

Homeowners Are Demanding Sustainability

Following Deceuninck's recent Sustainability Initiative of the Year G-Award win, The Installer asks MD Rob McGlennon how important environmental concerns are for businesses – and to their customers.



The Installer recently interviewed Deceuninck's Rob McGlennon. He is in the fortunate position of being able to present his firm's impeccable sustainability credentials. What does this mean to his customers?

Rob McGlennon: Sustainability is playing a far bigger role in everyday life. If you look at the people buying windows and doors in 2023, they are moving beyond the standard concerns of security and aesthetics. Energy efficiency is now right at the top of their lists of features – and sustainability quite often sits alongside that. In fact, our own research conducted by YouGov at the start of 2021 showed that more than two-thirds of UK homeowners (68%) would choose windows and doors with a higher recycled content over and above products that don't contain recycled content or which did so at lower levels.

The survey also found that 63% of homeowners said that they

would be more likely to purchase home improvements, which they saw as being more 'sustainable'.

38%, would be prepared to pay more for home improvement products that had higher recycled content and reduced impact on the environment.

How important is your investment in sustainability for your customers?

As the key supplier for many fabricators in the UK, what we do filters down to their operations. Deceuninck has built a new recycling plant that can reprocess up to 45,000 tonnes of post-consumer and post-manufacturing PVC-U per year – the equivalent of preventing three million windows from going to landfill annually. This is a powerful message that can be passed down through the fabricator to the installer and the homeowner.

This messaging also includes reducing CO₂ emissions by 90,000 tonnes (recycled compared to virgin feedstocks), as well as a 90% energy saving.

This is information installers can include on their websites – and the fact that we won a prestigious G-Award as a result of it is the icing on the cake!

Are you offering any other support?

We have developed a web-based Energy Calculator, which clearly shows how replacing old windows can save homeowners money while reducing their carbon footprint.

According to the Energy Calculator, owners of a detached house on mains gas will save over £18,000 in ten years if they upgrade from single-glazed wooden windows to triple-glazed Heritage 2800 from Deceuninck. They will also save almost 28 tons on emitted carbon. Even replacing existing PVC-U double-glazed windows with Traditional 2500 double-glazed windows in a similar property will save more than £6,500 over ten years.

Are you developing products that support this mindset?

Yes. Last year, we launched our energy efficient Elegant, which comes in a range of frame depths (76mm, 84mm and 115mm) and five different sashes. Thanks to our patented ThermoFibra glass fibre reinforcement system and our Forthex extruded insulated thermal reinforcement, Elegant is 30% more thermally efficient than steel-reinforced windows yet has the same strength. 40% savings can be made on materials and weight. ThermoFibra and Forthex are 100% recyclable.

Elegant demonstrates that we are moving from standard PVC-U systems to modern, premium low-maintenance and energy efficient composite windows and doors. It's what you would expect from the UK's leading systems company – and Sustainability Initiative of the Year G-Award winner. **f**

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