



# The Top Marketing Messages For Millennials

The millennial generation are buying homes and improving them – energy and the environment are high on their list of things that inform their buying decisions. Russell Hand, Head of Product Management and Technical at Rehau Windows, explores how installers can adapt their window portfolio for this market.

**Though many may think the millennial generation is still 'young', they are actually buying homes in increasing numbers. This trend is only set to continue and window installers, for whom this expanding demographic will constitute a significant part of their future customer base, need to know how to appeal to them.**

Millennials make up a significant and growing demographic in the housing market. They have differing characteristics and preferences to older generations,

who may view their homes as status symbols they pride themselves on maintaining. By contrast, millennials would instead prefer low-maintenance solutions that do not require much upkeep, and are more inclined to focus on wider issues such as the environment when selecting windows for their property.

### **Prioritising sustainability**

Climate change dominates the news agenda, so it is unsurprising millennials prioritise sustainability during home renovation. One particular Guardian news-

paper survey suggests over two thirds of millennials 'buy as many eco-friendly products as they can'. And on the global stage, 75 per cent of millennials prioritise sustainability over price in their purchases, according to Nielsen, the global measurement and data analytics company. Consequently, installers need to demonstrate eco-friendly credentials when offering window solutions to this market. With this in mind, Rehau has further ramped up its considerable efforts around the co-extrusion process.

### **Sustainable method**

Co-extrusion is an innovative and sustainable method of producing new windows using recycled material. It allows different PVC materials to be processed on the profile's outer skin and core. Importantly, this process allows valuable secondary raw materials to be used, resulting in more sustainable and eco-friendly solutions without added customer costs.

Rehau's Total70C system, for example, is available with a co-extruded profile made up of up to 75% post-consumer waste, while still boasting severe weather performance credentials and great technical, thermal and noise reduction efficiency.

### Noise is a home-working issue

While a 2019 Trade Union Congress report showed there were over 373,000 more people working from home than 10 years ago, the global pandemic has further transformed the remote working landscape in a likely permanent way. Already familiar with changing working arrangements and often foregoing the traditional 9-to-5 for flexible home working, millennials should therefore be more open to home improvements, including windows. As such, window suppliers should offer solutions with high noise abatement levels, to ensure a home working environment undisturbed by outside noise. This sound insulation can be achieved with double-glazed,

sealed units, allowing installers to reassure millennials that, with the right windows, establishing a peaceful home office is easily possible.

### Low maintenance

While lockdown has disrupted our social life, instant communications and an always-online culture mean millennials still have 24/7 demands on their time. Consequently, it is understandable that they would prefer low-maintenance solutions that do not require constant upkeep. This outlook is clearly shown in a study by UK utilities insurance provider CORGI HomePlan. Of the 2,000 under-35s the study surveyed, 23 per cent would rather engage tradespeople than perform DIY work themselves. Such reluctance demonstrates clear opportunities for fitters with window portfolios tailored to meet this need. Installers offering eye-catching and resilient systems requiring minimal maintenance will therefore stand out to millennials. Rehau's Total70C windows' compound and

smooth gloss finish, for example, means they retain their appearance through long service lives, without warping or rotting. As such, millennials can embrace a 'fit-and-forget' mindset such solutions make possible.

### Keeping ahead of the curve

Though versatility is a key aspect of window design, customers also want solutions that give them exactly what they were looking for. Millennials constitute around a third of the world's population, and installers could benefit by focusing on their needs. Specifically, by offering sustainable, low-maintenance solutions with excellent noise abatement, fitters can remain ahead of the curve while this key market demographic grows. **f**

Picture: Millennials buy as many eco-friendly products as they can and want to adopt a 'fit-and-forget' attitude to quality home improvement products.



# Maize-ing – Sticking Windows In With Sugarcane And Maize



**A new range of bio-based self-adhesive window sealing foils is manufactured from renewable materials, including polymers based on sugar beet, sugarcane, corn, maize and other similar plant species.**

The range is branded ISO Connect Blue Line and comes from fenestration foam tape specialist ISO Chemie. Sugar beet, sugar-

cane, corn, maize absorb large amounts of CO<sub>2</sub> during growth. The bio-products provide performance qualities similar to foils manufactured from synthetic materials.

## Inside Blue Line

The Inside Blue Line option provides rapid and effective airtight bonding of window connection joints on the interior side of a building structure, creating a vapour diffusion barrier that prevents condensation and mould build-up around the window frame area.

## Outside Blue Line

Suitable for exterior sealing of connection joints on windows, doors and panels, Outside Blue Line acts as a flexible and durable vapour diffusing foil to improve the release of moisture to the atmosphere.

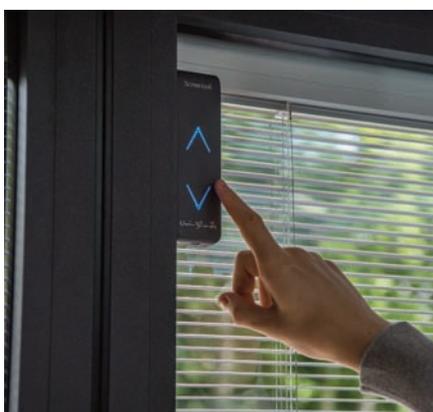
## Standards

The foils comply with European environmental regulations (EnEV), RAL installation guidelines and are resistant to driving rain, impermeable to water, airtight and windproof. An elasticity-type quality ensures joint movements can be effectively accommodated post installation, while enhanced flexibility and tear-resistant features allow the foils to be applied easily and accurately on angled constructions.

The product comes with a 10-year guarantee. It can be overplastered, painted and glued during and post installation thanks to a fleece effect surface. It comes in 30m rolls in a selection of width options – 70mm, 90mm, 145mm, 180mm, 235mm and 290 mm. [i](#)

Energy & Environment –  
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# Let The Sun Go Down On Me – Smart Solar Controlled Blinds



**Eco-friendly, solar powered integral blinds from Morley Glass & Glazing have been given a stylish makeover and an energy efficiency boost.**

Renamed the 'W Smart' system, the former W Swipe sys-

tem, is a range of venetian, pleated or black-out blinds encapsulated within the 20, 22, 27, 29 or 32-mm cavity of an IGU equipped with a 3.6V internal motor and powered by a lithium-ion battery housed in a restyled battery module.

The battery can be either recharged via a micro-USB connector or by means of an external solar panel, both available as options.

The blinds can also be controlled by a 99-channel remote control, associated with the radio receiver that is integrated in the battery module as standard.

## Smart control

Moreover, for the first time in the field of integrated blind systems, the W Smart system allows the information about each blind to be stored directly on the battery module attached on the glass or the window frame, thus avoiding the need to associate a specific control device with a specific window. The battery module is available in a choice of four colours – silver, white, anthracite grey and black. [i](#)

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# Load, Reload Re-Usable Silicone Cartridges



**A key issue in building is site waste. Not only does it impact heavily on the environment which is reflected in your credentials, the sheer cost associated with waste disposal is phenomenal.**

Site Waste Management Plans are becoming statutory practice for building projects over £300,000. Recording the types and volume of waste generated per job will be a job installers need to contribute to.

**The need for Site Waste Control is becoming more important because:**

**Landfill Availability Is Getting Low:** Over the next

decade landfill sites will become scarce due to over-filling. This means waste will have to travel further for disposal at a premium cost.

**Growing Waste Disposal Costs:** Landfill tax is on the increase every year. We are currently paying in excess of £91 per tonne of waste, so weight is key when disposing of products.

**Non-Degradable Materials:** It has been estimated that over 100 million plastic sealant cartridges are dumped into landfill sites every year – that equals 6,000 tonnes in weight.

**Impact On The Environment:** With environmental policies being constantly improved and more stringent, both the government and industry in general have targeted themselves with reducing the volume of construction waste each year.

**Bond It's responsibility**  
As one of the UK's fastest growing manufacturers of sealants, adhesives and building chemicals, Bond It's responsibility is to contribute where possible in making this achievable by introducing innovative, environmentally friendly, sustainable packaging. By introducing the new re-usable Reload sealant

# The new re-usable Reload sealant cartridge system from Bond It cuts down on waste, time and costs.

cartridge system, Bond It feels this is the answer to the landfill issue. It cuts down on waste, it cuts down on time – and it cuts down on costs.

## Re-usable cartridge

By encasing a choice of silicones and sealants in a foil sausage, which simply inserts into a plastic re-usable cartridge, all an installer has to do is nip the end with scissors, fit the nozzle and cut as with standard cartridges – and away they go. Once the sealant is used the spent slug is easily removed and disposed of. Select your next sausage, reload and repeat the process.

## 8 times less in volume

On waste disposal, when empty,

the Reload slug is approx 8 times less in volume than a standard sealant cartridge and over 60% lighter – less bulk and less weight.

Currently available in the Reload format are three of Bond It's most popular sellers – Multi-Mate, WP100 and Frame-Mate offered in EU3 foil sausages.

## Recycled content

This is also a more cost effective option to consider if the government passes legislation in 2022 to tax imported plastic packaging that does not contain at least 30% recycled content. With current cartridges being produced from 100% virgin plastic there will be a cost increase that inevitably will be passed on to end users of these products.



Switching to greener systems, like the Reload concept, will reap commercial benefits as well as tackling the increasing issue of single-use plastic and its devastating effect on the planet. [i](#)

For more information on Bond It contact the Sales Team on 01422 315300 or visit [www.bond-it.co.uk](http://www.bond-it.co.uk)

