

The Glazing Industry Body with an Installer Focus

Jon Vanstone, Executive Chair of Certass, talks about Certass Trade Association, the new industry body for installers



Did you know that there are more than 13,000 companies who install windows and doors in the UK? That's a lot of installation companies. What's shocking is that all these companies have very little support in place to help their business and no real chance to make their views heard in the wider industry. That's why we have launched the Certass Trade Association.

It's the trade body that the industry has been waiting for. It will offer real, practical support for installers and give them the heads up on what's happening in the glazing sector, wider construction industry and in Government.

Issues to overcome

An ageing workforce, poor perception from consumers and a lack of help with the widening skills gap are just three areas that are causing problems for window and door installers.

There's a lack of skilled labour available and no support with training. The industry isn't attractive to young people who are looking for career opportunities either, because unfairly, a construction-based career doesn't have the kudos of a university education. But we know that glazing installers are skilled

tradespeople and we need to ensure that this is accurately represented.

There's an ever-changing marketplace to contend with as well. Buyer confidence is low due to the uncertainty of Brexit and consumers still have a poor perception of the glazing industry, even though the standards of workmanship we see from our 3,000+ members is impressively high.

Practical support and guidance

The Certass Trade Association has been introduced to help installers tackle these issues. We will work with our members to understand what they need from an industry body and deliver it to them.

My positions as Chair of the Trade Association Forum (TAF), the largest trade association collective in the UK, Chair of the Competent Persons Forum (CPF) and TrustMark Director give me a unique market position. This means that Certass Trade Association members will get information on schemes like Each Home Counts much earlier, so they have more time to prepare their businesses for the change. Plus, we can lobby for what installers want from the position of proper industry representation.

Our experienced team will also be developing practical support

to help grow a skilled, diverse workforce in the glazing industry, to drive professionalism and attract new talent. We want to show consumers and the upcoming generation that our industry offers great career prospects, delivering innovation and best service to the UK construction industry and housing market.

Member focus

We will be taking a collaborative approach to creating our member support packages, working with other companies who share our vision for championing local installers and building our industry's reputation.

Our primary focus is and always will be, on benefitting our members and helping them to grow their business. There are no internal politics or issues with protecting the interests of the chosen few in our organisation, so our great ideas will become reality.

Certass Trade Association has more than 3,000 members, so it's already the largest trade association in the glazing industry. To be a part of it, visit certasstata.co.uk. 

Picture: Jon Vanstone, Certass Chairman.