

## Gerda Gets Going



**Just launched in the UK, Gerda steel and aluminium front entrance doors offer high performance levels, construction methods and materials and a high security alternative to conventional composite doors – along with thermal efficiency.**

Gerda will have a significant presence at the FIT Show.

The doors are distributed exclusively in the UK by Pioneer Trading, a company that has been manufacturing windows & doors for more than 30 years.

A large selection of colours and designs have been chosen to suit the tastes of British homeowners. Four ranges will be available initially – Optima, Thermo-premium, Thermoprime and Altus. All share the Gerda emphasis on sustainability, security and thermal efficiency, with weather performance developed for some of the toughest conditions in Europe.

The doors offer thermal transmittance as low as 0.74 W/m<sup>2</sup>K for solid doors and 0.81 W/m<sup>2</sup>K for glazed doors. The Altus door boasts a 90mm depth, three chamber reinforced aluminium internal construction with PU cores,

with Fuhr multi-point security lock and hardware located into reinforced aluminium outer frames.

“We have been searching for some time for an alternative high-performance front entrance door solution. We have found Gerda by some margin to be the best range that we have seen,” says Danny Williams, MD of Pioneer Trading. “They offer security and thermal performance, coupled with a build-quality ahead of anything else currently offered at similar price levels in the UK,” continues Pioneer Trading’s Williams. “The construction techniques and materials used in the manufacture ensure that distortion and other quality issues that have become so characteristic of conventional composite doors will simply not be an issue.” **i**

[www.gerdadoors.co.uk](http://www.gerdadoors.co.uk)

## Freefoam Supporting Indie Stockists

**Freefoam has released a new video as part of its ongoing Helping Customers Grow campaign, featuring Nottingham based business Jayplas Building Supplies.**

The campaign is part of Freefoam’s marketing plan to shine a light on stockists and show how both the manufacturer and the supplier are working together to build long term relationships and business.

Freefoam’s route to market is to predominantly supply independent PVC suppliers – often owner managed, with an entrepreneurial spirit. Jayplas Building Supplies is one such business. Started in 2010 by Jaime Nield (pictured), Jayplas is a typical example of a Freefoam customer which has grown year on year. Selling the core roofline range, as well as external cladding and



internal panelling.

Nield has a broad customers base, from small to medium sized builders, though to double glazing and conservatory companies. In the video Nield explains that he chose Freefoam as his supplier over others because of both the brand

loyalty from his installer customers and Freefoam’s route to market. He says: “We like that Freefoam have added products to their range over the years, including external cladding and internal bathroom panels as it gives us other markets to tap in to.”

Nield receives regular visits from his Area Sales Manager Simon Parkes and also benefits from the knowledge and expertise of Richard Jackson, Freefoam’s Sales Director.

Nield adds: “They have always helped us out. I can only see a positive future. We’ve been dealing with Freefoam for 12 years and I can’t see why that wouldn’t continue.”

To see the video, go to YouTube and search for Jayplas Building Supplies. **i**

[www.freefoam.com](http://www.freefoam.com)