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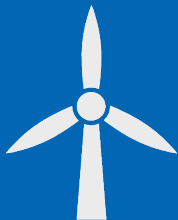
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Corporate Climate Action Programme

Deceuninck have made the following commitments:



**Cut CO2 emissions from our operations
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**Lower emissions from our supply chain
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DOORS AND WINDOWS

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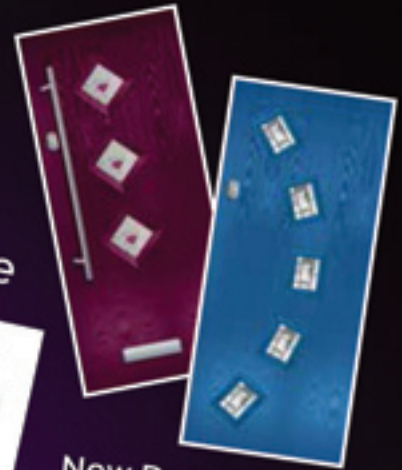
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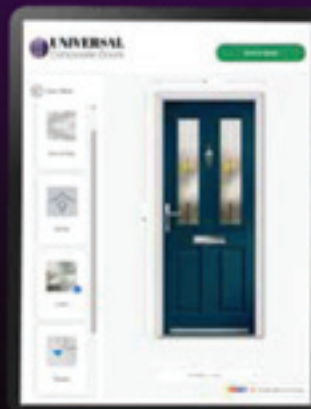
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Transparent And Green For Mental Health Awareness

Over 450 transparent hard hats were distributed during Mental Health Awareness Week in mid-May by Esh Construction to its sites in a bid to reduce the stigma of poor mental health.

Working with The Lighthouse Construction Industry charity, an organisation that provides physical and financial wellbeing support to construction workers and their families, the hard hats have been designed to include a QR code which directs people to support via the charity's website. The first hats in green colour have wording that says 'it's what's inside the hard hat that matters'.

Alan Croft, construction manager says: "Given the hard hats are very different to the norm, we hope the campaign extends



beyond our construction sites too, where passers-by or people in shops or cafes may ask about it, which in turn opens up even more conversations about mental health."

An industry wide campaign called 'Make It Visible' has been coordinated by The Lighthouse Construction Industry Charity, aiming to make welfare and

wellbeing support visible in construction and available on every site.

The initiative is aiming to drive long term culture change within the industry to promote equality, diversity, inclusion, fairness and respect that will ultimately promote construction as a career choice for future generations. [i](#)

Installation Of The Month – Latest Results



Composite door supplier, Hurst Doors, has been highlighting the great work of its network of installers with its Installation of the Month competition.

In October, the competition was won by Image Windows and Doors in Essex, which fitted a stylish and contemporary composite door in fashionable Anthracite grey.

Director James Last says: "Hurst are a fantastic supplier and homeowners love the huge

range of door styles and colours we're able to offer from them."

In November, the winner was husband and wife team Chiltern Home Improvements for the fitting of two tasteful Chartwell Green cottage doors with diamond glazing on a pair of stately red-brick cottages built in 1844.

Tracy Brewer of Chiltern says: "We've been in business since 1998 and consistently used Hurst since 2001, which shows you how much we love their products and service."

In December, Purbeck Windows of Dorset fitted a refined cottage composite door in an attractive Dusty grey. Director Mark Spicer says: "We carried out this installation on a friend's

house, so I was really pleased it won. Hurst is a very valued partner for Purbeck"

Finally, in February, the competition was won by Majer Windows, for the fitting of a stylish and contemporary Bohemia door with Murano glass in Dusty Grey. Director Alan Boulwood says: "Homeowners love the huge range of door styles and colours."

The competition will continue to run for the next six months and Hurst is keen to encourage more installers to enter. Installers of Hurst Doors can enter by sharing their installation images on Facebook, Instagram, or Twitter, tagging Hurst Doors or alternatively, by sending their images to marketing@hurstdoors.co.uk [f](#)

Pay Monthly for RAC Breakdown Cover



The RAC has become the first national breakdown provider to provide breakdown policies via monthly rolling contracts paid for on direct debit.

The move follows the introduction last year of annual continuous card and annual direct debit payments for the RAC's 12 or 24 month fixed policies which provided a convenient move away from the hassle of traditional annual invoices.

The terms are available to sole traders through to those with fleets of up to 99 vehicles. Businesses can alter their policies at any time in line with their changing needs by adding or removing vehicles or increasing or decreasing, their cover level. They also have the right to cancel at any time without penalty.

Nicky Brown, head of the RAC's small business team, says: "Having flexible rolling monthly contracts that can be amended at any point to better manage outgoings. It also lessens the admin burden associated with invoices and managing cash-flow. We believe this delivers just what small companies need in this challenging climate."

RAC Business Breakdown cover for SMEs is available at a vehicle level – up to 99 vehicles – so any driver of specified business cars, vans, minibuses or

taxis is covered, guarding the company against expensive down time and reputational damage if one of its vehicles breaks down.

The cost for a single car is £13.50 a month, dropping to £6 per car for fleets of 25-plus.

For Van Total – which includes unlimited call-outs, recovery to anywhere in the UK, van-for-van replacement or overnight accommodation – the cost is £17 a month for a single van or £8.50 per van for fleets of 25 or more. [f](#)

Construction Competence Podcast



GQA Qualifications has teamed up with some of the construction industry's heavy hitters to produce a podcast tackling the subject of competence in the supply chain.

Called 'Raising the Bar', the podcast is the first of a planned series by the awarding and qualifications-writing organisation which aims to debate some of the key issues affecting the building industry today.

Here are some of the conclusions drawn by speakers in the podcast:

- The key to preventing mis-selling, incorrect installation and shoddy site practice is to drive up competencies through training and qualifications.
- The most sensible way of proving competence is by means of independently accreditation and end point assessment. Proof of attendance alone is not enough.
- With the Building Safety Regulator now having the power to prosecute not only a corporate body but also individuals identified as not meeting their responsibilities, contractors are going to be taking the 'who are we safest with' approach. This means that early adopters of

accredited training for staff will find it commercially useful. A knock-on effect of this will be that proving competence will take precedence over securing the lowest price.

- People at all levels should be willing to upskill and have their competence tested. Better informed people make better decisions.

- Accredited training must be fit for purpose, ie functional and not job title focused. If no qualification is in place in a particular area of the industry, then new accredited training can be tailored to suit it. This should be carried out annually in order to prove continued competence. [f](#)



AWARD-WINNING ALUMINIUM DOORS AND WINDOWS



Product displayed: SE 07

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* PAS24 as standard requires laminated glass installation.

We Need To Train To Take The Strain

It will be a huge strain to train an additional 500,000 people to fill the jobs that need to be created across construction, window installation and glazing by 2050. Chris Beedel explains what the Glass & Glazing Federation is doing to support this industry.



It is estimated that for the UK to hit its net zero goals in 2050, an additional 500,000 roles will be required across construction, glass & glazing included, writes the GGF's Chris Beedel.

Taken in isolation, it feels like that will be a huge strain to achieve. However, as a sector, it represents a huge opportunity to become a leading light in how we approach bridging the skills shortage and attract the next generation into our industry.

It is why the GGF Training Academy was such an important service to the whole industry when it was launched during the pandemic. Yes, GGF members get discounted rates on all courses but it was and remains, an initiative that was intended to benefit any company which wanted to invest in its employees and stand out from the crowd.

Retention and attraction

Not only is training key to retaining top talent, it enables us to attract the next generation of school and college leavers who are looking for a rewarding career that challenges them in the right ways.

The GGF Training Academy has a number of objectives:

- Arm your employees with the skills and knowledge needed to thrive.
- Increased job satisfaction and morale.
- Create scope for internal promotions.
- Give your company a much needed competitive edge.
- Greater innovation and creativity.

In addition to the above, there are a whole host of associated benefits that run alongside a comprehensive training programme. Namely, low staff turnover amongst key employees. A well thought out development scheme means retaining a core of staff that will help your business thrive. As a result, that lowers your recruitment costs which can run to large amounts when you're constantly looking at mid to senior level replacements.

A range of courses

From installer refresher courses right through to companies taking on trainees over two years as part of the Skilled Pathways

Scheme, all are available with specialist courses across a number of different job roles.

Futureproof your business

What has become increasingly evident across companies booking on to courses through the GGF Academy is the valuable resource it provides in bridging a skills gap within the organisation. It is why the response to the training programme has been so positive, after all, if we are to be a major contributor to the construction industry reaching those net zero goals, the development of staff and futureproofing their business at the same time has to happen now. [i](#)

Pictures: Chris Beedel, head of advocacy & stakeholder relations, Glass & Glazing Federation and some Skilled Pathways apprentices.

For more information and to book a course you can visit www.ggf.org.uk/training





AWARD-WINNING ALUMINIUM DOORS AND WINDOWS



Product displayed: OB-72

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Get The Water Off The Building

Getting water off and away from a property is the purpose of a cill. Leaving the cill flush with the wall will cause water to backtrack – and leave a very angry customer. And you will be forced to go back and do the job properly, writes Don Waterworth, The Installer's Technical Expert.



It still surprises me that windows and doors are fitted without enough attention being paid to getting the water off the building around the cill area, writes Don Waterworth.

As you can see from the photograph above, this cill, which is meant to be projecting, is actually flush with the face of the brick work. This is wholly unacceptable and not only could stop you getting paid but also even worse, could cause water to backtrack into the property.

Project the cill

You should leave at least 25mm of projected cill to ensure that the rainwater is discharged away from the elevation. It is up to the surveyor to specify the correct size of cill but then ultimately it is the responsibility of the installer to make sure that the products installed satisfy the standards required.

Always have in mind whether you are fitting trims to finish, differing types of cill or working on older properties, you must get the water off the property. [i](#)



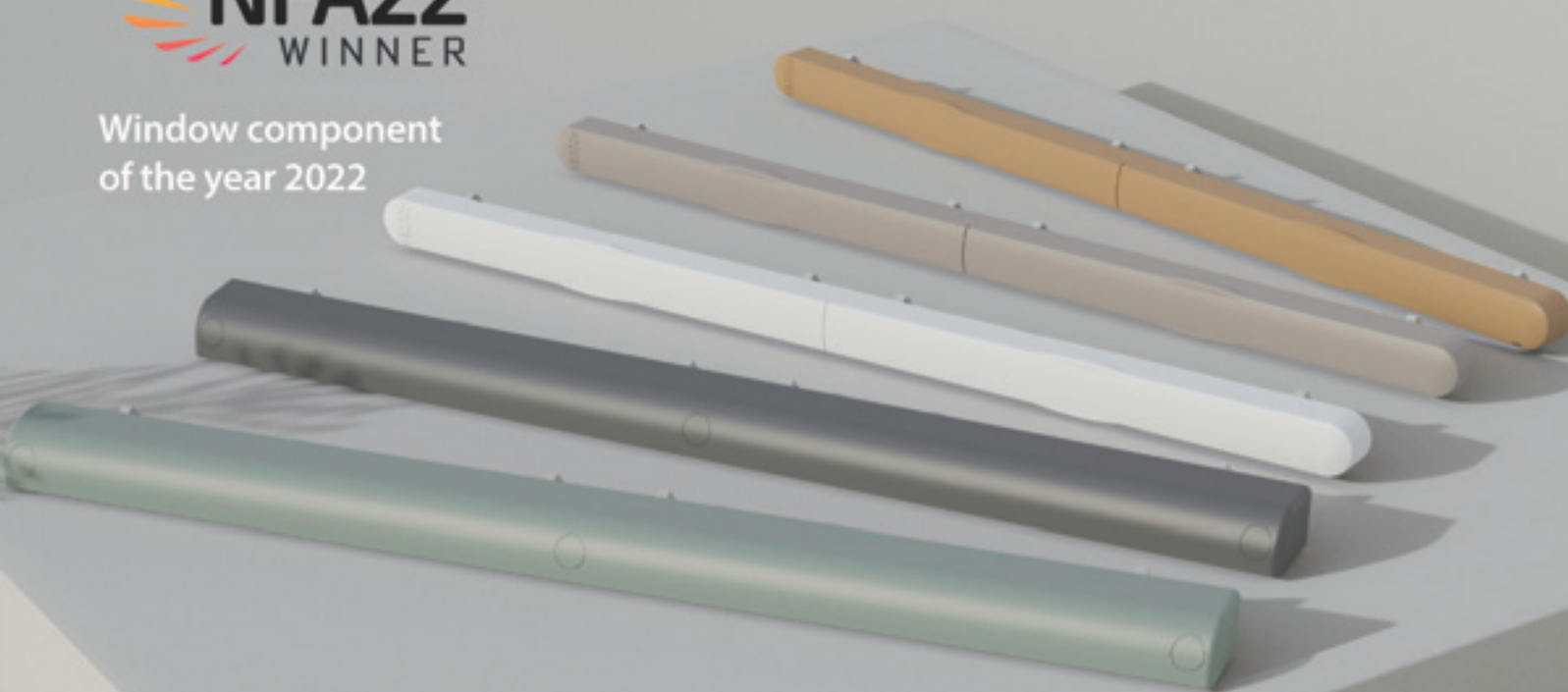
Don.

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Defining A Market

The need for high-end profile, special hardware, increased labour in production and specific sales knowledge has traditionally meant only a few fabricators catered for the heritage window market. This is changing, according to Deceuninck's MD Rob McGlennon.

All 'heritage' windows are not the same, according to Deceuninck's MD Rob McGlennon.

Heritage windows have long been considered a niche offering; a less-popular high-end option that window companies run alongside a standard (often high volume) offering. "To even describe the heritage window market as 'niche' suggests that it is out of reach for many widow fabricators and installers," McGlennon told *The Installer*. "But in truth, the hard work undertaken by our fabricator customers has helped redefine the expectations of homeowners when they come to replace their windows."

McGlennon points to the increased investment in specialist machinery that can provide a near-invisible weld on both the sash and outerframe, elevating the appearance of the window beyond a typical PVC-U finish. "Creating a true heritage flush window means removing legacy PVC-U characteristics and using machinery like the Graf Synergy has put more fabricators and their customers into this higher bracket of work," says McGlennon. "Plus, we have customers choosing to go for a completely mechanical finish, where machinery is only used to cut and prep the profile before the windows are manufactured by hand, creating an authentic

heritage look – especially with a flush sash. In fact, sales of our flush products now account for more than 40% of all Deceuninck products sold."

Testing

Deceuninck launched its Heritage Flush Sash window in 2016. It replicates traditional timber windows with advanced thermal performance achieving WER as high as A++ and U-values as low as 0.90W/m²K. Airtightness is Class 4, water tightness Class E900 and wind resistance AE2400. PAS24 tested and Part Q approved, the Flush Sash can be fully welded or mechanically jointed and comes with a night vent facility,



Pictures: Rob McGlennon says sales of flush products now account for more than 40% of Deceuninck sales. The company offers 30+ colourways in stock and 20 additional colours in just 15 working days.

Georgian bar option and choice of traditional ironmongery.

Open out

Deceuninck added a dedicated open-out flush door sash alongside its flush window offer at the end of 2019. Fully suited with its Heritage 2800 system, it achieves U-values as low as 1.0W/m²K and DER A rating. It is also PAS24 approved and can be welded or mechanically jointed, achieving Class 4 600 Pa air permeability, Class E1050 Pa water tightness (full frame) and Class A3 1200 Pa wind resistance. Featuring a dedicated reinforcement, there's also no requirement to glass bond units, simplifying handling in manufacture.

Colour

However, it is Deceuninck's colour offer that is winning sales in many quarters, according to McGlennon, with new customers putting a secure supply of coloured profile at the top of their 'must have' list when choos-

ing suppliers. Deceuninck offers 30+ colourways in stock and 20 additional colours in just 15 working days.

McGlennon says: "One customer has recently dedicated part of their operation to hand-built mechanically jointed windows and has reported that up to 90% of products sold require a coloured foil.

"Homeowners are already sold on heritage windows, even if their properties are reasonably modern. Installers who aren't geared up to be selling windows with heritage features could be missing out on significant opportunities, especially as the high-volume work has dipped since the start of the year.

"But it is colour that is driving the conversation. We already know from our own research that homeowners prefer coloured windows when presented with a choice. Feedback from our installer customers suggests that it is the option of colour that is defining the heritage market." **F**



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Quickslide's Legacy VS – A First Look

Big news at this year's FIT Show was Quickslide's reveal of its upgraded Legacy VS, featuring a new slim-line meeting rail. MD Ben Weber explains how he believes these will make it the most authentic timber-look sash window available on the market.



Quickslide's latest iteration of its Legacy VS will be available later this year and the most obvious difference will be its new slim-line meeting rail, Ben Weber told The Installer at the FIT Show.

At just 37mm, it is over a centimetre narrower than before and one of the slimmest and most traditionally styled on offer.

"Legacy is all about marrying the character and charm of traditional heritage windows with the performance of modern fenestration," said Weber.

"Period detailing such as timber-look mechanical joints, seamless run-through sash horns, an authentic curvy ovolo frame

and deep bottom rail make the Legacy VS, in my opinion, almost indistinguishable from the traditional timber designs on which it is designed."

Having viewed the window, The Installer can confirm just how much like a traditional wooden VS Legacy looks.

Spot the difference

"With this new slim-line meeting rail it will be even harder to spot the difference between our Legacy VS and an actual timber sash window," said Weber. "The construction of the meeting rail has been considerably altered so we have been able to condense it down, creating this

more desirable, authentic slim rail that is even more faithful to the original timber sash window design."

Refined run-through horns

Quickslide discontinued plant-on horns for the Legacy VS last year in favour of premium run-through horns as the only sash horn option. Weber said: "Our decision to discontinue the option of plant-on horns last year not only streamlined our production process, it also better catered for the demand for authentic heritage features."

"It also meant we could focus our efforts on making our integrated run-through sash horns



look even more authentic. We've refined the end cap on our run-through horn, removing a detail which gave away close up that the window is made of PVC-U. It's these details which are so important to building up the authentic heritage picture."

Smart security

Previously only available as a retrofit, Avia's intelligent sash fastener has been launched as part of the Legacy VS range. Designed especially for sash windows, this lock can now be requested as part of the initial window spec.

The technology enables homeowners to tell at a glance of their phone whether their windows are open or closed. Alerts can be set up to be sent to Apple devices, providing peace of mind away from home. Aviva also has its own App and Mighton Products, the firm behind Avia, also told The Installer at FIT that its systems will soon work as seamlessly with

Android as they do with Apple.

More colour options


Quickslide has introduced exclusive dual foils, which are available now for its vertical sliders. "Our new 18,500sq.ft dedicated foiling facility increased our in-house foiling capacity by 30%, allowing us to introduce additional new colour options, including exclusive dual foils," Webber told The Installer after the FIT Show. "We appealed directly to our trade partners to find out which dual colours would sell best and we now offer exterior/interior combinations of grey wood-grain/heritage white and agate grey/heritage white. We've also included a white wood-grain/smooth white option for VS from stock.

"Increasing our in-house foiling capacity will enable us to bring out more new colourways quickly and cost effectively as trends change. In addition, our partnership with colour-coating

specialists Kolorseal means we can offer bespoke finishes too."

The most authentic

Webber added: "When we entered the market, our aim was to create the most authentic, timber look sash windows that combine all the modern benefits of PVC-U. That is an ongoing commitment for us, as we are always looking at the best ways to enhance both style and performance.

"Our new Legacy VS is a continuation of this journey and when the slim meeting rail becomes available later this year, we believe it will offer the market the most authentic timber-look sash window yet." 

Pictures: Avia's smart sash fastener and Quickslide MD, Ben Weber. Windows come in variety of the most popular exterior/interior combinations.

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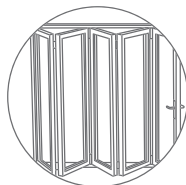
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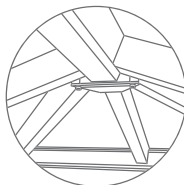
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WINDOWS



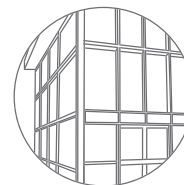
DOORS



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ALUMINIUM SYSTEMS

The Art Of Conversation For Better Communication

Kate Ashley-Norman writes that although modern communication systems mean it is now possible to strike a business deal without so much as a word being spoken between the parties, a proper conversation still carries so much weight.

An associate of mine recently described how a company had approached him to place an order without even picking up the phone.

There was no negotiation, no back and forth, writes Kate Ashley-Norman. A simple enquiry led to a deal without a single word being spoken.

Grateful though he was for the business, it just felt a little bit hollow. He couldn't judge the nature of the business relationship.

The human touch involved in doing business with anyone is often what makes it all worthwhile.

Phone etiquette

Our conversation carried on tackling the thorny issue of phone etiquette – when should you call people? Indeed, should you call people at all? Is it acceptable to randomly call someone's mobile? Too often if you call a central number, you just end up going round in circles and not talking to anyone at all.

FIT Show social

If the FIT Show demonstrated anything, it's the power of the personal conversation.

Everywhere I went this year, groups of people were having conversations. They were spilling off the edges of stands, they were standing in the aisles, they were perched on bar stools, refreshing their vocal cords with water, coffee, beers.

The power of conversation

There have been a number of studies released over the years which highlight how conversation between a parent and their child ignites language centres in the child's brain. The relationship between the quality (rather than the quantity) of words and tone of voice that the child is subjected to in the home environment has a direct impact on their neural processing capacities.

When communicating with people in the work environment – whether employees, clients or suppliers – how you communicate will have a direct impact on how they process it. Abrupt conversations can be interpreted as curt, rude, abrasive. Or they can be interpreted as clear, to the point. Overly flowery language might leave some wondering what you're hiding. Endless chatter could be hiding nervousness. Maybe you are just talking someone into submission.

Watch your tone

It is the blend of quality and tone when communicating that is so important. The more volume, the more likely key messages will get lost in the overall word dump. I often relate this back to my kids on a 'whinge-athon' – the



Kate Ashley-Norman is a communications expert and head of PR at I3MEDIA Ltd.

constant complaining means I switch off and stop listening. If there is a message behind their whinging, it gets lost.

Communication is such an important part of your business and it should be consistent. When you consider your brand identity, the 'brand guide' says logo and colours is the most vital. But it's not. More important is the tone of voice that is used across the whole of your business – from your website content, to the way in which your phones are answered, to the conversations that are being carried out in your offices, on your factory floors, on your installation sites. Even through to the way in which admin paperwork is set out.

Every company is an amalgamation of myriad personalities. Creating a consistent tone of voice and messaging across the board provides a robust and stable platform from which those personalities can shine through and reinforce core messaging and conversation. **I**

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The Price Is Right. Or Is It?

Ab Initio's Rhonda Ridge, creator of the AdminBase installer management system, discusses the difficulties

encountered in putting a healthy pricing structure in place and what a difference the right software can make.

**AdminBase Windows Ltd
CONVERSION RATES REPORT - BY PRODUCT INTEREST**
Demo Dates From 01/01/2021 to 30/09/2021

| Product Interest | No of Ads | No of Clicks | No of Sales | Total No of Demos | Conversion Ratio | Cost % | Total |
|------------------|-----------|--------------|-------------|-------------------|------------------|--------|-------|
| St-Paid Doors | 32 | 45 | 107 | 324 | 33.0% | 33.0% | £14 |
| Companology | 1 | 914 | 188 | 713 | 26.3% | 27.8% | £2.10 |
| Companology roof | 33 | 18 | 72 | 378 | 19.0% | 25.4% | £16 |
| Doors | 1 | 1084 | 813 | 1078 | 75.1% | 43.3% | £1.78 |
| Flat Roof | 8 | 8 | 14 | 178 | 7.8% | 37.1% | £33 |
| French Doors | 18 | 88 | 188 | 312 | 59.9% | 47.2% | £18 |
| GMP Roof | 3 | 1 | 4 | 438 | 0.9% | 28.3% | £ |
| Garage Doors | 28 | 32 | 81 | 191 | 42.4% | 52.3% | £33 |
| Plan Door | 81 | 87 | 188 | 338 | 55.6% | 42.4% | £14 |

**AdminBase Windows Ltd
Retail Sales Report**
Sales From 01/09/2021 to 30/09/2021

| Product | Units | Net | Gross |
|-----------------------------|--------------------|--------------------|--------------------|
| Sales Person: James Green | 11,000.00 | 12,000.00 | 13,000.00 |
| Sales Person: Tom | 12,000.00 | 13,000.00 | 14,000.00 |
| Contract Type Totals | (13,000.00) | (14,000.00) | (15,000.00) |
| Sales Person: Andrew Black | 11,000.00 | 12,000.00 | 13,000.00 |
| Sales Person: Michael | 11,000.00 | 12,000.00 | 13,000.00 |
| Product Totals | 46,000.00 | 50,000.00 | 55,000.00 |

**AdminBase Windows Ltd
JOB COST SUMMARY REPORT**
Summary From 01/09/2021 to 30/09/2021

| Item | Net Contract | Materials | Commission | Job Cost | Job Profit | Profit % |
|---------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------|
| 242726 DAY | 63,814.17 | 61,421.86 | 61,713.00 | 62,636.82 | 61,276.28 | 34% |
| 242417 BUSH | 68,763.33 | 63,721.82 | 61,878.32 | 64,807.24 | 62,160.08 | 33% |
| 244888 GREEN | 62,696.66 | 6792.77 | 6688.72 | 61,801.49 | 61,288.17 | 44% |
| 242758 WHITE | 63,513.55 | 61,082.82 | 6777.00 | 61,869.82 | 61,684.01 | 49% |
| 242228 BLACK | 65,880.84 | 61,082.84 | 61,188.76 | 63,172.60 | 62,477.76 | 43% |
| 246888 JONES | 62,628.33 | 61,037.00 | 6382.38 | 61,267.38 | 6040.88 | 32% |
| 246888 BLOOM | 63,327.82 | 6872.23 | 6913.88 | 61,788.89 | 61,547.81 | 48% |
| 249138 DAY | 68,888.67 | 61,788.63 | 61,782.14 | 63,487.17 | 63,188.82 | 48% |
| Totals | 618,018.04 | 617,173.08 | 630,473.24 | 624,246.22 | 678,486.22 | 48.3% |

Hitting the right price point is never easy, writes Rhonda Ridge.

Too expensive and cautious consumers will continue to shop around or postpone their purchase a little longer. Too inexpensive and it can send the wrong marketing message while failing to achieve a profit.

No matter how successful a business is, maintaining the right pricing point through a turbulent economy is a very hard thing to do. If we

go back to basics and think about what's involved in setting a price in the first place, we consider things such as competitor pricing, market demand, disposable income of the target audience and the value the product on sale can offer.

The total cost of running a business

At the top of the list must be understanding the total cost of running a business. That includes hidden costs and variable costs, it all matters and every aspect should be visible and easily accessible to make pricing adjustments easier. This may sound obvious but all too often establishing the true cost of business is simply too time-consuming with disparate information stored in different systems that aren't necessarily compatible.

Know your costs

AdminBase offers a solution that allows installation businesses to keep track of the true cost of doing business, at any one point in time. A report on job costing can be created within the CRM, giving installation businesses an easy-to-read overview of all costs associated with installations.

For example, the system allows you to capture the cost of all products from suppliers with a link to your accounts package, to save double entering invoices. It helps you to keep track of supplier back charge claims and can automatically include these in your job costing.

Commission payments can be tracked and included as part of the report and the system can also help to allocate specific costings to specific contracts for an even more accurate picture of

Pictures: AdminBase offers a solution that allows installation firms to keep track of the true cost of doing business.

www.abinitiosoftware.co.uk



job costings. Even fitting ancillary items can be managed and allocated to individual jobs for more accurate gross margin figures per contract.

Other controls

In addition to an accurate indication of costs helping installation businesses to achieve the right price point, AdminBase offers a good overview of other aspects of the business too. For example, the dedicated function for Fitters Available Hours takes the name of a fitter or installation team and calculates the spare hours they have within a set timeframe. This allows decisions to be made about the best use of those spare hours.

Advertising

Another function tracks leads. You might get a lot of leads from

advertising in the local paper but if all those leads are for single window jobs and your radio advertising brings in high value jobs, you can make an informed decision about where to spend your advertising budget next.

Specific support for installation managers

The system also offers a comprehensive My AdminBase Diary App that can be linked to the rest of the management system to ensure all data for any one contract is kept in one place.

FIT launch

At this year's FIT Show we launched a significant upgrade to this part of the CRM to make it easy for managers to see the appointments assigned to their team members as well as their

own. So, for example an installation manager can view the appointments assigned to fitters and add their own photos to the job to feed back into the contract in AdminBase. This makes it easier for installation managers to carry out site visits without the need for a specific appointment in AdminBase.

Information is power

They say information is power and this is certainly true when it comes to running a business or managing an installation team. By streamlining data and producing reports that make that data not only visible but easy to read, AdminBase is supporting home improvement companies across the UK to set their prices, market their wares in the most cost-effective way and improve their offering. [!\[\]\(274fd520e03b61c1b9ffc861754cacdc_img.jpg\)](#)



How To Choose Your CRM Software

The Installer talked to Business Pilot MD Elton Boocock about why keeping up to date with your software keeps your business running smoothly and efficiently.

The Installer: If I am an installer working off Excel spreadsheets, would it matter which CRM (customer relationship management) tool I chose? Surely, they are all the same?

Elton Boocock: No. Actually, when companies view their options for the first time, they are very demanding when it comes to features and benefits. In fact, Business Pilot was created because co-owners Jim and Ryan Breslin (Cherwell Windows), and Ryan Schofield (Thames Valley

Windows), struggled to find something that met all of their requirements.

Together, we devised a modern alternative that was flexible and reactive – and that was different to anything else on the market.

As it is built from the ground up, Business Pilot is modern and bang up to date. And not only does it look good – and is very straightforward to use – it is designed to work with the other software that you are already using to run your business efficiently.

TI: Why is it important that Business Pilot can work with other pieces of software?

EB: Businesses today have separate software that manages different parts of the operation – accountancy, competent persons scheme, sales tools. By integrating them with your CRM software, you can create further efficiencies that save time and money and reduce the possibility of errors.

For example, within Business Pilot, users can register their FENSA installations without



leaving the software. At a click of a button window installers can register an installation by using the information that has already been recorded. This removes double entry, speeds up the registration process and significantly reduces error. All of which improves an installer's profitability.

A lot of businesses use Xero for their day-to-day accounting. With Business Pilot, there is no more exporting data, import sorting data or double entry. There's just a button – you simply connect the two systems.

And it's the same with front-end pricing tools such as Tommy Trinder and Windowlink. Again, there is no more room for discrepancies because there is no need to export or import the data. It is connected and live.

TI: With all these updates, won't the Business Pilot software become out of date soon after buying it?

EB: No – the opposite is true. Business Pilot is constantly being revised and updated. And because it is cloud-based, this happens in the background, so that your businesses can keep running uninterrupted.

We release hundreds of updates each year – small tweaks and big developments. We make it easy for you to introduce these new features into your business, through help guides and videos. We can even arrange for you to receive ongoing additional training at your office, so that you can make the most of every new feature.

Our latest update includes a function for multi-site businesses

and multi-company groups. Where companies have more than one branch, with each operating as a separate business function, Business Pilot now allows users to have access to the operations of all sites or just a specific one – depending on the permissions given.

Similarly, a manager of a group of companies can study the profit and loss of each subsidiary business with a single log-in, while managers of each company will only have access to their own operations. This creates an extra level of control, giving business leaders an up-to-date view of the health of the group and the ability to find immediate efficiencies, if required. [i](#)

www.businesspilot.co.uk

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FIT Show – 2025 Dates & Attendance Figures



The FIT Show will return to Birmingham's NEC in two years' time – 29 April to 1 May 2025.

It will run every two years from there on.

And there is already an appetite for exhibitors booking their stand space so they can thrill their installer and fabricator customers with new products.

The audience this year (23-25 May) kept the three halls allocated to the show busy for two days, with the last day a little more subdued.

FIT Show event director, Nickie West says: "We are extremely encouraged by the preliminary figures on attendance across the three days of FIT Show 2023, We were blown away by the support from the industry who pulled out all of the stops to mark our ten-year anniversary event and made it a celebration to remember."

The Installer blasts

The Installer.pro & The Installer Magazine and TheFabricator.pro and The Fabricator Magazine

were in attendance with their stand donated as a seating area for the weary to rest their legs. The publications distributed their legendary Newsletters on Monday, Tuesday and Wednesday and were largely responsible for encouraging those who had not previously registered to do so and get on the road to the NEC.

Nickie West adds: "Once again, the day before the show saw our single largest day for registrations, which surpassed even the record total in 2022."

In terms of the pattern of visitors, it was interesting to see and hear on the floor that the opening day drew a crowd predominantly made up of C-suite, owners.

The Wednesday of the show was very much made up of installers and fitters, as they attended in their droves right through to the late night.

The last day of FIT Show was steadier in pace but the organisers were happy with the numbers that walked through the door and their dwell time.

Nickie West concludes: "Early

analysis has shown a slight uplift in visitors across the three days in comparison to 2022 (the show having been Covid-delayed from 2021). We are massively encouraged and excited by a number of big brands already indicating their intention to join us in 2025."



What we saw at the FIT Show

Gary Walker and Tom Pitts, joint managing directors of fabricator, Bedfordshire Windows (pictured), visited FIT Show on Wednesday 24 May to see the new products and catch up with the latest innovations and industry information.



What we saw at the FIT Show

"The first stand we visited was Cortizo to see their newest addition, the bi-fold door," says Walker. "It has slim sightlines and U-values as low as 1.2 W/m²K with double glazing and 0.8 W/m²K with triple glazing, which is what we need with the new regulations.

"It was great to see on display the COR Vision patio sliding door with the incredibly slim interlocking sightlines of just 20mm. This is a product we currently supply to our trade customers and it's not often I get to see such a large door installed.

"Nearby we caught up with Sheerline Aluminium. They are introducing loads of exciting new products, which we're looking at manufacturing in the future. We can't wait to start producing the latest version of the S1 roof lantern with a new opening vent.

"We also fabricate Liniar PVC-U products and find them, along with Cortizo and Sheerline, a real pleasure to work with. We spent the rest of the day catching up with people we know in the industry and then we visited the PiGS Pavilion where Tom and I picked up the Best Goody Bag in the world and caught up with Sarah Ball and the team at Balls2 Marketing for a pint. "It was interesting to see products at FIT Show and we're looking forward to bringing in these new products to Bedfordshire in the next few months."

The Residence Door Collection by Apeer

FIT saw the launch of a partnership between two of the industry's leading brands. It has resulted in a range of 20 residential door designs. Tests have shown them to provide U-values of 0.51 W/m²K for the solid designs in the range. This is claimed to be the lowest of any standard door currently



available in the UK and Irish home improvement sectors.

All glazed doors within the range also have U values well below the 0.89 W/m²K, required by the Passive House Institute for residential entrance doors.

Gerda Doors

Amidst all the GRP-skinned entrance doors at this year's show, Gerda Doors was alone in utilising steel and aluminium for the facings, mounted on engineered, aluminium frames.

Whilst this makes the security performance of Gerda doors impressive, the contemporary designs and look of the Hawkstone door, belie its robust construction.

Cross-range specification includes multi-point locks, three bolt main locks, anti-burglary vertical bolts, anti-theft pins and optional auxiliary locks for added security. Thermal performance is as low as 0.8 W/m²K for solid doors.



Victorian Sliders

Victorian Sliders were on a mission to change perceptions of vertical sliders group managing director Steve Winslet told The Installer.



He said: "In the last year, we've put in huge investment. Visitors found windows in a wide range of popular colours and configurations including products with run-through sash horns, astragal bars, Georgian bars and traditional-style operating hardware.

"They could also view the product's 2022 redesign, which saw it adapted to meet the building regulations. The upgraded product boasts U-values of 1.4 and a BFRC Rating of A+. And importantly, our ECOSlide has a hidden trickle vent."

ODL Europ



Suzanne Nicholl, ODL Europe's head of sales told The Installer: "Our door slab range and door prep service received a lot of attention throughout the show, with visitors easily able to see the value they offer. We have a large bank of high-quality leads to follow up." 

20

Years Anniversary



15

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Shadow Lands

'Shadow Gap' has landed in Freefoam's Fortex cladding range. The new product features a subtle embossed finish like painted pine, with a deep groove between boards and is available in seven shades.

"Anthracite grey is an incredibly popular choice for fascias,

soffits and gutters," says Colin St John, the commercial director at Freefoam. "Adding this new shade means homeowners can now match their cladding to their roofline, windows and doors for a full suite, which means installers can upsell additional products."

A long-term exterior cladding

solution, Fortex has been designed to withstand many different weather conditions.

The new product is eligible for a 10-year guarantee. Fortex cladding is also manufactured to make storing, handling and fitting as quick and easy as possible for stockists and installers.

"Low maintenance, easy to fit, and available in a wide range of design options and colours, our Fortex cladding range is an ideal alternative to timber and render options," adds St John. "Installers use it for a wide range of projects from side façades, gable ends, bay windows, dormer elevations and garden rooms for a quick and easy way to add colour and kerb appeal while improving insulation." [i](#)

www.freefoam.com

When The Sun Goes Down

Long summer nights are coming and for one homeowner in Coleraine, Northern Ireland, this posed the question: how best to enjoy the garden as the sun goes down?

The Orangery and conservatory specialist Hampton Conservatories had the answer and called glass specialists TuffX.

An eight-pane timber glazed conservatory with bi-fold doors and roof lantern provided the customer with the perfect space to entertain and enjoy the weather the country's north coast might bring. Finished in brilliant white, the new room has made a perfect addition to the house, matching the sense of grandeur that the large, detached property and gardens enjoy.

Hampton Conservatories have been a TuffX customer for two years, after initially being impressed by TuffX's lead times.



Twenty-six Ambience glass units were ordered to complete the roof lantern. These units used a combination of 4mm clear, low E toughened glass panes and 4mm self-cleaning clear toughened glass.

Hampton Conservatories' MD, Mervyn Montgomery says: "The customer was after an indoor-out-

door feel with lots of light, extending the property out into the generous garden to enjoy summer evenings. A roof lantern gives the room additional height and light and TuffX's roof glass guarantees temperature, maintenance and aesthetics." [i](#)

www.tuffxglass.co.uk

Better CRM to Stay Ahead

DW Windows was growing but realised that to continue to deliver excellent customer service, the business needed to embrace change - and introduced the AdminBase installer management.

The 17-year-old family run installation business wanted the system to streamline the business and improve the customer journey. "We had a very rudimentary CRM system in place prior to switching to AdminBase," says Claire Walters (pictured with husband, Dave) of DW Windows. "It wasn't helping us to meet any of our business objectives. When the organisation was smaller, we could just about manage with our existing systems and

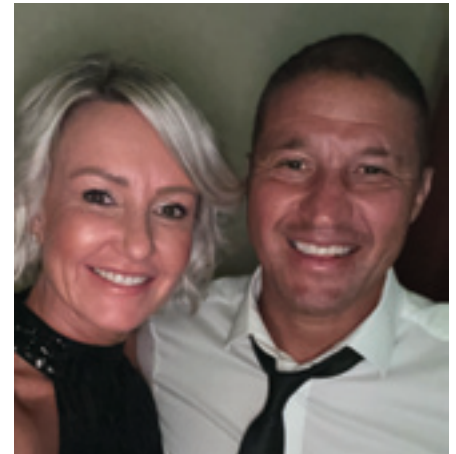
processes, yet as we grew, we could see we needed a more integrated solution to eliminate duplication of work and improve efficiencies across the business.

"As soon as we identified we had an issue, we started researching options and AdminBase seemed to tick every box. We especially liked the fact it had been designed with our industry in mind. All our pains and struggles seemed to be covered within the one system.

"Having used it for 12 months now, we can confidently say we made the right decision." Walters continues: "In the last year we have benefited from streamlined diaries, automated customer communication along with lead and marketing reports,

a fully integrated system of customer contract information, organised deliveries, accessible financial information, managed service calls and improved customer service." [i](#)

www.abinitiosoftware.co.uk



ATT Helps THF To New Build Success

County Durham based ATT Fabrications has worked with THF Homes to enhance an architecturally led new build design using Sheerline's range of thermally efficient aluminium windows and doors.

This project features three sets of Prestige bi-fold doors, two

Prestige composite door frames and 15 Classic beadless windows - which were specified in a flush frame with stepped sashes. These products were selected because they fit the client's brief of being attractive, energy efficient and featured the super slim sightlines Sheerline is known for.

Another feature that helped Sheerline's Classic beadless window stand out from the competition is the patented jointing method. This method of construction simplifies the fabrication process, eliminating the need for crimping and specialist machinery. As well as helping the client achieve a sleek, modern, airy aesthetic, this combination of products was selected to ensure there was a consistent look.

Sheerline offers a matched, in colour and in styling, (with custom and dual options available) range of aluminium windows, doors, bi-folds and roof lanterns. The products also benefit from high performance U-values and security and guarantees.

All products on this project were chosen with Cream exteriors and Hipca Gloss White interiors. [i](#)

www.sheerline.com



Residence Doors Beat Passive House

U-values for the new Residence Door Collection by Apeer have been confirmed.

They show that solid doors in the twenty-model range perform considerably better than the much-lauded Passive House Institute standard,

Testing also confirms that doors in the Collection with glass cassettes, will also comfortably outperform the anticipated, Future Homes Standard for new build homes.

This all puts the Residence Door Collection by Apeer in the highest tier of thermal performing residential doors currently available for the UK home improvement sector.

To complement Residence Collection windows, each door will be presented in a 120mm front-to-back format. Traditional, contemporary and stable door designs are included in the range, with 78mm quadruple sealed glass units as standard where relevant.

Construction utilises GPR skins around a high-density PU core, reinforced with aluminium anti-cut through security mesh embedded within the core of each door.

Performance is enhanced by weather deflectors and Stormguard or full frame thresholds.

Every door, including skins and glass units, will be manufactured by Apeer at its 120,000sq.ft Ballymena factory. [f](#)



A Cracking Cranbrook Conservatory

A 300-year-old oak framed house in Cranbrook, Kent still had a 13-year-old orangery that was looking old and tired. A cracking job has renovated it.

Conservatory refurbishment specialist Apple & Oak was tasked with replacing it with something in keeping with heritage requirements but with the modern benefits of comfort and performance.

TuffX supplied 6mm bronze toughened glass with polished edges. During installation, working with the original rafters proved difficult as they were twisted and bowed from drying out over time, which meant the glass had to be tightened to the rafters carefully and with equal pressure.

The hard work paid off with a stunning orangery that is now fit



for the future. "This project really shows what we can do and cements our reputation for conservatory restoration," says Apple & Oak's managing director Adam Brown.

Apple & Oak has been a TuffX customer for three years. "We chose TuffX as our supplier because they have a wide range of products for homeowners looking to upgrade the thermal

performance and usability of their conservatory.

"There is a good amount of choice but not so much it confuses customers.

"TuffX also provides a great sample pack so the customer can see the difference in appearance between the alternative types of glass as well as comparing thermal and UV performance." [f](#)

New greenteQ Hardware Catalogue

Hardware manufacturer and supplier, VBH, has published the latest edition of its popular greenteQ hardware catalogue.

The catalogue features items from the company's own greenteQ hardware brand, which has expanded rapidly since its launch in 2009.

At over 100 pages, Issue 6 is the largest edition yet. It covers hardware and ancillaries for PVC-U, composite, aluminium and timber residential doors and patio doors and windows.

Ben Shephard, a marketing assistant at VBH says: "It's been

a while since we published a greenteQ catalogue and we are very glad to get Issue 6 out there, as the greenteQ brand is now so popular across all sectors.

"There are many changes from Issue 5 so I would urge everyone involved in buying hardware to

take a look, as there will be something in there for you. For example, many people are unaware that we offer a selection of adhesives, cleaners and lubricants from stock, so customers can buy their construction chemicals with their hardware." [f](#)



Showing Some Finesse At Finesse

Finesse Windows required a no compromise software solution that would improve efficiencies and reporting procedures. The firm chose the AdminBase CRM system.

Russell Bridge (pictured alongside Ellie Franklin), MD of Finesse Windows, says: "Over the years we have used a few bespoke CRM or process management tools. All have been

great initially but the investment to keep on reinventing them or developing them so that they remained useful as our business changed, became too prohibitive for us as a small company.

"We anticipate that AdminBase, as an industry focused software solution, will be continually developed by others instead of the burden falling upon us.

"We have been working with AdminBase for six months so far and the more familiar we become with the software, the more we are realising its value. It is helping us to keep track of core information on orders and outstanding balances far better than we have been able to before. These functionalities are critical for our business so to be able to track them quickly and easily makes a big difference to our operation." [f](#)

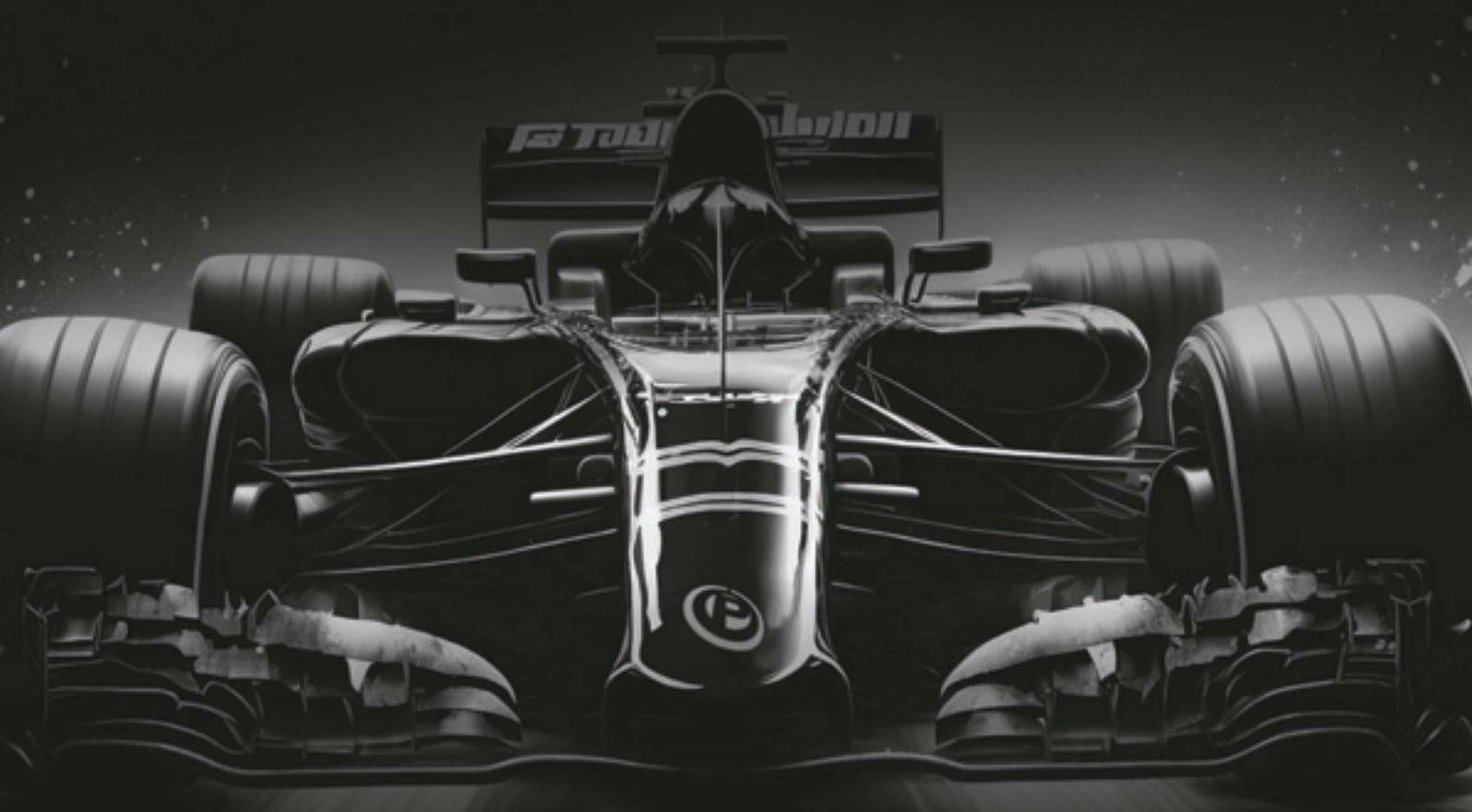


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Let Insight Do The Selling For You

Insight Data's general manager Kirsty Winter explores how instrumental proactive marketing can be whilst trying to obtain new customers in the glazing industry.

As someone who has spent many years in the glazing industry, I've come to the realisation that we are currently at a crossroads, writes Insight's Kirsty Winter.

With product prices higher than ever before and supply chain issues gripping many sectors, the industry looks to be struggling on the face of things.

However, it's not all doom and gloom. In fact, the demand for certain products such as aluminium has increased and industrial output is now well above pre-covid levels. In fact, over the past 12 months, we have seen the highest levels since 2010 which shows how resilient and strong our industry is.

The right exposure

Nevertheless, this perseverance also requires the industry to adapt and evolve. This is especially true for marketing as businesses need to re-evaluate their strategies and find ways to expose their brands to the largest and most relevant audience possible.

While many businesses may be scaling back to save money, cutting marketing budgets could have devastating consequences. Instead, now is the time to take advantage of proactive marketing methods to raise brand awareness and gain new clients.

Waiting for prospects to approach you will not lead to new enquiries. Instead, proactive marketing interrupts the thought process of prospects and leaves

your brand on the front foot. It puts your products or services in their face so they can't be ignored.

We sell for you

At Insight Data, we specialise in highly successful proactive marketing methods that have produced amazing results for our clients.

Email marketing and telesales are two of the most effective forms of marketing that we offer, which can turn the tide on passive methods.

Insight is geared up to provide comprehensive email campaigns, from design to delivery and we also organise telesales follow-ups, turning warm leads into hot, qualified leads ready to convert.

We do the graft and the graphics

Our in-house team of developers, copywriters and designers understands how recipients respond to email. From subject line and sender alias to graphic design and call-to-actions, our email marketing experts plan and analyse every element of a client's campaign's look, feel and content to produce results.

Our team recognises the importance of effective communication and is dedicated to helping clients reach their target audience using our extensive live database. This targets a wide range of prospects, including



fabricators, installers, builders, construction firms, architects, and builders' merchants.

For optimal results, we recommend an email campaign backed by a telesales follow-up. This approach enormously enhances the success of your marketing. An email campaign can help you reach many potential customers quickly and efficiently, while a telesales follow-up can provide a personal touch that can help to generate leads and convert prospects into paying customers. By combining these two methods, you can create a comprehensive marketing strategy that can drive growth and success for your business.

These methods are driven by our real-time data, which ensures that the content is being delivered to the most influential people at the optimum time. [i](#)

www.insightdata.co.uk

Comment

Transparent And Green For Mental Health Awareness

Transparent hard hats were distributed during Mental Health Awareness Week in mid-May by Esh Construction. Wording on the hats said 'it's what's inside the hard hat that matters'.

It is very true – keeping people's psyche intact is as important as preventing a bang to the old noggin.

This industry does a fabulous job to be at the forefront of mental health awareness – it is full of such kind and generous people, as we saw at the FIT Show, who genuinely care about their employees and their customers.

But we must remember to be a beacon (a bit like the Lighthouse Charity that provides the contact numbers and personnel to support initiatives such as the transparent hard hats – each hat has those contacts on them and more hats are on their way) and remember not to drop our game. One missed opportunity to ask someone genuinely how they are doing is a missed opportunity to help dig someone out of the mire. We all go through lows – some more than others...it is the ones going through it more that need the help of those who have been there themselves.

Installation Of The Month – Latest Results

Composite door supplier, Hurst Doors, has been highlighting the great work of its network of installers with its Installation of the Month competition.

And what a great bunch of entries since last autumn with another six months at least to go. The competition is only open to Hurst installers sadly – perhaps other door suppliers could follow Hurst's lead...and then we could have an end of season vote – door installation of the year! If anyone is up for it, email me on the details below.

Pay Monthly for RAC Breakdown Cover

The RAC has become the first national breakdown provider to provide breakdown policies via monthly rolling contracts paid for on direct debit.

I pay for mine on DD but I am aware of companies paying in yearly lump sums. I have to be honest, I thought they just wanted to get the bills out of the way. Now I realise they would be happier spreading the cost – makes sense really.

Read All About It

The three stories above are elaborated on in our News Section on Pages 4-5. We also have our GGF Column focusing on industry training; our Technical Article about installing cills correctly; our Wellbeing Column discussing...well having proper discussions inside and outside of your company; while our Marketing Corner reveals a marketing service that is backed by a telesales service too. All this PLUS our Heritage and IT & Marketing Features and a FIT Show Review all in YOUR monthly magazine – and don't forget TheInstaller.pro to keep up with the news every week too.

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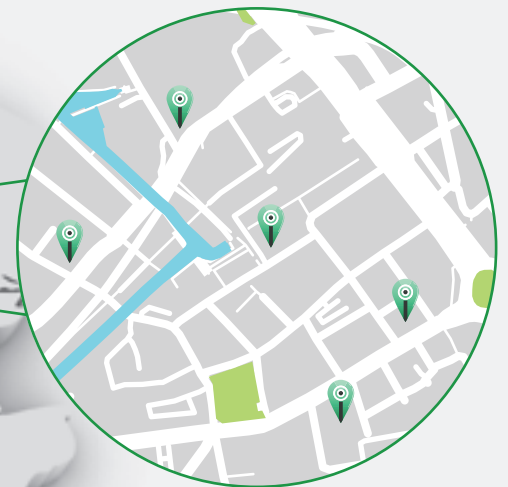
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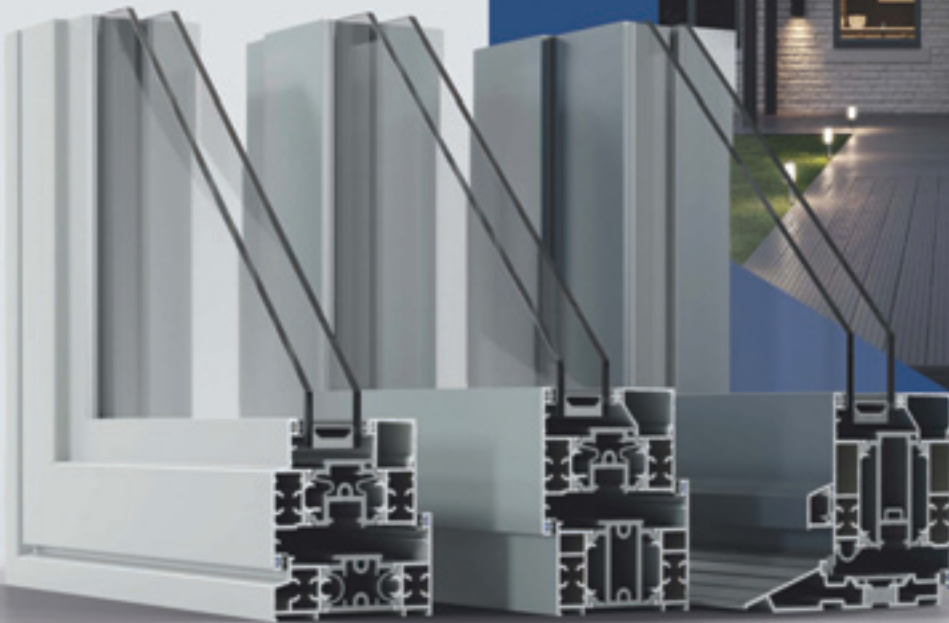


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