

WhatsApp For Answers On-The-Go

Sternfenster has introduced a new WhatsApp connection to its website, enabling the company to quickly respond to questions from its customers.

With a simple click of the WhatsApp icon displayed on the site, customers can instantly type and send their query to a member of the Sternfenster customer services team for a fast response.

Sales director, Nathan Court, says: "Time is of the essence for busy fabricators and installers, so this latest time-saving initiative delivers the answers they need, swiftly.

"WhatsApp is very convenient and popular way to communicate, especially if you are out and about or on site. The WhatsApp button on our website takes you straight to the



WhatsApp message interface, rather than going in via the App on your phone. This saves time for the message sender and by

return, you can expect a speedy reply from us too." [i](#)

www.sternfenster.com

Sales Soar For Britdor

DoorCo's British made solid timber core door has seen a significant rise in sales towards the end of 2024, according to the country.

Ben Aspinall, the company's commercial director, says: "Britdor, our first ever British manufactured door, entered the market in Spring 2024. The addition of the 44/48mm size option in September, coinciding with the completion of the onboarding process for some of our key customers, has seen a huge jump in sales ever since.

"One of the leading designs emerging from the sales trends over the last few months is Enzo. A new design to the DoorCo portfolio exclusive to Britdor. Its design incorporates a smooth Links style finish with edge-to-edge pre-engraved horizontal lines. From the basic slab, we've created three styles in the Designer door collection: Enzo Solid



and the contemporary Augusta and Augusta Long styles.

"We love to pair Enzo with specially selected and classically modern colour and glazing options, such as duck egg blue and Palazzo glass for a contemporary look or slate and deco for a modern feel. Blue and 'Impres-

sion' offer a refined look. Our top sellers so far have been black, rosewood and Anthracite grey."

Britdor is available in 17 colours and stains, achieved using foil technology for colour matching with coloured and stained door and window frames. [i](#)

www.door-co.com