? ... New Front Door?



Asa McGillian believes that the lines between home improvements and home décor are blurring – so homeowners might choose new wall paint, a new sofa and a new door all at the same time.

Asa McGillian, from composite door manufacturer Apeer, writes – at one time, replacement windows were all white, residential doors were all black or blue and nobody ever thought about matching the interior decorations with these building elements.

But that has changed.

Recent years have seen a revolution in the design and specification of windows and doors, made possible through production technologies that allow the detailed customisation of materials, designs, textures and colours.

Coloured windows

Coloured windows are a case in point. Almost half of all replacement windows ordered now are in colour or woodgrain, something that is made possible by the availability of foils but also by more fabricators installing their own sprayshops.

At Apeer we invested in two paint lines that allow us to customise our residential doors,

matching RAL colours and even individual elements. That trend is continuing as more homeowners realise that they can closely match their new windows and doors to their interior décor... when done well it can look amazing!

A shift in home styling

Now that homeowners are thinking about colour and design for their new windows and especially if they are choosing a new front door, what was a quite distinct thought process towards 'home improvements' is now part of a more holistic approach. New windows may be part of a process that still has its roots in performance – the main drivers are still weather protection, insulation and security – but the specification process now includes colour and style.

Even truer for residential doors

The trend towards more colourful and stylish front doors, has been in play longer than for windows



as people have been a little more willing to have a splash of colour on the front door to signify a degree of individuality, rather than anything too radical.

British homeowners are notoriously conservative and few will risk the ire of their neighbours by changing the aesthetic balance of a neighbourhood. But when almost 1 in 2 homeowners now choose colour on their window frames, new improvers are becoming more avant-garde – and with some great results.

The assertion is that the selection process for doors and windows is more akin to choosing

traditionally decorative elements of the home – with homeowners now able to extend their colour schemes throughout the inside and outside of the home.

With an installed price of around £1,500, residential doors are highly affordable – especially when considered against the cost of home furnishings, such as sofas, for example.

Marketing strategy

All of which is reflected in Apeer's new marketing strategy and the range of materials that have been produced to fulfil these concepts. Our approach

advances the work done in previous strategies to reach the homeowner directly and does so in a manner that is overtly 'lifestyle' in its approach. We are unashamedly selling the dream!

We use images of healthy, happy families, lovely kids and parents, people enjoying their successful lives. When we address security for example, it's through families being safe and sound tucked up in bed. When it's thermal performance, families are wrapped up against the cold and returning to a lovely warm home.

Beautiful homes

Crucially the homes we show are beautifully decorated and furnished and the doors we show are almost incidental but very much a part of that whole lifestyle.

Video messages

We produced a range of video containing all the messages as above and we broadcast them through YouTube, Facebook and other social media channels. It worked. At the end of lockdown 1, homeowners were queuing to improve their homes and as part of that, we handed hundreds of leads to our dealers throughout the UK and Ireland. We have now refined the rest of our marketing assets – and they are all ready for our existing and new dealers and installers.

Anything can happen

We may not see decorating stores displaying residential doors alongside paint and wallpaper just yet. But online, anything can happen. And here, Apeer will continue to blur the lines between home improvements and home décor. Why not take a look at what we are doing? [i](#)

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