

# Window Firm Leads On Better Business Practice

**The Window Company (Contracts) has become one of the first businesses to sign up to the brand new 'Good Business Charter', which has been launched to encourage better business practice in the UK.**

Backed by both the CBI and the TUC, the new Charter is the brainchild of Richer Sounds boss and ethical entrepreneur Julian Richer. It will accredit only those companies that can prove they treat their staff, customers and suppliers well. For The Window Company (Contracts), a commercial installer, it is the perfect fit. Chairman David Thornton explains: "We have built a successful business on the very

principles which underpin this new charter – from paying a real living wage to our staff, to paying our suppliers promptly. "Businesses who sign up have to satisfy 10 key criteria on things like their commitment to employee representation and well being, ethical sourcing and paying fair tax – and we have done that with ease."

## **Bad boys don't win**

Thornton continues: "Customers care more than ever about who they are doing business with and employees care about who they work for, so demonstrating our ethical credentials can only be a good thing.

"The bad boys in this indus-

try tend to grab the headlines when in fact there are many more responsible businesses like ourselves quietly and confidently doing the right thing and being successful as a result. I'd like to see lots more businesses and organisations signing up to try to redress that balance."

Alongside The Window Company (Contracts) and Richer Sounds, founding members of the Good Business Charter include Brompton Bicycles, London City Airport and Deloitte. [f](#)

[goodbusinesscharter.com](http://goodbusinesscharter.com)

**You can find all the latest daily news at [theinstaller.pro](http://theinstaller.pro)**

## Aperture Closing? Company Formed To Buy Synseal Goes Into Administration

**STOP PRESS March 17 saw the announcement that KPMG Administrators are running Aperture Trading Limited – the company formed to buy Synseal when that company went bust.**

Chris Pole and Will Wright were appointed as joint administrators on the afternoon of Monday March 16.

Synseal, which produced a range of profile products and conservatory roof systems – including Global – had operated from premises in Huthwaite, Nottinghamshire. The firm was one of the big names in the industry as it grew under the owning Dutton family.

But once the Duttons exited, the company went through a series

of management changes and although still large and respected, a decline commenced that led to its demise – leaving a trail of debt in its wake rumoured to be in the region of £16 million.

## **Mycock up**

Synseal was bought out of administration in March 2019 by two directors – CEO Mathew Mycock and then Sales & Marketing Director Andy Jones. Jones declared at the time: "Customers and the entire supply chain can rest assured that Aperture's management team are all unswerving in our commitment to the venture." Jones left the business shortly after.

Aperture continued to specialise in PVC-U extrusion as

well as fabricated window, door and conservatory solutions and had recently gone through a rigorous process to have its fire doors certified so that it could resume trading in that sphere. The company had also just launched its own rooflight product.

## **Attempting to trade on**

The joint administrators are attempting to trade the business whilst they seek a buyer, with 330 members of staff retained to assist with this process. 121 of the company's 451 staff were made redundant as soon as KPMG were appointed. When Aperture took over, the company had in excess of 1,000 employees who were told their jobs would be safe. [f](#)

# FENSA Launches 'Dating Site'

**FENSA has unveiled a ground-breaking new lead generation website, scheduled to go live this April. Dating Site is the generic term where one party who wants to buy is linked to one that wants to sell.**

In this case it is homeowners who want to buy from FENSA Approved Installers. Installers will be able to provide quotes directly to potential customers who are actively searching for FENSA registered companies. The service will operate in a similar way to existing online platforms that are designed to connect tradespeople with customers searching for home improvement quotes. This was the original use for such Apps before dating companies realised they could be cloned for other types of personal introduction.

The FENSA adaptation of this service will be focused exclu-

sively on connecting with homeowners that are looking for window installation companies and crucially, will be completely free of charge for FENSA Approved Installers.

"The introduction of our new lead generation website this April will allow FENSA Approved Installers to gain direct access to this demand – for free," says Chris Beedel, FENSA Director of Membership

## Job details

Homeowners will not only be able to look for FENSA registered companies in their area, but they will also be able to post the job details including desired materials, products, budget and timeframe, which will then be emailed directly to those businesses, who can then respond with a quote or a home visit.

In order to take advantage of the new service, FENSA is urg-

ing all its existing Approved Installers to register as soon as possible so that their company details are included in the website when it goes live. Users will be provided with log-in details to a dashboard that is designed to help manage any leads as well as monitor the progress of them throughout the year.

## Join quick

Any new companies considering joining the FENSA Approved Installer scheme will also be added automatically to the lead generation site once they become Approved Members.

"Our market research has shown that 73% of homeowners considering replacing their windows or doors say they would only use a FENSA Approved Installer to carry out the work," continues FENSA's Chris Beedel." 

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# In Through The Window – Bonus Rewards For Spring 20

**Velux Rewards is providing an opportunity to earn rewards against a Velux purchase that can be redeemed at top retail and high street brands – now installers can get bonus points in Spring 2020.**

The scheme applies to Velux roof windows, flat roof windows, sun tunnels and blinds or on a selected combination of flashings throughout the year. However, for this March and April only, Velux is giving away an extra rewards boost by offering £35 of rewards for every white painted roof window and £70 for every Velux Integra electric or solar roof window purchased.



## £700 worth of rewards

If you were to purchase 10 Velux Integra roof windows, you would be entitled to £700 worth of rewards that can be redeemed at a range of retailers and restaurants including M&S, Argos, John Lewis, Halfords and Tesco.

**The last day customers can submit a claim is 15 May 2020.**

## Spring renovations

Richard McArthur, Marketing Manager from Velux said: "With Spring renovations keeping installers busy, we have decided to give our reward scheme an extra boost to ensure installers, builders and homeowners get even more out of their projects. There's a host of rewards to take advantage of, which means you can eat out, go to a gig, buy the latest tech or furnish your home.

Sign up now and you could earn hundreds of pounds worth of rewards for purchasing Velux products." 

To receive rewards, upload your invoice to [www.velux.co.uk/rewards](http://www.velux.co.uk/rewards)