Fabricator Attracts 105 New Customers In 2025

Trade fabricator Sternfenster has reported strong customer growth in 2025, welcoming 105 new trade customers over the course of the year.

The wins come as installers prioritise reliable, digitally supported supply partners.

The Lincoln based manufacturer says the increase reflects growing confidence in its service-led approach, reinforced by continued investment in manufacturing performance, digital systems and people.

"2025 has been a challenging year for the industry, so to see more installers choosing to work with us is a real endorsement of what Sternfenster stands for," says Nathan Court (pictured), the chief sales officer at Sternfenster. "Installers want partners they can rely on – not just for products but for consistency, efficiency and support. That's where we've focused our efforts."

The growth in customer numbers was supported by strong operational performance throughout the year. Sternfenster made 44,554 windows and processed 23,821 orders in 2025, backed by a nationwide logistics operation covering over 443,000 delivery miles.

Digital tools have also played a key role in attracting and retaining customers. Sternfenster reports that quotes totalling a value of over £73 million were generated through its Easy Admin+ platform during the year, underlining increasing adoption of digital quoting and order management tools by its customer base. The cloud-based system allows installers to quote, manage orders and track deliveries more efficiently to help reduce manual errors and improve visibility from sales through to manufacture.

Grab Your Planitherm One Upgrade For Free

Timberlook, the heritage wood-effect PVC-U brand from the Affordable Windows Group, has launched a limited-time promotion offering installers a free upgrade to Planitherm One.

The offer, which lasts until 28 March 2026, allows installers to request an upgrade to Planitherm One glazing with their order at no extra cost.

The glazing delivers a lowered U-Value of 1.2W/m²K, allowing installers to offer their customers greater value whilst maintaining competitive pricing.

Amelia Gaughan, the head of marketing for the Affordable Windows Group, says: "We recognise the challenges facing installers in the current market. The winter can be a quiet time. We hope this offer will support our trade partners over the slower months."

The offer applies to Timberlook's complete range of wood-effect PVC-U windows, all of which are designed to replicate traditional timber looks using Timberweld joins, woodgrain finishes and a heritage-inspired flush sash design.

Gaughan adds: "By offering this free thermal upgrade with our popular heritage wood-effect range, our trade partners can differentiate themselves from competitors during a particularly demanding period for the industry."

The Importance Of Saying No

Glass Express Midlands' technical manager, Kirsty Fortnam, has spoken on the importance of honest guidance, technical clarity and responsible decision-making.

It comes at a time when she feels projects are becoming more complex and safety standards continuing to evolve. She says: "My role is finding solutions but an important part of my job is knowing when the right solution is actually to say 'no'.

"Every day, customers come to us facing new regulations, new building constraints and complex specifications. On the surface, their request might seem straightforward: 'I've been told I need this product – can you make it?'

"But the answer isn't always simple. Modern glazing is shaped by countless variables, from Document Q and K, to evolving safety standards and PAS24. My responsibility is to look beyond the request and make sure what they're asking for is genuinely safe, compliant and appropriate for its intended use.

"I always ascertain the exact specification of the project and its application. Our customers trust us to not just supply glass and IGUs but to give them the truth. They know we'll tell them what they actually need, not just what's quickest for us to produce

"Saying no isn't about shutting down ideas, it's about redirecting them. If a request isn't viable, we'll propose a safer or more compliant alternative. Most of the time, customers are relieved. They don't want corner-cutting – they want confidence."

"Whether it's helping a specifier meet new thermal targets, adapting a specification to reduce embodied carbon or steering a design team towards a safer glazing solution, our role is to provide informed, responsible guidance at all times."

Window Ware Welcomes Waller

SRS8, the parent company of fenestration hardware distributor Window Ware, has expanded its portfolio with the acquisition of specialist ironmongery distributor, BJ Waller.

This strategic investment marks a pivotal moment for both companies, forging a powerful new partnership in the UK's fenestration supply sector. The move strengthens SRS8's commitment to expand its service capability ensuring greater stability, choice and dedicated support for customers across the entire fenestration landscape from PVC-U and aluminum to the rapidly expanding timber joinery market.

This acquisition provides BJ Waller with the infrastructure, scale and strategic backing of a larger group, while maintaining the specialist expertise customers rely on. Crucially, BJ Waller's commercial operations team will remain in place, guaranteeing consistency and in-depth knowledge for the joinery sector.

Sam Nuckey (pictured alongside Luke Piper, a director of BJ Waller), a shareholder of SRS8 and MD of Window Ware, says: "This investment by SRS8 is a clear signal of our belief in the long-term strength of fenestration and the value that BJ Waller brings to the growing timber joinery sector. It's about joining forces with specialist talent and market sector insight. This move allows us to strengthen our infrastructure and provide a level of service and scale that will benefit customers and brand partners of both businesses."