

Paul Higgins, the commercial director at TuffX, explains why installers need to update their portfolios or risk getting left behind.

Leapfrog The Rest With Clever Glass Solutions

Homeowners are becoming a lot more savvy about improving the energy performance of their home to give them more control over their energy bills, writes TuffX' Paul Higgins.

Windows and doors are a great first port of call for many consumers who don't yet have the most energy efficient products – however, installation companies need to go the extra mile to win the sale.

As well as offering weather-tight windows with a better U-value, installers selling windows and doors that incorporate clever glass solutions to

prevent homes from becoming too hot in the summer or too cold in winter, have a far better chance of converting an indecisive prospect into a sale. And a better chance of winning that sale against competition that is taking longer to adapt to current market needs.

Always be prepared

There are solutions that are already available to installers that want to get ahead – solar glass and heated glass.

Rooflights remain a popular way to bring more light into a space but they are also a prime example of a product that can

exacerbate the problem of over-heating. TuffX infinity rooflights offer a solution as they reflect twice as much heat as standard glass with no darker tint to the glass and with no compromise to the amount of light that is let into the room or to their overall energy efficiency. The glass is able to offer exceptionally low U-values to ensure that it maintains a consistently comfortable temperature all year round. Our infinity rooflights can be delivered to site anywhere in the UK and can be installed in just 10 minutes due to the fact they arrive on site fully encapsulated within the frame.



Conservatories & Rooflights



Pictures: Energy efficient and heat producing glass are just two of the products that TuffX can supply to installers to help them get an advantage on their competitors. TuffX supplies all manner of glass – including balconies and balustrades.

www.tuffxglass.co.uk

A hot prospect

Another product installers should have in their portfolio to help get the sale over the line, is heated glass that can be used instead of radiators. The Glow heated glass range from TuffX for bi-fold doors and infill panels in roofs, utilises infrared technology and is thermostat controlled like other heating systems.

It consists of a sealed unit that is layered with intelligent

conductive coatings and is powerful enough to be used as the primary heat source in a room with temperatures able to get up to 35-40°C.

The products can be used in smaller rooms in the house or in glazed extensions instead of radiators to save valuable wall space or they can be used in larger rooms, particularly cold extensions as an additional heat source.

As with our infinity product, Glow technology is also completely invisible in the glass,

so does not obscure the homeowner's view of the outdoors or the aesthetics of the glazing itself.

Optimism

As we embark on a new year there is some tentative optimism in the market, yet I don't think anyone is under any illusion that this year will be easy. With the topic of fuel bills remaining top of mind, installation businesses with a strong portfolio of up-to-date products that address the immediate need to save energy will inevitably be the ones to leapfrog the competition and get ahead. [f](#)

