

Consumers Told Stay Safe With MyGlazing

The GGF has launched a new campaign focusing on raising consumer confidence in the home improvement sector in the face of coronavirus.

Research has revealed that one in five UK homeowners still feel nervous about letting tradespeople into their home. The Campaign will be driven from MyGlazing.com, the GGF's independent and award winning consumer advice site.

Stay Safe hub

The 'Stay Safe with MyGlazing' campaign will centre around a new Stay Safe hub, which will be hosted on the MyGlazing.com website and feature a series of advice articles and top tips. New fresh content will cover a range of consumer related topics following the impact of the current pandemic, including health and safety, trusting companies to install domestic glazing

products, professionally but most importantly, safely.

Survey

The Stay Safe with MyGlazing campaign will use an independent but bespoke survey of 1,000 UK homeowners, to determine consumer attitudes to home improvements following the pandemic. The results from the survey will be distributed to regional and national media, reaching millions of consumers and driving homeowners to the hub for advice.

Targeting

Refresh PR and digital marketing agency, SLX Marketing, will support the campaign with search engine marketing (SEM)

and optimisation (SEO) activity and a six month social media drive across key consumer social media platforms.

James Lee, GGF Director of External Affairs says: "The GGF has worked consistently with government departments to ensure we have been providing the most accurate and up-to-date information regarding Covid-19. Now lockdown measures have eased and tradespeople can begin working again, it is time for us to pass on the confidence we have in our members and the industry, to homeowners." 

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Stay safe with...
myglazing.com

'Glass-Opedia' Is The Answer

Pilkington UK has launched Ask Pilkington, a searchable online encyclopaedia of all things glass to help customers get quick answers to technical queries.

Hosted on the Pilkington UK website, Ask Pilkington offers dedicated zones for trade, homeowners and architects and specifiers. Users can type in a question or keyword to quickly find what they're looking for.

The smart search function gathers relevant answers and related information out of hundreds of articles. While the portal will be constantly updated with the latest information, users can also submit new questions that they want answering. They can also see what the most popular questions are from their peers.

Ask Pilkington follows the launch of the Project References App last year, which offers a

searchable database of Pilkington glass products that users can browse to find solutions to their project requirements. It also sits alongside Spectrum and Spec-it!, one of the industry's most popular glass specifying tools, allowing users to quickly specify glass for a variety of projects. 

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A Letter On Lead Times

Emplas MD, Ryan Johnson, has written an open letter on the subject of lead times saying suppliers to the trade should be honest about what is happening in the chain that might cause delays.

Johnson first wrote to Emplas customers to explain some of the challenges that the company was coming up against – and then decided the issues he had identified were worth a wider, public discussion.

‘We’re seeing a boom, that is the good part. Our supply chain is, however, creaking under exponential growth in demand. This isn’t unique to Emplas. Every major systems company, hardware and glass manufacturer is struggling to meet supply. As a consequence, so are fabricators – and this then hits installers’, wrote Johnson.

‘We have capacity, we have capability but the availability of glass, foiled product and some

hardware is forcing us to push out lead times. There is no point in trying to pretend that our supply chains or as a consequence, those of our customers, are unaffected by this’.

Volatility

Johnson added: ‘From the conversations I am having daily with fabricators nationwide, the delays on foils are a universal problem. That is supply of not only one or two profiles – foil lead times on all leading systems have been extended.

‘There’s volatility in glass supply and there are also significant shortages of hardware.

Understanding

‘This is why I am asking for understanding, from our customers and the window and door supply chain at large. There is no way to sugar-coat the pill but for the next month or two at most, we need to engage and explain



to the end-user that lead times for new windows and doors are going to be extended’. [i](#)

To read Johnson’s letter in full and find out what Emplas is doing about its situation, search Emplas on [TheInstaller.pro](#)

Liniar Lines Up In The Final

Liniar has been shortlisted for the Positive Social Impact award at the prestigious 2020 Lloyds Bank National Business Awards.

Previous winners include fitness sensation Joe Wicks, DPD UK and Hotel Chocolat.

Liniar’s entry focused on its ongoing community focus, including the company’s efforts to help the nation’s key workers during the Covid-19 by producing and supplying protective visors. This continues alongside its normal operations of producing thermally efficient and low maintenance PVC-U products for the construction industry.

Group Managing Director Martin Thurley said: “We’re being recognised for our achievements at a national level for the work carried out by our teams to help address the nation’s PPE shortage. Our culture is very community focused and we like to help wherever we can, so it was fantastic to be able to contribute to keeping people safe. To be shortlisted at the National Business Awards is the icing on the cake.”

The next stage involves a judging panel, which will be carried out virtually by video conference in September. Winners will be announced at a dinner in

November. Liniar is up against stiff competition in this category, including Mindful Chef and Octavia House Schools.

“When it comes to business recognition, the Lloyds Bank National Business Awards are the ones to win. They allow any successful organisation to tell their story, from large private and public companies, to thriving entrepreneurial businesses, promising start-ups and established SMEs,” said Sarah Austin, Awards Director. [i](#)

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