

New set of Rules



Matthew (L) and Steven Rule – return to fabrication

New fabrication company Visio has been able to fast-track the business's launch due to the introduction of Rehau's Rio flush fit range.

The Uxbridge-based business which is headed by father and son team, Steven and Matthew Rule, was founded in 2022. With average house prices in the West London town exceeding £600,000, the company delivers to a high-end market and needed a premium supplier to match. Steven Rule, who had previously worked with the Rehau profile 20 years ago, wanted to return to a system he trusted and knew well.

Visio contacted Rehau in March to discuss manufacturing the Rio flush fit window. The choice to partner with Rehau enabled it to offer a high-quality timber alternative product with an 'A' window energy rating (WER) and one that is compatible with Rehau's TOTAL70 system. The Rules were also able to save the expense of PAS24 testing, as this accreditation had already been achieved in the range's hardware design.

Steven Rule, director at Visio, says: "I had heard about the Rio flush fit window boasting some really interesting mechanics. With that in mind, I came back into fabrication following retirement to help my son start off the production of this new window."

The Rio flush fit frame has two mechanical joint options, which, with wood-effect foils and graining, can provide the kerb appeal of traditional timber windows, with the performance qualities of PVC-U.

Matthew Rule, says: "We had been waiting for something exciting to happen in the market and when we saw the Rio flush fit window, we knew that this was it. There aren't many organisations in the country offering mechanical joints, let alone the double mechanical joints we can offer, so it really does pave the way into the market. Working with Rehau has really streamlined our operation as it offers great technical support, providing instant backup when and if we need it.

"It is refreshing to see the introduction of a product like this and we've found that once, one project is out of the door, we are getting two more coming in – we can't produce them fast enough".

Luke Boban, area sales manager at Rehau, says: "Steven is a familiar face at Rehau from his work with us 20 years ago. It's been a real pleasure to help him set up this new business with his son. Being able to onboard them with the holistic Rio flush fit range has been seamless and it's positive to see our product launch help them grow quickly.

"With the introduction of the Rio flush fit French door in the summer of 2022, the Rules are now going to manufacture this product, which will really increase their already strong presence in the market. The flush fit French doors are available in a range of foil laminates allowing for a complete personalised profile design. This ability to provide a range of aesthetics with added durability was a key part of the range's appeal for Visio." □

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