

# Arkay – More Than OK

Arkay Windows has been manufacturing for window installers for 40 years – yes, the company turned 40 in the summer of 2018

Arkay Windows originally started trading in Wood Green in North London almost by accident. The founder, (who had moved to the UK to escape the Idi Amin purge of Asians living in Uganda) had received a knock at the door of his home from a double glazing salesman.

One conversation led to another and Mr Radia Senior decided he would invest and start making windows.

The rest as they say is history. And it's a history that leads from PVC-U window fabrication through to the opening of a state-of-the-art aluminium window and door fabrication factory along with a showroom in Watford.

Raju Radia his son is now the MD of the company. Joined in the business once he had graduated from his Business Finance degree.

“My finance background has helped me steer the company through its expansion and the subsequent adoption of new manufacturing technologies and the imposition of a customer relationship management platform. It is also my belief that businesses have a better chance of success if your staff grow alongside you and your business model is kept simple and focussed on your customers.”

## Website

And that success is clear to be seen. PVC-U windows still manufactured in Wood Green; aluminium in Watford...and not just windows but some top of the range bi-folds and sliders – the type of products you find in the most exclusive of premises. Not to forget front doors (and there's some special ones in that range too) and rooflights.

All of this is expressed clearly on a website that is one of the best the industry has to offer – stunning pictures taking the visitor through an inspiring journey of what can be achieved with a little imagination and being ahead of trends.



## Customers

Arkay has risen to supply some of the country's biggest retail companies, contractors and commercial installers and yet still has time for smaller established customers – and new ones looking to make an impact. Arkay believe that helping customers grow is an insurance that they will grow too. For every product, Arkay can supply a whole range of marketing material – and perhaps more importantly, thorough product training from installation to sales.

The company always holds stock in standard colours and finishes, even bespoke orders are turned around in quick order. Arkay has it's own fleet of vehicles delivering across the country.

## Just some of the products Arkay supply

A comprehensive range of both PVC-U casement windows and PVC-U vertical sliding sashes, with a full range of aluminium windows for domestic and





And we've got some new products in the pipeline – and I hope we're ahead of trend yet again!"

### Keeping to Standards

Arkay is Secured by Design members and founding members of FENSA and the Glass & Glazing Federation. The company has certification to ISO9002 and Kitemarks to BS7412 and PAS24:2012.

Why go to all that effort and what do these memberships mean to you and your customers? "Many of our customers install in the commercial environment and so these standards and memberships are matter of necessity," says Radia. "But we try to go further and make those Standards work for us – quality systems should ensure quality and not just compliance. It used to be that the profile companies held those accreditations – but if you want to be a fabricator of the substance, you need your own not simply piggy back off of your suppliers. The larger contractors expect more of their fabricators."

### Arkay Group

Arkay Contracts installs on behalf of contractors the company has dealt with for years including Kingsbury Construction, some social housing customers, L&Q and Keepmoat Homes. However, Arkay Windows creates the lion's share (circa 90%) of the company's turnover.

Raju Radia concludes: "We added our Watford location move 10 years ago to focus on aluminium before customers were clamouring for all the great products you can make in this material. We kept Wood Green just for PVC-U and retained all the skill and knowledge our staff had built over 30 years. I hope we've got it right so far – 40 years in total.

"The strap-line to our logo is 'Clearly Visionary' – we'll have to see if we can keep it going for another 40." 

▶ commercial applications as well as the multiple types of sliding doors with concealed, traditional manual or integrated electro-mechanical fittings. These are complemented by the ALUK steel replacement window.

Sliding and bi fold patio doors come in a number of variants including the Infiniglide fully concealable architectural slimline sliding doors, which also feature an almost invisible ultra-slim model.

### Roofs

Arkay's Infini Lantern roof shares the same thermal technology as the Infini range and also, the slim sight lines that allow an almost frameless experience.

### Front doors & entrances

Arkay's front and back doors come in the traditional and in the ultra-modern – all with high security locks manufactured to PAS 24. Arkay also has a large range of glass design options. Take a look at the Pirnar doors on Arkay's website – hand crafted from premium materials such as aluminium, timber, stainless steel and carbon fibre – they are jaw-droppingly good.

### Simples?

With this number of products, Arkay's range doesn't seem quite so simple? However, Raju Radia disagrees: "Simplicity is about having ranges of products that complement each other – so we offer rooflights but not conserva-

tory roofs. The rooflights share the expertise of the Infini doors – so we are a specialist in aluminium for the home improvement sector with a focus on the 'bringing the outside in' market. Quite simple really."

Simplicity also goes beyond products according to Radia: "Another example is what I said about staff growing with you. Training in systems. Training in technology. And training individuals in how to deal with 100s of customers when 7 years ago they were only dealing with 10s. Keeping your principles but making them upscalable – quite simple really."

### And then there's staying on or ahead of trend?

"Not quite so simple," says Radia. "But a guiding principle nonetheless...we have to pay attention what householders or the new build market is going to want – and make sure we are geared up to meet customer demand as it arises. We've tried to maintain this focus and that's what's helped us to get to where we are today.

