



# Affordable Marks 30th Anniversary



**One of the largest trade manufacturers in the UK, Affordable Windows Group, is celebrating three decades in the industry.**

Emerging from a national window installation company set up in the 1970s, Affordable Window Systems began as a dedicated supply-only fabricator catering to local trade businesses. The company's initial success then led to supplying customers further afield in Kent, Surrey, Essex and Scotland.

Over the last 30 years there have been many significant developments, the first being a network of modern trade outlets, which fall under the 21st Century Window Centres brand.

Following this, Affordable Aluminium began manufacturing the Smarts range of windows, doors and bi-folds, along with the Reynaers CP 130 lift & slide patio door. More recently, the popular Timberlook range has brought heritage flush sash PVC-U windows and doors to the market.

Reflecting on the company's anniversary, sales director Phil Myers says: "When we think

back to where it all started and compare this to the £50m business today, it has truly been an amazing journey. We would not be where we are now without having exceptionally dedicated staff – many with us for the entire 30 years."

## **The Affordable difference**

Myers continues: "Working with Tommy Trinder, the Ultraframe Hup! System and continuing our development of Timberlook and our aluminium systems, including Smarts Heritage windows and doors, are the main focus now. We need to concentrate on what the public and our trade customers want to order and not simply what we want to sell – that's always been the Affordable difference."

## **65,000 – Timberlook Milestone**


Affordable Window Systems has reached a significant milestone in its Blackpool factory by fabricating its 65,000th Timberlook window.

Launched just six years ago, Timberlook has become one of the company's flagship brands.

Modern requirements are catered for with low U-values and 'Timberweld' joints. However, care has also been taken to retain the appearance of a traditional window by concealing trickle vents externally and having very slim astragal bars.

Affordable Windows is also aware of the need to supply into the conservation market and has produced a specifiers guide showing all cross-sectional details of the window and its ancillary profiles such as cills, transom weather bar and astragal detail. Both this and the new brochure are available on the new Timberlook website.

The popularity of Timberlook windows and doors is indicative of the continuing demand for heritage products that incorporate updated features. Ryan Fisher from the company says: "We have seen huge success with the Timberlook range. Our new purpose-built factory will continue to play a pivotal role in supporting the expansion of this crucial facet of the business.

"The potential in this market is enormous and is growing yearly." 

## JFP Increases Output With Timber-Look Sash

A near-million-pound investment by Huddersfield based window and door manufacturer John Fredericks (JFP) has seen efficiencies improved and output up by 100 frames a day.

New machinery has been acquired via Total Machine Services, including a new Schirmer saw centre, two timber-weld verti-quads with associated welding blocks and heater plates, five timber-weld millers with extraction units and milling blocks and a SV800 corner cleaner.

"We've been trading for more


than 53 years and throughout that time we've always invested heavily to stay ahead of the curve of product development, providing our

customers with choice," says Mark Dicconson, MD of JFP.

"The new machinery has enabled us to add the Timber-weld product offering to our portfolio, giving customers the edge over competitors whilst increasing output and flexibility.

"The new line removes the need



for manual fixing with cleats, glues, screws and sealant. It means we can manufacture a fully welded, sealed, and secured joint while retaining that timber appearance on our casement window sash and doors, both open in and out options." 

## 20-Year Milestone For Hurst Employees

Five Hurst employees have each received special awards for reaching their 20-year milestone with the door manufacturer.

Representing different parts of the business, Rob Nightingale, Lee Opie, Cherril Bilton, Laura Tyas and Andrew Haysom were presented with either a crystal tankard or wine glasses in recognition for their long service and received an extra week of holiday.

Sales director Mark Atkinson says: "Their hard work, dedica-

tion and passion have helped the company grow and make it the industry leader it is today. They join an amazing group of people here at Hurst – remarkably, 42 staff employees have reached their 20-year service mark. This represents a quarter of our 170-strong workforce, with over half having been with us for more than 10 years.

"Collectively, these long-serving employees contribute an impressive 900 years of experience, forming a substantial knowledge base for the business."

Laura Tyas and Rob Nightingale in particular have both progressed significantly within the company, now managing the composite door order processing teams and warehouse respectively.

"When I started at Hurst, I was just 16 years old," Tyas says. "I think it is a credit to the company that so many people want to work here continuously. But we also learn a lot over the years, and that knowledge gets fed back into the smooth running of the business."

Rob Nightingale started in 2004 as a forklift driver. He was promoted to his current position a year ago. He says: "I don't feel old enough to have worked here for 20 years. I think the biggest benefit that my long service brings to this role is my in-depth product knowledge. Each product range has multiple variations – colour, handed, compatibility – and if you get that wrong, it will cost someone money further down the line." 

