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QUICK SLIDE
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Householders Are Gambling To Win £££s For Dream Home Improvements

More and more Brits have returned to the National and Euro Lottery in a desperate bid to outrun the cost-of-living crisis – but it's the government hitting the jackpot with more tax receipts.

Meanwhile, lots of people are also turning to other forms of gambling to try to make ends meet or to win enough for that dream home improvement.

With a one in 45 million chance of hitting the jackpot, the average consumer has more chance of being struck by lightning than winning the lottery.

The latest analysis from finance expert, RIFT, has shown that, as a nation, we're gambling more than ever as, with the National Lottery our preferred shot at an instant fortune. The taxman collects nearly a £billion pounds a year in National Lottery duty alone.



In the 2023-24 financial year, HMRC collected £3.389bn in tax receipts from betting and gaming. During the pandemic (2020-21), annual betting and gaming tax receipts fell by -6% in a year to £2.837bn, as lockdown restrictions reduced the opportunities available to have a flutter. However, since interest rates started to climb in December 2021, adding to the high cost of living endured by many households, this figure has been on the up as more of us pursue hopes of instant riches.

In 2021-22, total tax receipts from betting and gaming increased by 8.4% year on year, then by a further 7.4% in 2022-23. The latest annual increase of 2.6% in 2023-24 pushed annual betting and gaming tax receipts to the current total of £3.389bn – the highest total on record.

Of the £15.122bn gross gambling yield seen in the 2022-23 financial year, the National Lottery accounted for 23%, with just remote gambling via casinos proving more profitable for the gambling industry. [i](#)

Amazing GRACE To Hasten Learning

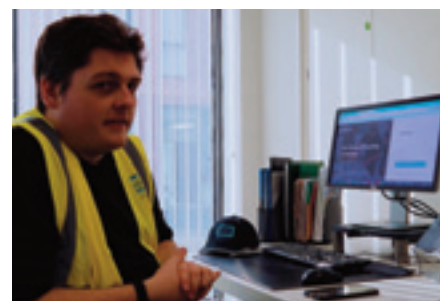
The GGF has launched an online training platform with an AI tutor at the helm – her name is GRACE. She is designed to amaze and maximise engagement.

GRACE is designed to help both organisations and individuals learn and then demonstrate and prove competencies across a range of skills and knowledge.

The platform forms part of a dynamic learning management system that will facilitate an ongoing log of training credentials, competencies and individual achievements.

The GGF has worked closely with Nucleus Learning, one of the UK's leading training software platforms, to develop the delivery of the courses. GRACE is an acronym for Glazing Resources And Career Education.

"Our end goal is not just to help organisations build safely but ultimately to leave a safe building," says Glass and Glazing Federation technical officer and training manager John Mannell. "There is such a complexity of different organisations working within industry accreditations and certifications



that it can sometimes be difficult to align expectations. We have taken out the guesswork and created a system that is not just a failsafe but empowers individuals and teams to progress proactively through their own learning journey." [i](#)



traders so collections could be booked alongside new product orders. Collected PVC-U was then consolidated at hubs and transferred to Eurocell's recycling facility. Samantha Wood, a corporate account manager at Biffa says: "Our collaboration with Eurocell is a prime example of how we can support closed-loop recycling that keeps valuable materials out of landfills and contributes to a greener future."

Since the trial began, the partnership has seen 195 collections deliver back 2,568 PVC-U frames – this equates to over 25 tonnes of PVC-U.

Sandra Gaspar, the head of recycling, at Eurocell says: "This has had a tremendous impact on our sustainability efforts, keeping our precious plastic feedstock out of landfill. This collaboration aligns with our commitment to a closed-loop recycling process."

The trial has been so successful that Eurocell and Biffa plan to expand the PVC-U collection service further by January 2025, extending the reach to more customers and locations. [i](#)

Biffa Helps Eurocell Bash Sustainability Targets

Eurocell has recognised the need to offer its trade customers a comprehensive recycling solution that will not only reduce waste but also enhance their own sustainability efforts.

With a long-standing commitment to sustainable practices, Eurocell aims to create a closed-loop recycling process that collects used PVC-U windows

and other products directly from customers, recycling it into new products for the construction and fenestration industries.

In February 2023, Eurocell and Biffa (the well-known waste collector) launched a trial of a domestic PVC-U collection service within a 30-mile radius of NE28 – this covers a large part of the North-East.

Eurocell worked with smaller

Top Guns – No Maverick Scores See Perfect Audit

Quickslide has received a perfect score during its latest audits for both PVC-U and aluminium products.

The detailed audit involved an extensive review of how Quickslide adheres to product standards and regulations, including a comprehensive factory walk-through to observe the procedures in place to ensure every product leaving the factory is compliant and top quality. From initial processing to final product inspection, the auditors left no stone unturned in assessing the fabricator's ability to deliver consistent quality.

Following the audits, Quick-

slide has once again been awarded its QCC mark. This highly regarded certification confirms the company's ongoing compliance with PAS 24 security standards and BS EN 14351-1 for PVC-U windows and doors, as well as ensuring that all aluminium products meet the same high standards under the UKCA Mark.

"The auditors do a thorough job," says Quickslide's quality manager Julian Fielden. "Observing everything from how we work to the quality of the finished products, as well as reviewing our processes and training records.



"We are continually improving our processes and embracing new technology, such as our new machining centre and scan stations. These have enabled us to automate the recording of relevant compliance information such as weld strength tests rather than relying on someone to manually check and record the information. In fact, our operators can't move forward in production unless everything meets the necessary standards. Compliance and quality are built into every step." [i](#)

Legacy

uPVC Sash Window



Traditional Slim Midrail



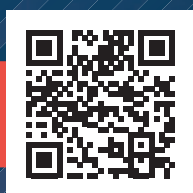
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Certification Schemes Are Critical For Protecting Standards

Certification schemes such as FENSA are vital in maintaining quality and safety standards in building work. They represent a proactive approach to regulatory compliance, ensuring that installations adhere to standards from the start. Indemnity policies, by contrast, represent a reactive approach, offering only a financial fallback without guaranteeing compliance or quality, writes Sam Davies.

FENSA (Fenestration Self-Assessment) is the leading certification provider, established to ensure window installations meet regulatory standards, maintaining both property safety and energy efficiency, writes technical manager Sam Davies.

When homeowners in the UK replace windows or doors, ensuring compliance with building regulations is essential. However, some homeowners and buyers may encounter indemnity insurance policies offered as an alternative to FENSA certificates. It is crucial to understand why indemnity policies are not an acceptable substitute for a FENSA certificate.

What is a FENSA Certificate?

FENSA, authorised by the UK government, certifies that door and window installations meet current building regulations. When a FENSA-registered installer completes the work, the homeowner receives a FENSA certificate, which confirms that:

- The installation is notified to the local authority, this is a legal requirement for notifiable

works such as replacement windows and doors.

- The installation complies with building regulations.
 - The work meets safety and thermal efficiency standards.
- No separate building inspection is required, as FENSA has vetted the installer, licencing the firm to self-certify compliance.

The certificate is valuable not only as proof of compliance but also as a form of professional assurance. Prospective buyers, solicitors and conveyancers look for FENSA certificates as a sign that installed windows and doors are both compliant and efficient.

Understanding indemnity policies

Indemnity insurance policies are sometimes offered when a FENSA certificate is missing. These policies cover any potential costs if the local authority raises concerns over non-compliance. However, indemnity insurance does not confirm that work meets building regulations, nor does it assure the quality or safety of the installation.

An indemnity policy's primary function is to mitigate financial

risk rather than verify compliance or quality. As a result, indemnity policies do not serve the same purpose as a FENSA certificate in terms of guaranteeing compliance with building regulations and quality standards.

Why indemnity policies are not an acceptable alternative:

1. Lack of regulatory compliance verification.

A FENSA certificate confirms that the installation complies with building regulations, as a FENSA-registered installer has verified it. An indemnity policy, however, does not confirm compliance as it merely provides financial cover if the local authority enforces regulations. Homeowners or buyers relying solely on indemnity policies may be left with installations that do not meet necessary standards, potentially posing risks.

2. No assurance.

FENSA certification involves an assurance that installers meet specific criteria. FENSA-registered companies undergo



regular inspections to ensure their work is up to standard. This certification scheme assures that installations are not only compliant but also safe, durable and energy efficient. In contrast, indemnity policies provide no such assurances as they simply cover potential costs, leaving homeowners vulnerable to substandard installations.

3. Implications for property value and marketability.

When selling a property, buyers, solicitors and conveyancers look for FENSA certificates as proof of compliant window and door installations. If this documentation is absent, an indemnity policy may be suggested as an alternative. However, because it fails to verify quality or compliance, an indemnity policy can reduce the property's appeal, potentially lowering its market value. Prospective buyers often view properties with missing FENSA certification as riskier investments.

4. Energy efficiency standards and environmental impact.

With growing awareness of energy efficiency, homeowners are increasingly focused on ensuring their properties adhere to energy standards. A FENSA

certificate provides assurance that windows and doors meet thermal efficiency regulations, directly impacting energy consumption and environmental footprint. An indemnity policy cannot provide this assurance, potentially resulting in less energy-efficient installations that increase utility costs and environmental impact.

5. Risk of future regulatory issues.

Relying on an indemnity policy instead of a FENSA certificate can create issues if the local authority decides to enforce building regulations, particularly if there's no evidence that the installation is compliant. Homeowners might face costly modifications or even removal and replacement of installations to meet regulations. A FENSA certificate confirms that the work was compliant from the outset.

6. No reassurance for future homeowners.

FENSA certification provides assurance not only for the current homeowner but also for future

ones. It demonstrates that the windows and doors meet regulatory and quality standards, thus preserving property value and safety.

An indemnity policy offers no such guarantee, only addressing potential financial risks, which may deter future buyers who value compliance and energy efficiency.

7. Unsolicited installation work.

As mentioned above, it is a legal requirement to ensure notifiable work such as replacement windows and doors, additional insulation, gas and electrical works are notified to the local authority. If the work is not registered through a competent person scheme such as FENSA, the homeowner can incur large costs by having to apply regularisation with the local authority direct. Costing several hundreds of pounds in most cases. It is the homeowner's responsibility to ensure work carried out to their property is properly registered. Using a FENSA registered installer for replacing windows and doors solves this as the installer will handle the registration. [i](https://www.fensa.org.uk)

enquiries@fensa.org.uk

Make Sure Part 2 Your Contract Protects You



Last month, Don Waterworth wrote 'I have worked on a number of disputes for small window companies and sole traders recently. The first question I normally ask is can I have a copy of your contract?' He now moves on to the most important element of the contract – your terms and conditions...no contract and no Ts&Cs and you are in mighty trouble if it comes to a dispute.

You will recall in Part 1 that I discussed the importance of a proper written contract, now usually on the back of the written contract are the terms and conditions (Ts&Cs), writes Don Waterworth, The Installers technical and legal expert.

The Ts&Cs are a vital part of any contract in the UK regardless of what is being purchased. The terms and conditions set out various elements stating basically the sum to be paid and the products to be provided. They describe the type of product or brand etc but very importantly, what happens in the event of a dispute.

Be professional

As I stated in Part 1, it is not smart to provide no paperwork i.e. contract. In the first instance this typically shows that you are unprofessional, as any professional trades person has a proper written contract and provides the customer with all the details of the product and the payment schedule.

The section of the Ts&Cs which covers 'what happens in the event of a dispute' is important because both parties have



agreed the Ts&Cs and therefore these must be adhered to.

This means that you can name a mediator for example, who must be instructed jointly by both parties if a dispute arises that cannot be resolved. There are various organisations which offer this mediation service, and indeed I provide such a service in the north-west of England...but

any qualified mediator would be worth instructing.

Therefore, ensure that you have a comprehensive set of Ts&Cs and that you have a paper contract. **■ Don.**

Don Waterworth acts as an Expert Witness and is an Accredited Mediator.
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Ready, Set, Integrate, Go!



Ab Initio's Rhonda Ridge looks at what the market holds for installation businesses in 2025 and explains how an integrated CRM will help them to win sales in a highly competitive market.

Pictures: Rhonda Ridge says a CRM with an email campaign facility could be a game changer for installers in 2025.

As the year draws to a close, it is a good time for businesses to take stock and review what has gone well in the last 12 months, what has not gone as well and what changes could be implemented to drive growth next year.

So writes Rhonda Ridge who is behind AdminBase from Ab Initio – a customer relationship management system designed for window installers which she believes could make all the difference in making 2025 a success for those now willing to embrace technology to help run their businesses.

Housing growth

There are suggestions that with the Labour Party's first budget, the home improvement industry will start to see signs of growth again in 2025. But with the

market full of particularly hungry competition, installation firms need to be ready with powerful sales and marketing tactics to stand out and win business.

A fully integrated installer management system is a cost-effective way to maximise sales and marketing opportunities as well as improve efficiencies for the entire customer journey, which might make it one of the most important tools for home improvement businesses to have in their armoury next year.

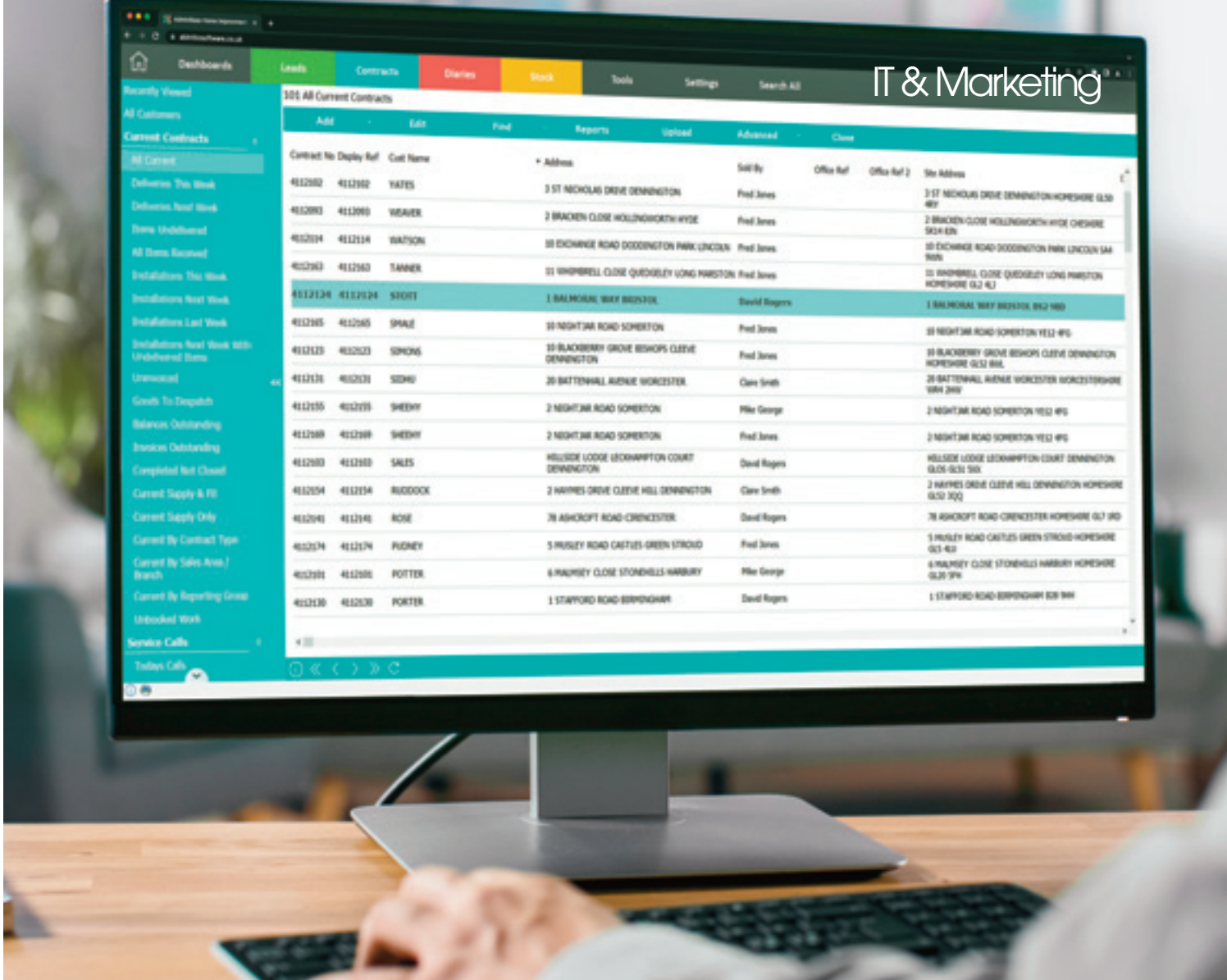
Email needs to be targeted

With e-mail users set to grow again in 2025, there is little doubt that e-mail marketing will continue to play an important role in promotional strategies, yet to achieve tangible results in this area, targeted messaging, integration and monitoring are key.

A lot of installation businesses understand the benefits of e-mail marketing but find the hassle of sending campaigns and managing data too much of a barrier. Pulling out the right contacts from a database and exporting them into mailing software such as MailChimp and then often manually updating any changes to the data back into your system, is time-consuming and off-putting. However, if you can manage your e-mail campaigns within an integrated system, it suddenly becomes an easy and hugely useful tool.

Targeted messages win sales

The AdminBase installer management system centralises data in an installation business so that all updates inform one database. The database holds records of customers and



prospects, with the capability to add leads manually straight into the system or automatically via other programs. Any changes made to a lead or project is live immediately and available to all relevant users. This means you can segregate leads sensibly using the most up-to-date information and easily contact different groups with targeted messages. For example, you might create a limited time offer in January but target that offer to people that have previously shown an interest in specific products. The AdminBase system also makes it easier to send these marketing e-mails with its add-on facility, AdminBase Campaigns.

AdminBase Campaigns

The AdminBase Campaigns feature can send bulk e-mails to contacts in the centralised database, so that there is no need to

export and import data to a third-party piece of software. Installation businesses can add their own e-mail campaign designs into the system and send it to customers or prospects directly. And when responses come back in from the campaign, they can immediately be updated into the same system to ensure that all records are current. This add-on feature is already proving a huge success for installation businesses across the UK with customers achieving an average open rate of 32.9% and a 1.6% click rate.

Ongoing support

Once an enquiry turns into a sales appointment, the all-encompassing AdminBase CRM continues to support installation businesses by equipping them with quote documents and sales support in the home, as well as

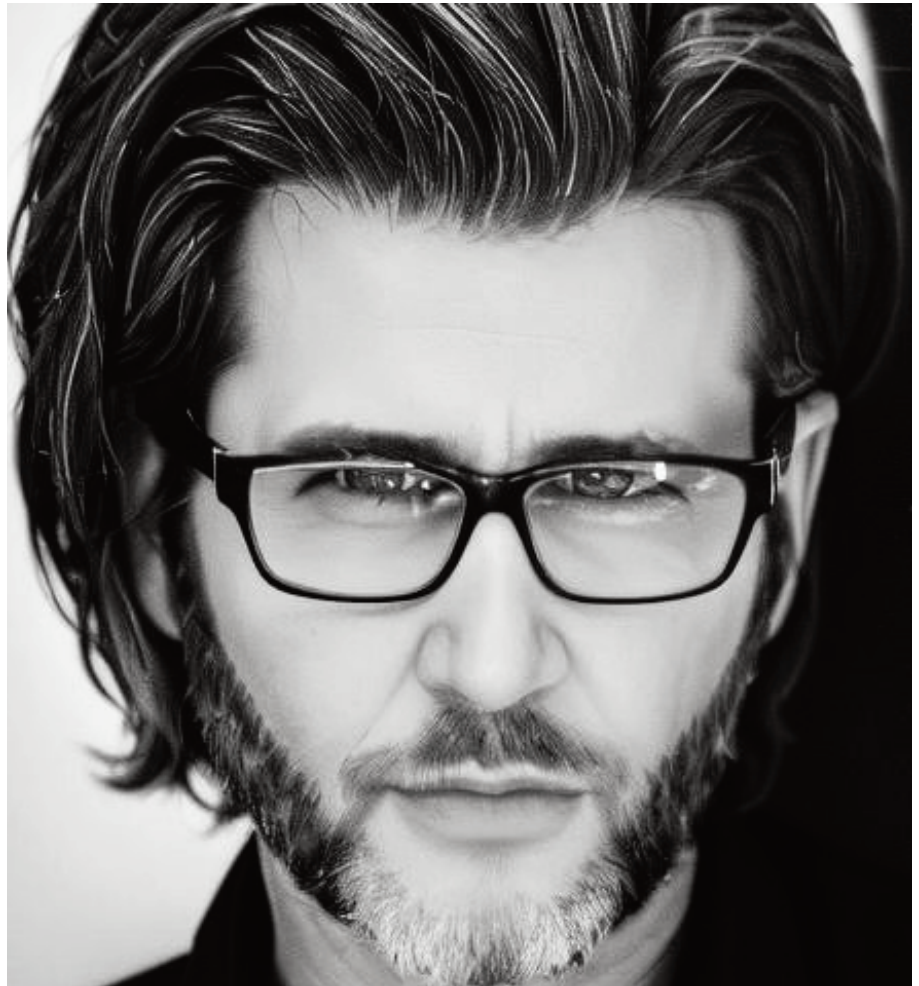
ongoing customer support throughout the life of the project with our Customer Portal and SMS facility.

We are constantly developing AdminBase to ensure it delivers what installation businesses need in the current market context and for the future. Integration and interconnectivity will continue to grow in importance in 2025 and although this has always been a key focus for us, we are already working on new features that take our CRM, even further. Designed and continuously developed with installation businesses in mind, AdminBase is proud to support home improvement companies to maximise their potential. [i](#)

www.abinitiosoftware.co.uk

The Smart Horizon

Giovanni Laporta, inventor and creator of Smart Ready, talks to The Installer about how the smart landscape is set to change in 2025 and the exciting opportunities it has in store.



You hear the word innovation a lot, yet I've always said truly great innovation and product development cannot be rushed, writes Giovanni Laporta.

It's not about restricting choice and it's not about forcing change when core change is not even required. It's about creating products, testing them, getting feedback, listening to intuition and listening to the market. It also takes real commitment as it is a way of life, not a 9-5. You have to have patience and determination and a mindset that nothing is impossible.

Innovation demands change

When I first came up with the concept of Smart Ready – preparing windows and doors so that they could be made smart anytime – one of the driving forces was the fact I saw the opportunity to sell more hard-

ware/locks. It was a perfect proposition. However, having soft tested the market, spoken to manufacturers and retailers and gone back to the drawing board several times to innovate and broaden the choice of ways in which people can get Smart, my view changed. I now firmly believe that everyone in the supply chain should have a 'lock-free' option to get Smart, leaving them free to choose whatever lock they want. It may have taken longer (and a global pandemic and several wars) than anticipated but by taking the top-level strategy, 2025 is time to hit the market with something that's truly new and truly unique compared to what we see as the current smart options.

Three is the magic number

For those who were waiting to see how the market developed, rather than jump in with the first available stop-gap smart options, which I'm sure didn't work against them but didn't give them the kind of change they banked on, the time has come for a new way to get Smart.

To date, there have been two retrofitting upgrade options to get Smart. One involves some hassle, cost and retesting of swapping to a lock with Smart built in. The second, which is far easier, is to upgrade windows to Smart by simply replacing the handle for example. But now thanks to innovation and viewing the process in a different way, we can announce a third new



Picture: Giovanni Laporta believes that Smart home systems that show the open/shut/locked status of windows and doors will take another boost in 2025 but the Smart element has to be simple to retrofit...such as just changing a euro cylinder.

way to upgrade to Smart on doors – simply replace the euro cylinder. The days of arm-wrestling people who want to be Smart into swapping locks are over. Of course, I'm happy for people to use SAC hardware (my company) but I am not prepared to limit the smart market potential by forcing hands and brands on the industry.

Make a Smart move

It's not a problem if your business is already using another smart option for windows and doors. I get why these options may have been attractive at the time and understand how committing to 'anything' smart may have felt better than nothing. It's interesting. In the 90s there was a phenomenon called First Mover Advantage, a popular belief

among entrepreneurs that it was important to be first to market with a new product or business model. With the advent of fast-moving tech, this theory has been proven time and again to be ill-conceived and just wrong. Apple iPod was ten years behind all other MP3 players – but look where Apple products are today. Kodak, Nokia, Xerox, Yahoo, Sony Walkman are other good examples of First Mover Advantage experience.

Smart that's here to stay

The mood definitely changed for me when the over-riding feedback from fabricators and installers was: 'It needs to be as simple as possible' or 'I don't want to change the lock I use'. We've listened and actioned. The ultimate aim for all of us in

the door and window industry is to create and maintain consumer awareness, confidence and desire. That's why we've been patient, not been swayed to rush in. We've listened and we've innovated and not used re-hashed and re-formatted old technology. Our technology partners have created Smart solutions that make things as simple as possible for the downstream supply chain to sell, driven by real innovation and backed up by a credible consumer branding. We've created something that offers sustainable value, is well invested in and ultimately shows respect to installers and retailers who are on the front line looking to sell new Smart solutions. 2025 is looking smart, I hope you are too. [i](#)

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Heritage That Breaks The Mould, Not The Rules

How do you create a heritage window that fulfils all the demands of modern life and then some, while also incorporating more authentic traditional design styling than ever before? We speak to Quickslide's MD Ben Weber to find out.

With its Legacy vertical slider, Quickslide has changed the expectations of what an authentically styled heritage window that is fit for the future looks like.

With a slim midrail that is over a centimetre narrower than before, coupled with 90° mechanical joints, a deep bottom rail and run-through sash horns without the tell-tale PVC-U 'lip', Legacy VS more closely replicates the traditional timber sash styling that is a requirement for planning approval in conservation areas and for listed buildings.

Even the optional astragal bars

come with spacers between the units to create the appearance of separate panes. Options for wood effect foil finishes and traditional hardware styles complete the look.

"With Legacy VS, more listed and conservation properties will be able to benefit from modern, high-performing, low-maintenance, great looking windows," says Ben Weber, Quickslide's managing director. "I think this is the best heritage window on the market. It means homeowners now have a genuine choice when it comes to upgrading windows in their period properties."

Meeting and exceeding building regulations

As the industry looks ahead in anticipation of more stringent requirements for energy efficiency, Legacy VS is already ahead of the curve. Its new 1.2 U-value hits the target for windows in new build homes, rather than settling for the limiting U-value (of 1.6 W/m²K). It does so without the need for triple glazing or expensive krypton gas.

"We've replaced some of the steel reinforcement in the sashes with better insulating plastic reinforcement, inserted additional insulating materials





into some of the chambers in the frame and cill and upgraded the coating on the glass unit," explains Weber. "It's part of our ethos for Legacy VS to look to the future as well as to the past, so that we could create a real and affordable authentic alternative to timber sash windows with absolutely no compromises."

Peace of mind

Along with improved energy efficiency and performance, Legacy VS is designed with security in mind too. Heritage and modern hardware style options come with PAS24 upgrades available.

"PAS24, a rigorous security standard that tests windows against a range of potential forced entry methods including attacks with tools, is required in some areas to meet building regulations. So our accreditation offers homeowners peace of mind and may also qualify them for lower home insurance premiums," says Weber.

"Security is something we know is important to homeowners, which is why we're

proud to say we've recently once again passed our audit with a perfect score, demonstrating continued compliance for PAS24 security and BS EN 14351-1 windows and doors standards across all our products."

IT & marketing

Quickslide's trade customers haven't been forgotten in Legacy VS's design either. Quick-release tilt arms mean the sashes can be easily removed pre-installation, making fitting easier. Meanwhile, Legacy VS is also supported by Legacy-On-Screen, Quickslide's custom-built marketing web tool that keeps installers' websites up to date with everything Legacy, without having to lift a finger.

"We know working in period properties brings its own unique challenges, so we designed Legacy VS to be as easy to install as possible," adds Weber. "And because we know our trade partners want to concentrate on the job in hand, we launched Legacy On-Screen to take some of the load off when it comes to marketing too. It's a service we

can offer our partners, so why do it yourself when you can let us do it for you?"

"When it came to designing Legacy VS we really did think about it from all angles – what do we need to do to meet the criteria for planning approval, building regulations and future-proofing, while making sure we're working with our trade partners to improve sales and service? Which meant following all the rules while breaking the mould.

"In a nutshell, in Legacy VS we've created an authentic, compliant, high-performing timber-alternative traditional sash window that is fit for everything modern living demands of it but which won't break the bank." [i](#)

Pictures: That slim mid-rail and a solid and thermally-efficient build, has seen and will continue to see Quickslide's Legacy VS in demand in typical heritage properties and in new build homes with that heritage look.

www.quickslide.co.uk

A GREAT SASH WINDOW IS MORE THAN A SUM OF ITS PARTS

True authenticity comes from a blend of heritage styling and modern performance.

Single features may grab attention, but a true heritage sash window is designed to ensure the seamless integration of all its parts.

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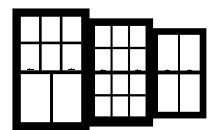


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#TraditionRedefined



It is noticeable that consumers now approach new window installations with a more flexible schedule, no longer tethered to traditional seasonal peaks, writes The Residence Collection's Jo Trotman as she examines what has brought about this change - and the opportunities it presents in 2025.

Heritage Demand Is Driven By Convenience, Not Season



The fenestration industry has long been shaped by distinct seasonal cycles with demand for premium windows and doors following a predictable ebb and flow, writes Jo Trotman, the marketing manager at The Residence Collection.

However, we have observed, these seasonal norms are increasingly fading, particularly

following the Covid pandemic and amidst increasing climate changes. It is now good, old lifestyle needs that are affecting the current market.

At the moment, in still uncertain economic times, many consumers are taking longer to make decisions. This approach really has flattened seasonal peaks, spreading demand throughout the year.

Spring and summer months would traditionally be a high season, yet unseasonably wet weather this year across much of the UK had a dampening effect on the fenestration industry. While September and October are typically slower periods, The Residence Collection experienced an unexpected surge in demand as consumers took advantage of the dry spell.



Key events provide motivation

Consumers are increasingly driven by convenience and lifestyle needs when planning projects, with demand spiking around key events and holidays. We're seeing strong activity in advance of major occasions such as school breaks, Easter and in the build-up to Christmas, as householders aim to complete projects on their own timelines rather than waiting for traditional or weather-related peak seasons.

This shift toward personal scheduling means that historically slow periods can now be just as busy as typical high-demand times, making flexibility essential for businesses in our industry.

Additionally, shifting trends in planning approvals, especially for heritage areas and property conversions, are supporting this flexible approach. Approvals that were once highly seasonal or restricted are now becoming more responsive, allowing consumers to move forward with projects – whether in heritage zones or otherwise – based on convenience rather than timing constraints.

Planning for a new era for consumers

Particularly for listed buildings or those situated in conservation areas, planning approvals can be difficult due to the sensitive approach the local authority takes to upgrading historic properties. The time these types of approvals take can also have a lasting effect on when consumers move forward with their window installations.

However, The Residence Collection is home to three window systems which are readily approved by local authorities around the UK. This allows for a more robust process when moving forward with heritage window installations.

Supply chain needs to meet demand

For businesses in the fenestration industry, these behavioural changes highlight the importance of agility and adaptability in operations. At The Residence Collection, we've responded by optimising our services and production to remain flexible year-round, able to meet demand as it arises, no matter the season.

Looking Forward

In this evolving market, we expect the demand pattern to continue shifting, with fewer distinct seasonal highs and lows. As a result, consumers can feel empowered to make their decisions based on what works best for their own timelines. With increased access to on-demand resources and a team ready to meet their needs year-round, the decision to invest in high-quality windows and doors can be made on each homeowner's own terms.

As the concept of seasonality diminishes, home improvement is becoming a year-round endeavour, dictated more by individual needs and external factors such as weather than by tradition. At The Residence Collection, we're excited to support homeowners as they embark on this new approach to home transformation. [i](#)

Pictures: Heritage windows were once a seasonal sale. Now, convenience for the homeowner is the deciding factor in most projects.

www.residencecollection.co.uk

Ventilation For Heritage Projects



Making home improvements in listed buildings or conservation areas usually means two tier legislation (local council permissions and national building regulations) while simultaneously meeting owners aiming for that perfect finish for their home.

The choice (preferred or enforced) of material for windows and doors in conservation areas/listed buildings is usually timber. The style and design are again often contentious with local authorities (building control and conservation officers) who endeavour to make the windows and doors for both the building and surrounding environment, as appropriate as possible.

Compounding the challenges of compliance, some local authorities may even insist that the identical type of timber is used when installing replacements.

Approved Document F

Once the frame and profile material has been agreed upon by all parties, the next step is to ensure the ventilation is in line with Approved Document F (means of ventilation) of the Building Regulations (England and Wales), which changed in June 2022,

making it compulsory for companies replacing existing windows and doors, to meet the properties' ventilation requirements to the new standard.

With mechanical ventilation being expensive, inconvenient and time consuming to install, the most practical and affordable way to compliance for both installers and property owners is to install trickle vents to the window and door profiles or frames.

Link Vent


Glazpart (the glazing components and hardware manufacturer) has one of the best trickle ventilation solutions with its a Link Vent range which comes in sizes 5000, 4000 and 2500 EQA and all are designed to fully comply with Doc F.

The Link Vent has rounded ends to allow for installation on timber windows. It is available in either screw or clip in fixing types – the design eliminates the need for end caps whilst the clip fix design allows for a fast, easy vent installation.

Colours

Glazpart can provide a vast spectrum of colours and finishes for the Link Vent range including

premium woodgrain Link Vents which are ideal for timber products. When it comes to heritage properties, many fabricators and installers are using the Link Vent Premium ranges because they blend in very well with the look not only of the building but often the surrounding environment.

Dean Bradley, Glazpart's sales director says: "For windows and doors in heritage buildings, Glazpart can match most colour finishes. As homeowners become more particular regarding the aesthetic of their windows and doors, fabricators and installers should be offering the widest possible range of colours and finishes for traditional timber windows and doors. Glazpart has the facilities and capacity to deliver a vast range of colours and finishes for trickle vents that are compliant and easy to install for heritage windows and doors." 

Pictures: Glazpart's Dean Bradley can supply Link Vents to suit all applications from PVC-U to wood that comply with Approved Document F of the building regulations.

www.glazpart.com

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Checking Inside The Envelope

The BFRC has extended the scope of its testing division with the introduction of CWCT onsite testing which provides a way to check that a building envelope is performing as expected.

The BFRC (British Fenestration Rating Council) testing division has been aided in its development by the Centre for Window and Cladding Technology (CWCT),

Lee Dearman, the development officer at BFRC says: "BFRC is now a UKAS accredited testing laboratory to conduct onsite CWCT Testing in line with the CWCT Standards for systemised Building Envelopes, TN41, BS EN 13051:2001 and the NHBC Chapter 6.9 S17 and S18 standards.

"Onsite CWCT testing evaluates the ability of cladding, curtain walls and window systems to resist water penetration, under simulated weather conditions. The onsite CWCT standards are recognised across the UK and are becoming a regular requirement for warranty providers. The testing can assist with identifying any construction or design issues at an early stage of the build and can also assist when a live building is having water ingress issues."

CWCT testing standards are vital for ensuring the materials used in facades can withstand environmental pressures, giving



developers confidence that their facade systems will perform as intended." [i](#)

www.bfrc.org/testing

New Woodgrain Foils For Facias & Soffits

Freefoam Building Products has updated its fascia, soffit and accessory ranges. Three new woodgrain foil finishes have been added to the roofline range, including Matt Black, Matt Anthracite Grey and White Woodgrain.

The Matt Black and Matt

Anthracite Grey have been introduced to complement aluminium black and grey windows and bi-folds. Both colours have RAL codes which helps stockists and their installers to tap into this colour trend and upsell a full suite of matching building elements.

"It's a fantastic opportunity for installers to sell a higher-end look that can transform houses in a few days," says Colin St John, Freefoam's commercial director. "We even offer cladding to match. It gives installers the edge to win business, sell more products and make better margins."

The new finishes are offered in 10mm square leg and magnum square leg fascia, general purpose soffit board and hollow soffits and come with a range of trims in the same colour options.

Additional product sizes have been added to Freefoam's foiled fascia too. Freefoam's 10mm square leg fascia is available in Irish Oak, Chartwell Green and Cream woodgrains, while the 18mm square leg range now comes in Light Oak, Black Ash, Anthracite Grey and Agate Grey woodgrains. [i](#)



www.freefoam.com/geopanel

The Most Recognised Glazing Hand Tool

In a recent survey conducted by Insight Data, Xpert has emerged as the most recognised brand among installers in the glazing hand tool market.

The survey invited installers to share their thoughts on glazing hand tools and brands. When presented with a list, 52% of respondents named Xpert first. Even though respondents were allowed to select multiple brands, Xpert still secured a clear majority.

Sarah Parker, Xpert business development manager says: "Xpert is recognised as the go-to name for so many installers. This overwhelming response highlights the trust and confidence that professionals place in our products."

The survey also revealed which factors currently drive brand preference among installers. Quality emerged as the top priority, with 39% of respondents ranking it as their primary consideration when selecting glazing hand tools.

"At Xpert we understand that for a skilled installer, the right tool at the right quality is key to delivering results," adds Parker.

Convenience of supplier ranked second in importance with 23% of responses, followed closely by price with 15%.

With over 400 Xpert stockists across the country, Xpert's popular glazing tool range is readily accessible to installers. [f](#)

www.xpertools.co.uk

Simple Sustainability Survey

Oakdene Hollins, a boutique sustainability and circular economy consultancy, is inviting companies to stress test their levels of sustainability through its simple Circular Economy checklist.

Concerned about the potential to fall into a greenwashing trap, the company's checklist is a comprehensive insight into the multilayered approach needed to implement a robust, closed loop system across all operations.

Oakdene Hollins has put forward a number of simple questions highlighting the key areas of a company's operations that need greater scrutiny. Answers are a simple tick box to get the conversation started but support goes far beyond the tick box to avoid making sustainability claims that cannot actually be verified with science and data.

"Oakdene Hollins sees sustainability as more than simply

complying with the bare minimum of regulations. The creation of a circular economy is a key part of an organisation's strategy for growth," says director Simon Scholes (pictured). "Gaining a rigorous understanding of what it involves and how it can benefit your business, will position you firmly above your competitors.

"Our Circular Economy checklist highlights gaps that may need filling and provides an initial road map towards integrating more robust closed loop and sustainable processes within your organisation."

The checklist delves into your activities around 1, 2 and 3 scope emissions and waste protocols you may already have in place. It also checks on areas such as SBTis (Science Based Targets), and VRPs (Value Retention Processes). Crucially, the list takes just a couple of minutes to complete but gives a thorough



insight into where changes need to be made.

"Coming from a commercial background, we understand the need for businesses to always have an eye on their bottom line," says Scholes. "This knowledge places us in a hugely beneficial position where we can work alongside companies creating deep seated sustainability strategies that will give verifiable competitive edge." [f](#)

www.oakdenehollins.com



Discount Sales Closing Tool Launched

Leads 2 Trade is set to provide installers with a sales closing tool that will double their turnover and send their sales conversion rates through the roof – claims the company.

Following a trial and the resulting success in the north of England and Scotland, the provider of double-qualified sales leads for the home improvement industry, is rolling out a discount scheme across the nation..

The discount programme is exclusive to Trusted Local Supplier (TLS) Discounts within the home improvements market in the UK and allows installers to offer substantial discounts of up to 20% to potential customers with minimum impact on their gross margins, giving them a significant edge over competitors' quotes.

Early adopters have reported sales conversion rates improving from 1 in 3 to a 1 in 1.2 with minimum impact on margin.

Installer experiences

Andy Royle of Leads 2 Trade says: "We've had many installers think that it's too good to be true. However, our existing

members who have signed up to the scheme are the proof that it can quickly transform your business. Everybody using the scheme is increasing their turnover dramatically and making more money."

The scheme's structure allows installers to price up a job and offer a discount with minimal upfront investment. For example, on a £10,000 job, installers can offer a £2,000 discount by staking just £400. The installer then provides the customer with the £2,000 discount offer to use as a deposit against the order. Then the customer pays the £8,400 balance making the quote the cheapest option.

Shaun Ellison of installer Barriertherm UK, says: "We've doubled our turnover since we adopted it – we close pretty much every sales lead we go to."


Kieran Mitten of AWC Windows says: "Using the TLS discount scheme has been game-changing and profitable for us. As a result, in the next 12 months, I expect our turnover to double using it. It has been the ace card up our sleeve and we are reaping the rewards, closing eight out of 10 pitches."

Versatility

The versatility of the TLS discount tool is another key benefit. If installers are buying leads from Leads 2 Trade then they can use the discount offer on none-Leads 2 Trade leads, maximising its impact on their business.

To enhance the scheme, installers could soon potentially offer increased discounts. John Cohen, owner of TLS Discounts, says: "Offering up to 35%, for example, would make any installer the cheapest in any post-code and anyone trying to compete with one of our installers simply won't be able to."

How it works

Householders download the TLS Discounts App and acquire their discount against a home improvement and apply it to the quote they have received from an installer. They can spend half of it as part of a deposit payment having secured an unbeatable price. The other half can be spent on groceries, taxis, travel, eating and drinking or whatever else is available from 70 participating national businesses. 

Dream Catchers

Fabricator TWR Group has announced the completion of a major property acquisition that will see the company bring its PVC-U and aluminium operations together in one 'dream factory'.

The company has purchased a 65,000sq.ft factory in Sunderland that will provide a platform for future growth and create a one-stop-shop for customers.

The move will see TWR Group relocate its PVC-U operation from a smaller Sunderland factory and its aluminium works from its headquarters in Peterlee.

The new factory will feature new machinery, trade counter

and a brand-new aluminium showroom to showcase TWR's aluminium products from Smart Systems, including the Visofold 1000 and Visofold 1000 Slim bi-fold doors, AluSpace interior steel-look door and screening system, Visoglide Plus sliding patio door and the Alitherm heritage window & door range.

The consolidation will streamline operations for customers who currently source PVC-U and aluminium products from separate sites, while bringing all delivery and operations to one place, cutting down on paperwork and streamlining the business.

MD Terry Richardson says: "The



new factory signals an exciting new phase for TWR Group. It will provide the foundation for our continued growth and allow us to serve our customers with more efficiency and with an expanded product range."

TWR Group is targeting the completion of the whole factory by spring/summer next year. **f**

Hitting A Chord And Joining The Brand

Keylite Roof Windows has launched its new Verified Installer programme that is really hitting a chord with installers keen to undertake expert training before being connected to homeowner leads.

Keylite is looking for professional installers to join the net-

work that will strive to promote best practice and in return, installers will receive a number of benefits. The initiative will allow installers to increase job opportunities by getting referrals in their local area after taking part in Keylite product installation training for free.

Being Keylite verified will also

come with a variety of complimentary services – from accreditation to generate sales leads, to support on how to grow a customer base.

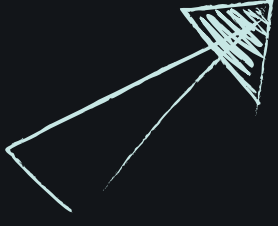
Installer directory

Liam Ball, Keylite's Verified Installer project manager, says: "The Keylite Verified Installer programme has been developed with a view of improving best practice when installing Keylite products and to also help connect end-users with trusted businesses and installers.

"Homeowners will know that an installer is verified by Keylite via phone enquiry or a listing on Keylite's online installer directory."

Those eligible to apply to become a Verified Installer must complete training modules on Keylite products to ensure they possess comprehensive knowledge of the features, benefits and best-practice installation techniques. **f**





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Intelligence Is The Name Of The Game

Alex Tremlett, Insight Data's commercial director, discusses the challenges for fenestration firms in 2025 which include reacting to the Labour Party's first budget and Trump back in power. He shares six strategies for success that can turn even gloomy prospects into roaring success for those willing to dive in and make marketing work for them – but for that you need quality market intelligence

2025 promises to be a tough year for businesses of all shapes and sizes, writes Insight Data's Alex Tremlett.

Not least because of the UK government's most recent budget and in particular changes to employer National Insurance contributions.

True, the OBR is forecasting moderate economic growth of 1.7% next year. However, there is still much weakness in the economy which could easily be influenced by any number of instabilities (hello again, Mr President!) and unpredictable world events.

In a nutshell, companies hoping to ride out these uncertain times will need to think much more smartly. And 'intelligence' is the operative word here, as staying ahead of the game means employing market intelligence to survive and thrive.

Marketing data of the right type and quality can be a very powerful tool for fenestration companies seeking to distinguish themselves in a crowded market. So here are six key strategies underpinned by market intelligence we at Insight Data think businesses should consider in 2025.

Precision targeting

Forget the scattergun approach to finding clients. Firms must

identify and pursue high-value prospects with precision. This targeted approach improves conversion rates and reduces wasted resources on unqualified leads.

Market diversification

Sectoral shifts that are pushed along by new regulations – 2025's Future Homes Standard, for example – present both challenges and opportunities. Comprehensive market intelligence helps identify fresh possibilities and untapped markets. Whether expanding into the burgeoning retrofit sector or exploring new product lines, reliable data guides strategic decision making.

Cost-effective marketing

From April 2025, a close eye must be kept on finances. Modern marketing data platforms allow businesses to track campaign performance. Fenestration companies can reduce wastage by focusing resources on channels and audiences that deliver results.

Strategic consolidation

In 2025, successful businesses will need to refine their customer base strategically. Using data analytics, companies can identify which clients deliver the best value and where relationships



might need review. This helps build a more profitable customer portfolio.

Technology integration

The right technological is needed for managing and applying marketing data effectively. Customer relationship management systems provide a view of both existing customers and prospects. This integration enables better decision making across sales, marketing and customer service functions.

Competitive intelligence

As we move through the year, staying ahead of market trends and competitor movements will be crucial. Real-time data feeds provide valuable insights into market dynamics, helping fenestration businesses anticipate changes and adapt their strategies accordingly. [f](#)

www.insightdata.co.uk

Comment

A very happy Christmas and holiday season to all our readers and here's wishing us all a fabulous and prosperous 2025.

Our lead news story in this issue points out that more and more people are turning to the National and Euro Lottery and more sinister forms of gambling in a desperate bid to outrun the cost-of-living crisis or to win enough for that dream home improvement. Let's hope that in 2025, people feel less desperate.

2024 has been a bit of a rotten year. The only high point was seeing the back of the worst government in living memory – and that is saying something as we've had some dreadful Conservative regimes and even worse Labour hues.

Kier Starmer has started taxing and says more could be on the way – contrary to election pledges. However, I think we all knew the country's coffers needed re-charging, so tax was going to rise...people still feel angry at the lies even if they are in self-denial. For this sector, the building of homes is crucial. I have to say that Starmer standing by the 1.5 million new homes or bust by the next election is brave and shows real commitment. Let's hope so. We need to get Britain Building.

Marketing

Marketing in all its forms it going to be important once that boom comes along (and most observers think a boom is coming). Data, intelligence, targeting, positive campaigns etc will all need to be sharp if you want your share. Read our Marketing Column on Page 31. I think you will find Alex Tremlett's insights worth consuming.

Skills in need

With boom comes the need to enhance existing training and launch new recruits on a career in this industry. The GGF has a new training system that utilises the best online has to offer, including GRACE, a nice young AI lady who will interact and guide users through the programme.

Sustainability will continue to be big

Sustainability will be big in 2025, especially on those government inspired developments. Another player has joined the fight. Eurocell has trialled and will now expand its recycling solution so that post-consumer frames can be returned to the company. Biffa, the massive waste contractor, is Eurocell's partner, so it should be one to watch.

Perfect Audit

One of our favourite firms, Quickslide, has received a perfect score during its latest audits for both PVC-U and aluminium products. The company has been around for 20 years. I know the people – they really do push to make the very best windows, especially the Legacy vertical slider which is detailed in our Heritage feature on Page 19.

Be healthy

To sign off 2024. We must all be worried about the rise in gambling and indeed smoking as reported in our last edition. At this time of year when we feel closer to families and friends and colleagues, please try to look after yourself...and keep an eye out for anyone that might be struggling.

Merry Christmas and a Happy New Year

Brian J. Shillibeer, Editor – brian.shillibeer@profinder.eu

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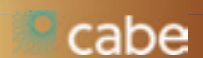
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