

Sales Through The Roof



Independent timber distribution company Rembrand Timber says that its sales of PVC roofline have grown rapidly thanks to Freefoam Building Products.

Scott Findlay, Divisional Manager explains: "Freefoam has provided us with excellent advice and support to all our branches. Working closely with Freefoam Area Sales Manager James Wood, they've helped set up all the trade counters with POS and marketing materials, and aided considerably with price and marketing support, especially for our new build market."

"Freefoam's 50-year guarantee on white profiles is a critical selling point for their registered installer scheme. As a Freefoam customer you are

guaranteed a service package, that goes further than your average supplier. Its dedicated team offers technical and on-site support for all projects to ensure excellence and innovation are continuously maintained."

The company now sells the full range of Freefoam's roofline, rainwater and interior products in all 18 of its branches. [i freefoam.com](http://freefoam.com)

Morley Glass & Glazing has achieved a fire-rating accreditation for its insulated glass units with integral blinds inside.

Ian Short, MD explains: "There are more than 300 fire-related deaths and more than 200,000 fire alarms raised in the UK every year. With recent high-profile incidents such as Grenfell Tower, it's more important than ever that the correct building materials are specified. Our sealed units with integral blinds inside are manufactured in the UK using fire safety glass from Pyroguard and can deliver 30 to 120 minutes integrity and insulation fire-resistance."

The fire-rated Uni-Blinds sealed units with ScreenLine integral blinds inside now comply with the performance criteria set out in the EU 305/2011 Construction Products Regulation, and have been independently verified by TUV UK, a UKAS accredited third party testing house. [i morleyglass.co.uk](http://morleyglass.co.uk)



TommyTrinder.com has launched its new Framepoint Technology so help installers sell.

Developed by former installer Chris Brunsdon for installers, it makes it easy to sell all types of windows and doors – regardless of manufacturer and material – via an interface that's as simple as sketching on a pad.

Brunsdon says: "The whole industry relies completely on how well installers sell: systems companies, hardware, software, glass, the media, and fabricators. If installers aren't selling well, the market suffers and everyone along the chain is held back."

With his installer background and a top technical team, Brunsdon designed Tommy Trinder's Framepoint Technology with a sole focus on helping installers sell and homeowners buy. [i tommytrinder.com](http://tommytrinder.com)

New Initiatives From Hurst



Hurst Doors has launched Your Hurst, a suite of new initiatives and resources that designed to enhance the support available to the company's national network of trade partners.

Your Hurst includes the following features and updates: 'Hurst Pay' – a new, secure way to pay for composite doors online; Hurst Live Chat – a responsive chat function to connect customers with the Hurst

team in real time to resolve queries; 'How to... with Hurst' – a new video and blog series comprising product installation and maintenance advice videos; New updates to Hurst Live that streamline the ordering process and keep customers notified of product updates and company news; New and improved marketing materials and brochures to support installer knowledge, build new leads and drive door sales.

Hayley Barker, Marketing Manager at Hurst Doors says: "Technological innovations like Hurst Pay and the Hurst Door Store not only lowers our environmental footprint but provides us with the tools we need to build the best possible end-to-end experience for our customers." [i hurstdoors.co.uk](https://www.hurstdoors.co.uk)

Senior Architectural Systems has launched Ali SLIDE a new mid-range slimline aluminium sliding door.

It is available as both a Standard version with a 79mm interlock and as a Slimline version with an interlock of just 50mm, which alongside a maximum door height of 2700mm achieves maximum daylight and uninterrupted views. As both the Standard and Slimline versions use the same locking hardware, both options offer excellent security performance and have been fully tested to meet the requirements of PAS 24.

Fully weather and security tested, the new Ali SLIDE inline sliding doors also benefits from a polyimide thermal break which gives impressive thermal efficiency. The door is available in an unlimited choice of colours and finishes via Senior's in-house powder coating facility and comes with an expected life cycle of 40 years.

Senior offers quick delivery and short lead times on pre-painted stock of the most popular configurations of the Ali SLIDE door in 7016 Anthracite Grey and 9910 Hipca White. [i seniorarchitectural.co.uk](https://www.seniorarchitectural.co.uk)



Earlier last year, installer Energy Saving Double Glazing fitted six 4-pane Invisifold Slide & Fold windows to the Royal Eastbourne Golf Club.

Manufactured in Deceuninck's chamfered 2500 profile by Tradesmith, the windows fold and slide back to create an unobstructed, panoramic view of the club's two courses. The biggest window is 3.4m wide, allowing club members to watch players on their first few tees from the comfort of the lounge.

Two matching casements were fitted on either side of the Invisifold windows, featuring complementary hardware from VBH's greenteQ range. VBH GB's Invisifold System is designed to convert standard welded windows and doors into sliding/folding/swing systems. There are no visible hinges or visible hardware – just a simple handle on the main window or door. [i tradesmith.info](https://www.tradesmith.info)