

Talking money

With installers and stockists at the sharp end of the market facing squeezed margins and persistently sluggish retail demand, it's no surprise that most conversations between fabricators and trade customers at the moment still start with price writes Martin Nettleton, managing director at Euroglaze

I've been in trade fabrication for enough years to know that price will always matter. In fact, I've spent 20+ years building Euroglaze into one of the most efficient, lean manufacturing environments in the industry so that we can always be amongst the most competitive on price as well as on lead times. But I still don't believe that the price you pay for a window or door dictates the profit you make on a job. It's the total amount of time you spend on that job that is by far the biggest factor.

Installers don't lose profit on a job because their window is a few pounds more expensive per frame; they lose profit if a unit is manufactured to the wrong size, it arrives scratched or damaged, a delivery is incomplete, or they have to spend 40 minutes on the phone to their supplier trying to resolve a problem.

Wasting time

All these kinds of errors waste time that could be spent on site and often even trigger a return visit. And calculating how much that time and revisit is actually worth to an installation business is key to understanding just how much profit is being lost.

Wasting days

If you take a two man fitting team on £250 each per day for example, every half day wasted costs the business a minimum of £250 between them. Just a couple of wasted half days per month adds up to at least £6,000 a year. And the cost isn't just the labour – it is the extra admin time, additional fuel and travel time and disruption to the rest of the week's schedule, not to mention the knock-on effects of rebooked customers, postponements for other trades and reputational damage.

Wasted hours

Those wasted hours aren't just an inconvenience, they represent real margin erosion.

As I see it, fabricators who aren't focused on zero manufacturing errors, zero quality rejections and zero incomplete deliveries can effectively be costing their customers money.

At Euroglaze, our commitment to lean manufacturing and a 'quality circles' philosophy embedded right across the business ensures that lead times are as short as three days on some products and there are close to zero QC rejections in our




Martin Nettleton

factory.

As a long-established trade fabricator of Rehau and Linar frames with capacity for 800 frames per week at our factory in Barnsley, our competitive advantage comes from the fact that we offer our customers what is probably the ultimate in predictability. Our stockists and installers know that orders from Euroglaze will arrive in full and on time (our 2026 OTIF for white PVC-U frames is 100% on a 3-day lead time), they won't have to worry about errors, and our customer service team will respond quickly via a phone call, WhatsApp, email or even video to resolve any issues.

On time, in full

When new customers come on board with us, we get lots of feedback on how quick and easy we are to deal with.

When they buy from us they are buying confidence that we will deliver what we promise and, crucially, won't waste any of their valuable time. 

www.euroglaze.co.uk

Hands-on business



(Left to right): Andrew Scott, MD of Purplex and Ducan Wright, MD of Lindenwood Home (UK)

A recent webinar hosted by Andrew Scott has prompted a whole new business journey for one of the event's attendees

Duncan Wright, managing director of London-based Lindenwood Home (UK) and Timber Windows, got more than he bargained for after listening to Andrew Scott, CEO of Purplex Marketing. Wright says: "I joined January's webinar, looking forward to the advice and strategies Andrew would share with the industry. He didn't disappoint – Andrew knows his stuff and not only gave us all some fantastic ideas and strategies, but it also really inspired me. To be honest, any time with Andrew is incredibly inspiring, whether he's delivering a session to a group or speaking to you on a one-to-one basis."

Free session


Wright took advantage of the two-hour strategy session that Scott had offered to five business leaders that attended the webinar.

"When Andrew offered this session at the end of the webinar I jumped at it – who wouldn't?" Wright says. "And true to his word, we met for more than two hours and went through my business top to bottom – sales, marketing, business operations and finance. We even discussed business fundamentals and the

importance of getting those right.

"One thing that really stood out to me, from our conversation, was Andrew's experience in acquisitions. This is part of my own mindset but talking to someone, like Andrew, who's been there and done it many times was incredibly valuable and I really appreciated his thoughts and guidance on the acquisition process."

Scott says: "The glass and glazing industry has faced some challenging times but there is still plenty of opportunities for growth, regardless of economic uncertainty or market conditions, and I've spent the last 20 years helping businesses capitalise on those opportunities."

Following the success of the January webinar, Scott held a second session on in February. In this session he gave an overview of the industry, highlighted where the opportunities are and provided the key strategies every business needs to adopt to create sustainable growth. 

www.purplexmarketing.com