

Comment

The Installer

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Profinder Limited

The UK government's Committee on Climate Change is advocating a zero carbon buildings target of 2050 target. David Attenborough's warnings on climate have earned him a top spot on Netflix. And Extinction Rebellion have disrupted London and other cities for days on end – and have rather than been booed, been applauded at the highest levels.

The environment and climate is now more mainstream than ever – if only from a marketing point of view, companies need to be aware of their green credentials. Electric vehicles, recycling, having policies in place to reduce carbon are all things installers need to be actively engaging with.

On top of this, installers need to be part of the campaign to reduce energy consumption in the home – energy efficient windows are now a peak and premium sale because home owners want them and councils and architects are insisting on them like never before. If you're still selling the cheap and cheerful – be warned they might have a toxic effect on your company profile.

Home Technology

On the subject of staying ahead of the market, can I direct you not only to our FIT Show Preview Part 2 starting on page 13 but also to a feature appearing within the section (page 20-22) on the topic of home automation.

Smart Ready is a term being promoted in the same way HD Ready was promoted for televisions. The idea is that you can start selling windows and doors that are prepped to accept miniature sensors and beacons that will allow integration with home and remote automation products such as Hive (or in this case Hug Technology).

The tech will tell home owners if they have left a window open for ventilation when it should be closed or a front door unlocked even though they have left the house.

And of course, a finished system will act as a sophisticated burglar alarm, warning remotely if a possible entrance has been tampered with – and alerting a sleeping home owner should someone try to break in whilst said home owner is tucked up in bed.

Sac Hardware, the company behind Smart Ready and Hug Technology will be exhibiting big style at the FIT Show.

Burgled in bed

New burglary research has revealed that over half of house burglaries in the UK occurred when someone was at home.

87% of those burgled were hugely traumatised – many so much so, they moved house. Key statistics come from research, that was commissioned by Verisure UK. These include:

- 70% of children have been affected emotionally by their home being burgled.
- 63% of parents are more likely to feel unsafe after being burgled compared to those who don't have children living at home.
- 1 in 8 people who have been burgled admitted to still feeling vulnerable up to six months after being burgled.
- Over three in ten (31%) burglary victims say their home doesn't feel like it used to.
- Just under half (49%) who have been burgled said they had no major form of security installed at their home, only locks on the doors and windows.

So security – it's not just a sales opportunity, it's a chance to make the world a safer place for the people you serve. That, along with making their homes warm, makes window and door installation quite a noble profession doesn't it?

Brian J. Shillibeer, Editor

[@theinstallermagazine](https://twitter.com/theinstallermagazine) or installer@profinder.eu

Editor

Brian Shillibeer

E.installer@profinder.eu

Assistant Editor

Cathryn Ellis

E.cathryn.ellis@profinder.eu

Editorial Office

The Studio, 47 Hillside Avenue,

Elstree & Borehamwood,

Herts WD6 1HQ

Publisher

John Roper

E.john.roper@profinder.eu

Advertisement Account

Manager:

Steve Anthony

T.07967 585475

E.steve.anthony@profinder.eu

Advertisement Account

Manager:

Mehreen Haroon Ali

T.07932 243008

E.mehreen.haroon@profinder.eu

Head Office and

Advertisement Production:

T.01255 860613

E.chris.sims@profinder.eu

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