

Origin joins Qualicoat

Origin has been awarded a Qualicoat licence so joins a growing number of Qualicoat powder coaters across the UK and Ireland. Origin is now able to use the Qualicoat label of conformity on its paperwork and in its market communications.

A spokesman for Origin's marketing team says: "Qualicoat is a leading international specification for the application of powder coating. When we opened our powder coating facility, the target was always going to be to attain the accreditation as quickly as possible, as our drive for quality and operational excellence is synonymous with Qualicoat. We know that by joining Qualicoat, it would mean the finish on our products would not only be visually appealing, but also robust and resilient enough to handle the challenges of everyday use for decades to come. For our trade customers, it's a trademark of



**Chris Mansfield, chair
Qualicoat UK & Ireland**

quality and trust, which is vital for our sales promise."

The up-to-date Qualicoat specification is available for download via the UK and Ireland association website. □

First aid in mind

Reynaers Aluminium UK has appointed a mental health first aider to offer employees free, unbiased mental health support.

It is the latest initiative from Reynaers to support staff wellbeing, reflecting the company's 'caring' value.

Pamela Herbert, Reynaers' first mental health first aider for the UK, has implemented a number of initiatives to encourage communication and to support improved employee wellbeing.

To qualify as a mental health first aider Herbert attended a training course, run by the mental health organisation Birmingham Mind. The two-day course covered multiple scenarios through role play and active listening, as well as providing information about external support that employees could access.

Access to the mental health support available has been clearly signposted across the company and Herbert made a selection of media, covering a wide variety of information around mental health and physical wellbeing, available throughout Reynaers' workspaces.

Herbert says: "It is all about opening lines of communication and breaking down the negative connotations that



Pamela Herbert

can still often be associated with seeking mental health support. We all need to work to tackle that and being open is so important.

"We recently held a drop-in session for all Reynaers' employees, which was well attended. My colleagues were able to openly discuss self-care in an informal setting and I also found that this encouraged colleagues to seek confidential one-to-one support from myself when needed.

"Reynaers continues to go the extra mile in ensuring a supportive work environment for all employees. We are already seeing the benefits of breaking down the barriers when it comes to mental health support and encouraging an open and inclusive workspace."

Reynaers says that staff wellbeing is a priority. The company was recently voted a good place to work in an employee survey as part of its 'Together for Better' strategy. □

A wealth of data

The GGF and FENSA have published a bi-annual *Glazing Market Knowledge Report* in collaboration with Business Pilot and Keystone Market Research. It gives an insight into upcoming industry fluctuations and trends. The document provides in-depth trade and consumer data, designed to inform and guide important decision making around product development, investments and marketing strategies, as well as establishing a benchmark for past, present and future trends.

This is the first report that the GGF and FENSA have written in conjunction with external partners. The input, which combines a mix of trade and consumer data, enables the GGF to present an even more accurate picture of the industry. It also includes data from the curtains and blinds company Hillarys, also a partner of FENSA.



Lis Clarke

"FENSA generates a wealth of data that allows us to track the overall direction of the home installation market, including the average installation cost which is around £4,500 at the moment," says Lis Clarke, FENSA operations director. "This bears up against Business Pilot's insights around the increasing quality of leads. Lead quantities may have decreased, but conversion rates are improving, with a higher average sales value. This is topped off by Keystone's findings which indicate that new windows and doors are still within the top choices of home improvement projects for homeowners within the next five years."

Keystone market research director, Charlotte Hawkes, says: "Without a clear understanding of the market and where your company falls within this it is impossible to make informed decisions. Together we have been able to provide a comprehensive snapshot of the industry, exploring where we currently stand and what lies ahead." □