



# Foot in the market door

**Average house selling prices fell by 1.9% in December, according to the property website Rightmove. With mortgage rates still high, Rightmove says home-sellers still need to price more aggressively to secure a buyer. A trend that, it says, will continue through 2024. In a buyer's market it can be the little differences that get a buyer through the door writes Hayley Barker, Hurst Doors' head of marketing**

This creates a challenge for those people who need to sell their homes. If they can, they will wait until the market picks up again, yet the number of homes for sale is still at a six-year high. But they are still competing for the attention of fewer buyers, with demand 13% lower than 2019.

## Improve without spending too much

This creates a headache for those wanting to sell, because – as any estate agent will tell them – they want to improve the look and feel of their properties with as small a spend as possible.

We are not talking new kitchens and bathrooms. We are looking at those small things that help encourage prospective buyers over the threshold for a viewing.

It also means that in this scenario, homeowners won't be looking to replace the windows. This is more likely if they choose to stay, rather than move or they are looking to improve a property once they've moved in.

Something as simple as the entrance door can provide a significant win at a relatively modest price point and could be all it takes to give the extra kerb appeal the home needs to attract attention.

Tapping into the trend for aluminium doors, we recently launched our Designer range. This has been developed to



emulate the appearance of aluminium.

We developed this range to support our customers tapping into the demand for the aluminium aesthetic but at a more accessible price.

It features four different styles, including solid and glazed

options, which have been paired with a contemporary and carefully selected colour palette. These include a choice of flat colour finishes in greys and black, plus our usual colour offer.

The range emulates aluminium finishes with almost every shade of grey that you can imagine, including slate grey, and basalt grey, which is a new addition to our offer.

We also have a dusty grey and silk grey. The finish on the Designer range emulates aluminium powder-coated finishes with a slight stipple-effect, rather than being completely flat, with a low sheen.

We are also matching it with a range of glass options, for example minimalist etched finishes, which contribute to a very clean simple and ultimately contemporary aesthetic, creating an opportunity to up-sell a complete offer to the end-user.



**Hayley Barker**

## Sales campaign

Hurst has also developed a fully integrated composite door retail sales campaign. At the centre of this is a new *You're Home with Hurst* 65-page lifestyle brochure. It features the Hurst range of composite doors including classic, cottage, contemporary and designer collections, plus a choice of furniture, colour and glass options.

It also explains door performance in simple and easy-to-understand terms, with additional explanation of performance delivered in short videos, accessed via a QR code.

## Production

Our marketing is supported by investment in our manufacturing including a new beam saw and two edge-banders.

A new entrance door can put some of the control back in the seller's hands. And we have created the product, the tools and the infrastructure for our customers to take advantage of that.

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

# Who's knocking?

## Next stage in doorvolution

Total Hardware has introduced two new door knockers to its Quantum hardware collection. The Quantum Pony Tail knocker and the classic Quantum Doctor knocker increases the design choices available. Chris Pell, general manager at Total Hardware says: "Our high-quality Quantum range enhances the portfolios of fabricators and installers, and these two new designs elevate the value even more.

"The new Quantum Pony Tail knocker complements the trend for contemporary door design. It combines the enduring charm of Art Deco styling with the traditional aesthetics of a classic door knocker. The intelligently designed knocker also features an integrated striker plate for enhanced functionality.

"The new Quantum Doctor knocker is an example of a classic period-designed door knocker that delivers sophisticated heritage styling that is so popular at the moment. The Doctor knocker is face fixed, meaning



there is no need to drill through the door, saving time in the installation process."

Both door knockers are available in six colour options including antique black, chrome, prime gold, satin silver, black and tungsten. Both knockers suite with all other products in the Quantum hardware range to provide a totally coordinated aesthetic. □

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

## One door, one machine

Merthyr Tydfil-based steel door fabricator, Design & Supply has replaced a mix of manual milling and drilling machines with the Emmegi 4-axis Phantomatic.

Design & Supply's director, Scott Davies said he and his team did a good deal of research into the CNCs available, and it was only Emmegi (UK) which could so easily prove that its CNCs had the strength and durability to cope with the very different demands of steel profiles over the more typical aluminium.

Davies says: "From the initial enquiry all the way to the final installation, Emmegi (UK) filled us

with confidence that they were the right choice for this investment. The other users we spoke to were very positive about the machine's capabilities and the potential ROI. We also liked the fact that it could so easily be linked with our LogiKal processing software and give us even better value from that as well."

Design & Supply manufactures acoustic, fire and security steel doors for trade, commercial and industrial applications. It has a successful 30 year track record and continues to expand. □

[www.emmegi.com/en/home](http://www.emmegi.com/en/home)



Mila says that its Evolution high security hinge has 'evolved' for composite doors, with a new version featuring magnetic, quick-fit technology for the first time.

The new Evolution hinge for composite doors incorporates high strength magnets in the sash part and the lid. A mila spokesperson says: "The fabricator simply has to locate the hinge lid over guide fins on the inside edge of the sash part and bring the magnets together to secure it



firmly in place. There is no drilling or screwing required and no need for a jig. There's even no need to fit end caps because the lid has a clever all-in-one design, negating the need for separate hinge caps or covers. It is a quicker, simpler and more efficient option for fabricators, with full accreditation to PAS24: 2022 and SBD and no compromises on security."

There are ten colour options including white, black, brown and anthracite grey, as well as polished chrome, smooth satin and polished gold PVD. □

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