

# Swift Response to 2018

**Andy Swift, national sales manager of ISO-Chemie, is optimistic about UK foam sealant sales in the next 12 months as the specialist suppliers ramp up plans to target the design sector.**

In the face of continuing cost pressures, possible further interest rate hikes and ongoing Brexit negotiations, the one certainty for the economy and, the construction sector in 2018 will be uncertainty.

Swift explains: "The opportunities are out there for visionary companies like ourselves. There'll be an increased focus on selling to designers in 2018, boosting sales in the process on the back of increasing product specification.

He also expects building regulations to get tougher and policed better around matters such as airtightness and thermal loss around windows.

There will also be an increase in fire protection within new projects. Again, this could lead to increased opportunity for further tape-based sealing solutions.

"To survive 2018, you will need a well-run business," adds Swift, "with state-of-the art product ranges and quick delivery backed up by good on and off-site technical support."

Growing appreciation of sealant products is also leading to the increased use of foam-based technology to close more sales and develop new business opportunities. 



**Bracknell based R and M Windows and Conservatories has joined the Bluesky Certified Installer scheme for both windows and doors, and conservatories.**

The scheme is the latest addition for installers looking to differentiate themselves from competitors. MD at Blue Sky Certification Simon Beer has years of experience delivering schemes for installation companies. Simon says: "I wanted to create something that gave companies a real advantage by signing up to the scheme. We keep ahead of the market and that means we keep scheme members ahead too."

Mark Page, Director at R and M Windows, says: "I've known Simon Beer for many years and I trust him so it was very easy to choose the Bluesky Certified Installer Scheme. We pride ourselves on our professionalism, and the new scheme gives us exactly what we need to give customers confidence that they're dealing with a reputable company. We are members of the installer scheme for external windows and doors scheme as well as the scheme for conservatory installation." 

**Kestrel sales and marketing director Owen Thorogood believes that investment in staff training is also an investment in customer satisfaction.**

Owen joined Kestrel in 2016, has wasted no time investing in staff training to ensure that everyone from managers through to telesales is constantly developing their skills.

He explains: "All our senior managers recently completed an in-depth leadership course and the external team is about to embark on an intensive customer service programme. We are also bringing in an external training company to train the internal customer services team.

"The development programme leads to a more efficient and disciplined team, better management, greater product and technical knowledge as well as a more educated and structured approach to customer care. All in all, this translates into even better service for our customers."

"Investing in training has wider reaching benefits including greater employee retention rates, staff confidence and an improved corporate culture by providing a safe place where colleagues can learn, grow and develop as team." 



# Morley is Boxing Clever

**Morley Glass and Glazing has been shortlisted for the IGU Manufacturer of the Year Award at the annual National Fenestration Awards.**

In the past 12 months, the business has launched an updated website, boosted its Screenline spares service and opened a new showroom at its headquarters in Leeds.

Ian Short MD says "2017 has been a landmark year for Morley Glass which has seen us continue to build on the foundations we established last year when we made the move to our new 50,000sq ft factory. We've met every challenge we've set for ourselves so far and being named the National Fenestration Awards' IGU Manufacturer of the Year would be a fantastic end to an exciting 12 months of activity."

Launched in 2013, the open platform National Fenestration Awards are run and decided completely by the participation of the industry. Instead of judges and panels, winners are chosen by the public. In fact, everyone is welcome to register on the site and make their voices heard before voting closes on Thursday 30 November. [i](#)

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**Morley Glass & Glazing is pledging its support to up and coming boxer, Terry Broadbent, as he attempts to make a name for himself in the world of professional boxing.**

Having previously taken a break from the sport to focus on his contract cleaning company servicing companies in and around Leeds, Terry made the decision this year to give his all to the sport he loves, selling his part in the business in order to devote himself to the sport full time.

Ian Short, MD comments: "Having been based in Leeds for almost 20 years, supporting a variety of local sports and community clubs is a large part of our proactive corporate social responsibility programme. Having known Terry for a number of years now his passion for the sport is clear and it's a privilege to be able to help him follow his dream. We're looking forward to seeing big things from him in the future."

The company has also recently pledged its ongoing support to Millshaw Park Rangers, Mirfield Parish Cricket Club, Moortown RUFU and Pudsey St Lawrence Cricket Club. [i](#)

**Ian Short MD at Morley Glass & Glazing has been crowned the winner in the Variety's Strictly Ballroom competition and raised more than £10,000 for the children's charity.**

The charity event, which was hosted by TV presenter Gethin Jones, raised a total of £39,500, which is enough to buy a new Sunshine Coach.

Says Short: "This has been a life changing experience; I've lost 4 stone in weight, stopped smoking, and helped to raise more than £10,000 for a fabulous cause. It's been completely humbling and I am so grateful to everyone who sponsored and supported me and my dance partner Olivia Choi from the North Leeds Dance Academy. We were absolutely thrilled to win both the judges' and audience trophies." To sponsor Ian visit <https://www.justgiving.com/fundraising/ian-short5>. [i](#)



# Crossing the Channel

## Independent Network has rounded off the summer with a trip across the Channel to Veka France in Thonon-les-Bains.

Veka France MD Jos Lenferink played host to 42 guests for the three-day event, including Independent Network members, Veka Group staff and MD Dave Jones.

Karen Lund, Head of Partner Programmes explains: "Independent Network's most valuable asset is its members and networking is obviously right at the core of the organisation. Trips like this are the perfect opportunity for members to get together and do just that.

"The loyalty and enthusiasm of Independent Network's members never ceases to amaze me. This is an organisation that has been built on trust – amongst members themselves as well as customers and the general public – business support and just good old-fashioned networking between installers and fabricators.

"This year's 'IN on tour' has really been about spreading the message of Independent Network's evolution, the research and thought process that went into the re-brand and how we see the organisation moving forward. There really is no substitute for getting everyone together to catch up, share ideas and, in this case, to see how comparable organisations operate abroad. Two years ago we made a similar trip to Veka Germany and there have already been suggestions for next year – watch this space!

"We're now working on the annual Independent Network Members' Weekend 2018 and with the success of this summer's tour under our belt, we're looking forward to it more than ever" 



## A Cambridgeshire installer has become the latest member of the Astraseal Commercial Installer Network (ACIN).

Huntingdon's Surefit East Anglia is benefitting from a stream of quality leads as part of Astraseal's new initiative.

Founded earlier this year, ACIN is a nationwide network of commercial installers capable of handling contracts valued at anything from £50k to £500k.

Network members are not only provided with warm commercial leads, but support throughout the tendering process. Astraseal's in-house Business Development Managers contact developers, work up specifications and draw up quotes on behalf of the installer, before handing them the supply side of the project – all free of charge.

Astraseal Sales Manager Zac Nedimovic comments: "We're delighted to welcome such a respected firm into the network. It goes without saying: we only want the very best companies representing us out in the field – and with a business like Surefit East Anglia on our side, we can rest easy in our knowledge that our commercial clients will be receiving a fantastic service." 

## Since Gary Morton and the BoingBoing Group purchased CentralRPL two years ago, the group has been focused on streamlining operations, enhancing its service and product offering and energising the brand.

In recognition of the relentless demand for aluminium and drawing on CentralRPL's extensive experience in customer focused supply, CentralASL the sister aluminium company was formed and is in full flow with production.

Gary Morton comments: "Aluminium was one of the main products we wanted to be able to supply our customers directly. Our strategy is all about finding products and services for our customers, rather than customers for our products and services. It is vital that we ensure our customers who want aluminium can access the same expertise and service they rely on from the PVC-U team at CentralRPL.

"After careful research into the most suitable aluminium products on the market, we selected the Optimo range of windows and bi-fold, entrance and patio doors from ALUK. The product range is well designed and efficient in performance, exceeding the standards expected in modern building design. ALUK is also able to support us in our 10-day turnaround promise to ensure our customers' installations are delivered on time and in full to ensure projects are completed to their timescales." 

