

A really warm welcome

Rooflight manufacturer Whitesales incorporating Lareine, has appointed a new marketing communications manager. Alex Gallop has joined the team with the task of boosting the company's profile in 2023.

Gallop worked previously at both aluminium systems company AluK and ventilation specialists Nuaire. Her specialisms are branding and campaigns, so the market can expect to see Whitesales making a big impression this year – online, in print and face to face at events including the 2023 FIT Show.

A trained journalist Gallop is promising customers a lot of useful new content and new communications tools to help them get to know Whitesales better and access more of the support services available.

She says: "I love all aspects of construction marketing, but my favourite thing is getting to know customers and helping them make the most of the products and services on offer. All the feedback at Whitesales is that existing customers already love what we provide here – my role will be to shout about that a lot more, especially the new product developments which are on their way – and help us win new business from buyers who don't already know how good we are.

"I have had a really warm welcome from the supportive and friendly Whitesales team and it is especially good to be working with marketing director Sioned Roberts again." □

www.whitesales.co.uk



Alex Gallop, Whitesales' new marketing communications manager

Helping shape success

Phil Warren has been appointed managing director at St. Helens-based Universal Arches, which is part of the Kaliber Group.

Warren has 30 years' experience in the industry and was previously MD at another Kaliber business KAT UK. KAT is a trade manufacturer of Veka Halo PVC-U and aluminium windows, doors, sliders and bifolds.

Established 1994, Universal Arches is a manufacturer of PVC-U windows and doors specialising in made-to-measure arches, shapes, curves, and circles.

Kaliber Group chairman, David Richards says: "Phil was the obvious candidate for the role of managing director at Universal Arches. He is a true people person who leads from the front, is highly organised, and consistently works to provide customers with what they need. Phil will optimise returns on recent investment in Universal Arches by improving overall quality and producing exciting new products. Under Phil's leadership, Universal Arches and KAT UK will benefit from the obvious synergies between the two businesses. Phil and his team are helping to shape a successful future for our customers and our group." □

www.universalarches.com



Phil Warren, new managing director of St. Helens Universal Arches

It's a LogiKal team

BM Aluminium has created a new projects team dedicated to helping customers make the most of its LogiKal aluminium processing software.

Led by product manager Simon Crilley and technical manager Dan Hodges, the team are working directly with fabricators to customise the software to suit their individual set-ups. They are also providing training to processing departments so that they can use the features which already exist in LogiKal to do things more quickly and efficiently.

Simon Crilley says: "Our role is basically to add value to our customers' LogiKal rentals.

That includes things like customising the machinings and third-party items within their software so that their processing is as streamlined as it can be and tailoring the pricing and estimating function so that it all works better for them.

"When it comes to reporting, we can create bespoke options so that they can interrogate the software to get exactly the information they need and we can, for instance, add in detailed labour calculations to give them a better insight into their costs and margins.

Dan Hodges says: "All too often, we see customers who have had LogiKal in their businesses for several years and are still only scratching the surface of what it can do for them. They use lots of the basic functions but haven't had the time or the in-house expertise to go beyond that.



Simon Crilley (left) and Dan Hodges (right) from BM Aluminium's new team

Sometimes they are even thinking about investing in additional software for things like managing CAD outputs or generating SAP calculations, without realising that the features they want already exist within LogiKal." □

www.bmaluminium.co.uk

Major upgrade

Birmingham window and door manufacturer Shelforce has invested in a new software system from First Degree Systems.

The company, which specialises in providing PVC-U and aluminium products, including fire doors, to local authority building projects has made the move to cope with rising demand.

The company says that demand for its Fireshel 30-minute fire, smoke and security resistant door has risen to the point where it now manufactures 200 doors a week.

Shelforce's business manager Howard Trotter says: "Upgrading our software system to a cloud-based one is crucial. With current demand we have grown to the point where we need information at the push of a button.

"The new system will improve our processing power, bring us greater procurement control, and make things more efficient in terms of quoting, customer orders, ordering raw materials, production control and confirming work and converting it into orders.

"It will also incorporate and help organise weekly product and delivery schedules and it will be great to have



everything in one system and under one umbrella."

Shelforce is also looking at putting a new phone system in place that will be production friendly for staff on the shop floor. Trotter says: "It's all about increasing efficiency and our business growth has enabled us to invest in these new software systems. Things will take minutes rather than a day, which will help our customer service as demand increases." □

www.shelforce.com

Fire course updated

The Association for Specialist Fire Protection (ASFP) has updated its generic online introduction to passive fire protection (PFP), which provides a basic overview of passive fire protection (PFP) and its role in the overall fire strategy of a building. In addition, a new version of the course, *Online Introduction to Passive Fire Protection (Installation)* has been developed with new content specifically designed to cover the particular needs of passive fire installers.

Delivered in eight learning modules, the new improved online introduction course covers key elements of design, installation and inspection. It is intended to provide a first step for those considering a career in the passive fire protection industry.

The learning modules covered are:

- Putting passive fire protection in context**
- The basics of structural fire protection**
- Introduction to fire resisting walls and floors**
- Introduction to cavity barriers**
- Introduction to fire resisting doors and glazing**
- Introduction to fire resisting ductwork and dampers**
- Introduction to firestopping**
- Introduction to fire testing and certification**

The *Online Introduction to PFP (Installation)* has taken the content from the general introduction course and has been specifically tailored for those who undertake installation activities. It contextualises the information in



the generic introduction course and provides instruction on particular features and concerns to consider during the installation of passive fire protection systems.

Both courses use images, animations, audio, and video to enhance the learning experience and introduce the key features of each type of passive fire protection system. Each version of the course takes around three hours to complete but can be undertaken at a time to suit, stopping and starting as necessary.

Successful completion will provide learners with a sense of what good fire protection in buildings looks like. □

www.asfp.org.uk

Fun on the run

Epwin Window Systems employee Nathan Standley will be taking part in the 2023 London Marathon to raise money for the National Trust.

Standley says: “Having run a handful of 10km races for fun, the London Marathon is a bucket list item and I’ve been lucky enough to gain a place through the National Trust. The National Trust is involved in nature conservation, the fight against climate change, the promotion of sustainability, preserving our national heritage, and working with local communities to make sure everyone benefits from the places they look after, and that they are welcoming to everyone.”

Gerald Allen, head of marketing at Epwin Window Systems, says: “Everyone at Epwin Window Systems wishes Nathan the very best of luck. I’ve personally been involved in a few endurance events with GM Fundraising and I know just how much work goes into training for something like this. Hats off to him.”

Standley is head of ICT at Epwin and group information security officer for the Epwin Group. He manages all aspects of ICT for Epwin Window Systems, from ensuring the stability and security of its key business systems, through to implementing new solutions to improve its performance to customers. In his group role,



Nathan Standley, employee of Epwin, pictured in apast marathon

he defines the strategic approach to information security for Epwin and works with the divisional Heads of ICT to implement strategy.

Standley aims to raise £2,000 and all the money he raises will go to Attingham Park, an estate in Shropshire. He says: “We have been visiting Attingham, as a family, for 20+ years. It has 4,000 acres of land to explore and is a great place to lose yourself for a few hours.” □

www.2023tclondonmarathon.enthuse.com/pf/nathan-standley