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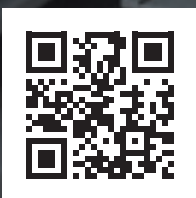
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Joining Forterro

Forterro has announced its intention to acquire Klaes, a globally recognised software specialist for windows, doors, façades, and conservatories

Following last year's acquisitions of Orgadata and BM Group, the addition of Klaes represents another significant milestone in the expansion of Forterro's windows and doors business.

Klaes began as a one-man operation and has grown into a family-owned company providing software solutions for windows, doors, façades and conservatories. It is active in more than 50 countries worldwide.

The move under the Forterro umbrella is seen by Miriam Berzen, one of the Managing Directors of the company, as the beginning of a new phase of growth: "Joining Forterro marks an exciting new chapter for Klaes.



L-R: Bernd Hillbrands (MD Windows and Doors Line of Business, Forterro), Miriam Berzen and Lars Klaes (MDs of Klaes) Marcus Pannier (president, Forterro)

For more than four decades, our mission has been to develop innovative and reliable solutions that help manufacturers in the window and door industry stay competitive. We gain the strength and resources of a European market leader while retaining the passion and customer proximity that have defined us since our founding in 1983." [i](#)



Amy Hopton-Smith

GGF promotes Hopton-Smith

The Glass and Glazing Federation (GGF) has appointed Amy Hopton-Smith head of commercial and operations

As head of membership Hopton-Smith played a pivotal role within the federation, particularly across membership engagement and development.

In her new role, Hopton-Smith will be responsible for driving commercial performance and operational delivery across the federation. This includes supporting business growth, enhancing member retention, and

identifying new opportunities to develop the GGF's membership offering.

"Amy's appointment as head of commercial and operations is a very positive step forward for the Federation," says Lauren Mawford, director at the GGF. "Our focus on developing internal talent and promoting high-performing employees to encourage long-term retention." [i](#)

Keystone Glazpartner

Keystone Market Research has joined the Glazpartners initiative. With almost two decades in the fenestration industry, Charlotte Hawkes formed Keystone Market Research in 2023

Keystone offers bespoke research support for companies in the



Charlotte Hawkes

fenestration industry and produces a series of off-the-shelf studies, including an annual Fenestration Market Statistics and Forecast Report which includes market analysis and insights, including the overall size of the UK market, how it has changed in recent years and how this breaks down into different materials and product types.

The company also publishes a quarterly series of *Consumer Fenestration Trends* reports which looks at consumer preferences for window, door and extension roof styles and indicated spend over short to long time periods as well as regular special features including smart home technology, marketing tools and hardware, with the next issue focusing on aluminium. [i](#)

Through the roof

The organiser of FIT Show reports strong sales momentum and growing international interest for the 2027 event at the NEC, May 18 - 20.

Event director Nickie West says the FIT Show is continuing to build strong momentum ahead of the next edition, with sales progressing well and growing interest from both UK and overseas. She says: "The response so far has been extremely encouraging, with a healthy mix of returning exhibitors and new brands already committing to the show, alongside continued conversations with a number of international businesses looking to make their first appearance in the UK."

To develop the international aspect of the event the organiser has appointed Balland Messe-Vertrieb GmbH, as its new German sales representative.

"Having someone on the ground in Germany is a real asset for us,"



Hendrik Taise and Nickie West

says West. "It gives us even greater reach into the market and helps us stay connected with businesses that are considering FIT Show as their route into the UK."

Hendrik Taise, senior project manager with Balland says: "We

are delighted to be working with FIT Show and to help introduce more European brands to the opportunities the UK market offers. FIT Show has a fantastic reputation, and we are excited to support its continued growth internationally." [i](#)

Now low in carbs

Schüco UK is introducing Schüco low carbon aluminium as the standard material for all aluminium profiles supplied in the UK and Ireland.

This change, effective from 1st April 2026, represents a significant step towards greener, more responsible manufacturing.

According to a Schüco spokesman the move dramatically cuts the environmental footprint of Schüco aluminium systems.

Schüco Low Carbon Aluminium profiles have a GWP value of 3.84 kg CO₂e/kg. This is achieved through the use of materials with recycled content or green energy during production.



Herweg Benedikt

Compared to standard Schüco aluminium profiles, profiles made from Schüco Low Carbon Aluminium save around 3.27 tonnes of CO₂ per tonne of aluminium profile – that's around 46% of CO₂ saved. "We aim to continuously improve our supply chain to lower these values even more in the future."

Managing director of Schüco UK, Benedikt Herweg says: "This is an important milestone in our journey towards a more sustainable built environment. By making Schüco low carbon aluminium our standard material, we are giving our partners the confidence that they can reduce embodied carbon without compromising on quality.

"With this change, Schüco UK continues to strengthen its long-term sustainability strategy and leadership in façade solutions." [i](#)

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Stuck in the gulf

UK construction firms are bracing for another hit as failed US-Iran talks send fresh shockwaves through global energy markets, threatening to drive up costs yet again at a time when more than half of UK firms are already being forced to raise prices due to soaring utility bills. SaveMoneyCutCarbon, the UK's leading decarbonisation platform, warns that what was once a manageable cost line has now become a full-blown threat to project planning and growth, with geopolitical instability increasingly dictating whether construction firms can hire, invest or even stay competitive, CEO Mark Sait writes

With the built environment accounting for roughly 40% of the UK's total energy use, the sector is particularly exposed to price swings that feed directly into materials, site operations and project viability.

The collapse of US-Iran peace talks marks a sharp escalation in global energy risk, turning what had already been a volatile backdrop into a more immediate and unpredictable threat for UK businesses. Rather than a gradual easing of pressures, the UK's construction sector is now facing the prospect of renewed price shocks feeding quickly through fuel, transport and supply chains, with little warning and even less time to react.



Mark Sait

Geopolitical

This kind of sudden geopolitical breakdown is exactly what is reshaping how businesses think about energy. What was previously a longer-term transition discussion is now being accelerated by real-world disruption, as firms look for practical ways to insulate themselves from external shocks, from on-site generation to reducing overall energy demand.

At the same time, the pressure is becoming more acute for smaller firms, who are not only

absorbing rising costs but also navigating growing expectations from customers and supply chains to demonstrate sustainability progress. For many, the challenge is no longer about whether to act, but how to do so quickly and affordably in a market that remains complex and fragmented.

In that context, the failure of diplomatic talks is not just another international flashpoint. It is a clear signal that volatility is likely to persist, reinforcing the need for businesses to build resilience into their operations as global instability continues to translate into immediate commercial risk.

Sustainability: vital

The big issue really is about security and the ability to plan. Where once upon a time energy was very stable, you multiplied it by 12 months, put it in your budget, and it never moved. I don't have time for saving the planet, I'm trying to save my business this quarter. Sustainability has moved from a nice to have to a commercial imperative. [i](#)

Sustainability has moved from a 'nice to have' to a commercial imperative

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Goal for mental health

Nearly seven in ten (69%) tradespeople say they experience mental health issues. Trade Direct Insurance is launching a new mental health and wellbeing support service, accessible to policy holders. The firm recently partnered with Tradie Events to sponsor a charity football match in Port Talbot, Wales in March.

The new mental health and wellbeing service aiming to tackle the mental health crisis affecting tradespeople comes amid an ongoing mental health epidemic amongst tradespeople, with new research from Trade Direct revealing that nearly seven in ten (69%) of tradies are experiencing mental health problems related to their work and personal life. Over a third (34%) of those affected stated that their mental health problems were at least partially caused by their work.

To help tradies take positive steps to address their mental health, new and existing policy holders of a Zurich Tradesman Policy with Trade Direct Insurance, will now be able to access Zurich Support Services for no additional cost. The service offers benefits, including mental health support, professional counselling services, legal and financial guidance. It also offers work-life balance support, such as support with childcare, elder care and daily living help.

One of the leading benefits is the mental health counselling, which includes five confidential sessions with a qualified counsellor per year, as well as assistance with referral for further support. 24/7 emotional support is also available, for issues related to stress, anxiety, depression, bereavement as well as other conditions.

As part of their wider efforts to boost awareness of the mental health crisis, Trade Direct Insurance is supporting Tradie Events, a South Wales-based charity, which runs a series of charity football matches for tradespeople.

The event in Port Talbot in March, was attended by former professional footballer, Lee Trundle, as well as trade influencers including The Welsh Erection Boys, Benchin Brickie and Ry O'Sullivan.

Patricia Gardiner, sales and marketing director at Trade Direct Insurance, says: "Tradespeople often carry enormous responsibility managing customers, materials, cash flow and tight deadlines whilst also dealing with the physical demands of the work. When you layer financial uncertainty and tool theft risks on top, the pressure can become too much to bear. That's why it is vital that tradespeople



Patricia Gardiner



Clair Evans

receive as much support as possible.

"What's particularly concerning is how normalised this pressure has become. Many tradies simply push through stress because they feel they have to, but sustained pressure without support can have long-term consequences. We are proud to offer tradespeople access to the one of the most comprehensive support services available, helping them to manage all of life's challenges, whether related to their work, personal life, or any other challenges that life may throw at them."

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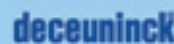
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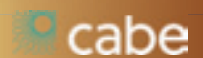
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Talking money

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. 

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ONE Partnership

Listers is a name synonymous with development and growth. Renowned as a longstanding and well-respected window fabricator in the UK, Listers also offers an extensive range of composite door options. Ed Humpreys reports

Having partnered with DoorCo to offer its ORiGINAL range back in 2018 and more recently adding BRiTDOR to its product portfolio, the partnership has gone from strength to strength. Over the last year, the company has continued to build on this momentum, supported by ongoing investment in its people, systems and manufacturing capabilities. As demand for improved service has increased, the team has expanded to ensure customers will receive high level of service and support. By implementing more modern, efficient and innovative systems across the factory, Listers is strengthening its operational foundations and positioning itself for continued, sustainable growth.

As Bradley Foster, group head of business improvements at Lister Windows, says: "We've partnered with DoorCo as our lead supplier of fully prepped and painted composite door slabs for almost ten years and over that time, with their help and support, we have been able to steadily grow our offering. We currently offer ORiGINAL and BRiTDOR and are looking towards also offering GRiPCORE in the future to satisfy the new U-value requirements. We are also working on a solution to add double and stable doors to our portfolio.

"We've built a strong relationship with the team they have there. They understands our needs as a fabricator and are always flexible towards us. They regularly put new ideas in front of us – which has helped evolve our range over the years – and they work with us when we have special requests. They've proven time and again that we can rely on them, not only to supply quality products, but quality service too.

Adding processes

"More than just a supplier, DoorCo has worked with us to support the implementation of new processes on our shop floor too. We are currently working on a new barcoding system to help the workflow when slabs arrive, and we use their ONE Portal which reduces the need for extensive communication between our offices. They've helped us win contracts by supplying consistent high level OTIFs allowing us to grow further in this sector, and they've also helped us with the production of door brochures, providing thoughtful guidance whilst remaining attentive to our brief. At times we've leaned into their IT support for help with the portal set up as well as their technical team regarding U-values, performance data, and any hardware or routing issues, which are always addressed promptly. DoorCo has proven itself to be an excellent fit for us as a composite door partner over the years and we look forward to seeing the relationship develop as we continue to extend our range going forward."

Ben Aspinall, commercial director at DoorCo



Ben Aspinall



Bradley Foster

says: "We've enjoyed growing the partnership with Listers over many years and love to see what a success they have made of their composite door offering. We work hard to ensure our customers feel we're in partnership as opposed to a standard customer/supplier relationship, as working together to drive growth is important to us.

"We're delighted Listers enjoys the benefits of our ONE Service approach and in particular, our ONE Portal that's been developed to bring all order-related systems into one place where they can order, track, communicate and find out answers to questions faster. We're excited to see how things develop for them as they continue to extend their door offering into the future." 

www.trade.door-co.com/

To design a door

In an industry where precision and speed are the hallmarks of success, The Residence Collection has officially moved the needle by updating the Residence Door Designer, bridging the gap between high-end aesthetics and lead generation for installers

For years, The Residence Collection has been synonymous with luxury and timber-alternative looks. The company's Door Designer has been a hit with customers and, according to The Residence Collection, the upgraded version is also a hit offering even more options.

These include six new designs, options to choose flat panels or raised and fielded panels, a range of glass options and the ability to create and save designs to come back to later. Overall, the tool has over four million possible design combinations, meaning users can visualise the aesthetic they want in their homes.

A partnership built on innovation

The tool is the result of a collaboration between The Residence Collection and creative agency Harrison Carloss. The goal was simple: create a digital experience that mirrors the premium quality of the physical product.

The interface is intuitive, streamlining the traditional ordering process. By allowing customers to generate detailed enquiries that head straight to the installer, the back-and-forth of quoting is significantly reduced, leading to faster turnarounds.

- Key features at a glance

The upgraded Door Designer offers:

- Full access to 21 Residence Collection door styles, colours, and hardware options

- Over four million possible design combinations


- Direct-to-Installer – providing leads and ready made designs for installers

- Visualisation – shows customers a visual preview of their design

- Increased efficiency – one-stop shop for design, visualisation, and quoting.



Jo Trotman, sales and marketing manager at The Residence Collection, says: "The Residence Collection Door Designer proved so popular, we felt adding new designs and the glass options really gives the customer more choice and flexibility when picking their door design.

"Our aim is to make the whole process easier, quicker and more streamlined to increase efficiency for all parties involved, particularly the customer. We can't wait to see what users think of the new and improved tool, and we hope it inspires them to create designs that fit perfectly with the aesthetic of their homes." 

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Home safe?

We spend a lot of time in this industry talking about standards, ratings and test results. What we talk about less is how the people on the other side of the door actually feel about the products we fit, writes Brisant Secure marketing director Alex Dutton

Earlier this year, Ultion commissioned research into how women across the UK feel about safety. The findings were striking. Over two thirds of women say they feel less safe outside after dark during winter. More than a third have feared someone was watching them or following them to their door. And 40% say they would feel safer if they didn't have to search for their keys when approaching their home.

That last statistic is the one that should get the attention of everyone in our industry. Because the moment a person is stationary at their front door, fumbling for keys in the dark, is the moment they are more exposed. It is also the moment where the products we specify can make a real difference.

The research also revealed something that should give anyone who fits standard cylinders pause for thought. Only 21% of women say they feel very confident that their front door lock would actually protect them in the event of a break-in.

The uncomfortable truth is that a significant proportion of the locks being fitted across the UK right now offer very little real resistance to a determined intruder. A standard cylinder can be snapped in seconds using tools that are freely available and require no particular skill to use. Most homeowners have no idea this is possible. Most assume that a lock is a lock.

As the people who specify and install security products, we have both the knowledge and the responsibility to change that. When a customer asks for a new lock, they are trusting us to give them something that will actually protect their home and their family. That trust deserves better than a product that meets only the minimum standard.

Specifying a high security cylinder that is independently rated and tested to resist snapping, picking and drilling is not an upsell. It is the baseline.



The conversation with the customer should not be whether to fit a secure lock, but which one best suits their door and their circumstances.

The research also highlights an opportunity. Homeowners who are made aware of the risks are receptive to better solutions. They are not reluctant buyers. They are people who want to feel safe and simply do not know what to ask for. Our job is to ask it for them.

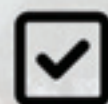
The front door is one of the most important security points in any home. The product fitted to it should reflect that. When we specify high security locks as standard, we are not just improving a statistic. We are changing how someone feels every time they come home. [i](#)

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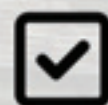
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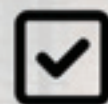
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Taking customers digital



Endurance Doors is enhancing its commitment to installer support with the introduction of a new initiative designed to help its installer partners strengthen their online presence and win more business

Recognising the importance of digital visibility and online lead generation, Endurance is connecting its installer network with ICAAL, its web development partner to offer a simple route to high performing website design at a competitive price.

Supporting customers

Russell Hensman, Endurance Group brand engagement manager, says: "Supporting our customers goes far beyond the products we supply. A strong digital presence is now essential for growth, but we know that many of our customers simply don't have the time or the expertise to commission and develop a website that delivers real results – they're experts in doors, not the digital world.

"This initiative is about making

class-leading web design and lead generation more accessible, while simplifying the process to save our customers' valuable time. It also represents excellent value for money, as we've already developed proven functionality with ICAAL for the Endurance Doors website. This can be adapted and utilised for our customers' own sites."

Team support

The service is designed as a guided introduction, with ICAAL's team supporting Endurance Doors customers at every stage of the process. Each website carries the full Endurance Doors product range and pre-developed features, alongside the installer's wider product offering. This includes a branded door designer, high resolution glazing videos, interactive 3D imagery of all hardware, along with a wide range of interactive features and design blocks to showcase the Endurance range.

The service is billed directly between the installer and ICAAL, giving businesses full transparency and control over their investment.

One Endurance Doors customer

already seeing the benefits of the service is Joe Wheatley of Wheatley Windows. Wheatley says: "We had been wanting to update our website but never seemed to have the time to properly commit to the project. So, when we heard about this service from Endurance Doors – where much of the groundwork had already been done – it was a no brainer. Working with ICAAL was straightforward and efficient. As industry specialists, they already understood our needs and had the content and functionality in place for the doors section of the site. The end result looks fantastic, and we're already seeing a strong flow of enquiries coming through."

The wider strategy

The initiative forms part of Endurance Doors' wider strategy to provide meaningful, practical support to its installer network – helping customers to not only sell more doors, but build stronger, more visible businesses. [i](#)

www.endurancedoors.co.uk

Quotes on the job



As geopolitical instability in the Middle East continues to drive cost volatility, Sternfenster is demonstrating how installers can protect and maximise their margins through the use of its Easy-Suite of systems. Nathan Court, chief sales officer at Sternfenster writes

Ongoing instabilities in the Middle East have sent shockwaves through energy markets and supply chains, pushing oil prices upwards and driving cost inflation across manufacturing, logistics and installation.

For installers already operating within tight margins, the result is an increasingly difficult trading environment where profitability is under sustained pressure.

At the same time, homeowners are becoming more cautious. While demand for energy-efficient home improvements remain, stretched household finances mean projects are scrutinised more closely, elongated or delayed altogether.

We are operating in a market where external pressures are largely out of the installer's control. What that does is put even more focus on the things they can control: efficiency, accuracy and how they manage

their time.

Sternfenster's Easy-Suite of products have been developed with exactly that objective in mind.

At its core is EasyAdmin+, which streamlines the quoting and order process, removing time-consuming manual tasks, and reducing the risk of errors.

Installers can generate accurate quotes quickly, with pricing automatically applied, and once secured, orders move seamlessly into production without duplication of input.

Quote faster

EasyAdmin+ is about giving installers the tools to do more with less. If you can quote faster, avoid mistakes, and reduce admin, you are immediately in a stronger position to protect your margin.

Time saved on administration allows businesses to focus on revenue-generating activity, while improved accuracy protects against costly mistakes.

The platform is cloud-based which enables installers to generate quotes whenever and wherever opportunity arises.

However, maximising margins is not only about reducing costs, it is also about winning more work and converting more opportunities.

This is where the broader EasyAdmin+ ecosystem, plays a

significant role. By ensuring consistent, professional communication with homeowners, installers can maintain momentum on quotes without adding to their workload. Structured follow-ups can increase conversion rates by up to 36%.

Designed to enhance customer engagement and streamline consultations, it allows installers to create accurate quotes in real time. Features such as a 3D digital showroom enable homeowners to visualise products in situ, while its proposal builder tool turns quotes into polished easy-to-understand documents, ready for sending to homeowners.

Easy quotes

EasySales takes the simplification of the sales process a step further. It gives installers the ability to engage the customer, demonstrate the product and produce a quote there and then. That immediacy is incredibly powerful in a competitive environment.

The challenges created by geopolitical instability are unlikely to ease in the short term. You can't control global events, but you can control how your business responds. For installers, standing still is not an option. [i](#)

www.sternfenster.com

QR code of conduct

Qualicoat UK and Ireland has added a QR code to its member certificates transforming a static certificate into a live verification tool. Scanning the code verifies a Qualicoat member's credentials.

This investment helps to prevent errors and misrepresentation, or non-compliant suppliers being specified, and enables specifiers to select suppliers with confidence.

This initiative forms part of a wider programme of continuous improvement, ensuring the Qualicoat quality label remains robust, relevant and trusted.

Chris Mansfield, chair of Qualicoat UK and Ireland says: "As a quality label organisation, we value trust and transparency. Possession of a printed or digital certificate alone does not necessarily mean that a company or system currently holds a valid Qualicoat licence so, we have taken positive action to address

this by adding a QR code to each Qualicoat certificate which links to the member's profile.

"This addition aligns our certification with modern demands. The construction industry is under pressure to demonstrate compliance and

competency, and decision makers need evidence not just claims. Our QR code provides practical support for those responsible for due diligence and compliance. Better still, verification can now be completed in seconds, saving time across specification, procurement and audit processes."

By scanning the QR code, users are redirected to the relevant



record in the Qualicoat QCT360 database, where the current validity status can be confirmed. If valid, the user can access key information, including licence number and type, certification year and expiry. This additional transparency also helps specifiers identify established and experienced supply chain partners. [i](https://www.qualicoatuki.org)

www.qualicoatuki.org

It's a breeze

ERA has launched a new flush fit trickle vent for bi-fold doors.

ERA says its streamlined design allows doors to open and close without obstruction.

Incorporating two internal canopies for simple control of each section independently, the dual-pivot hinge allows maximum canopy adjustment, enabling smooth and precise

airflow direction.

According to ERA the flush fit trickle vent eliminates the need to fit any additional header door sections or install obtrusive surface-mounted ventilation. The vent comes supplied with fixing clips to be pushed into place for quick and easy installation.

The new design has been



developed to meet the requirements of building regulations part F1:2010 and approved doc F, with routing requirements of 16 x 364mm to achieve 2700mm² EQA per installed vent. It also offers reduced external noise, even with the vents fully open.

The flush fit trickle vent is available in five colours: white, black, anthracite grey, black/white, and anthracite grey/white. On mixed vent colour options, the external vent is finished in black or anthracite grey to mirror the external profile colour, and white on the internal vent.

The new design is compatible with aluminium, PVC-U, and timber door and window systems. It carries a one year mechanical guarantee. [i](https://www.eraeverywhere.com)

www.eraeverywhere.com

Heritage winner wins

A heritage-sensitive installation showing expert craftsmanship has earned Bramley Window Systems FENSA's March Installation of the Month title. Bramley Window Systems has built, and continues to

As the 2025 FENSA Installation of the Year winner, the company continues to demonstrate the standards of workmanship that define leading installers across the sector.

FENSA's Installation of the Month initiative recognises projects that highlight the technical standards and professionalism delivered by its approved network of installers across the UK.

According to FENSA, this month's winning project stood out for its careful execution within a property with sections dating back as far as the 1700s.

Working within a heritage setting presents challenges, requiring products that are aesthetically sympathetic to the character of the building, while still maximising performance. Combined with a precise and considered installation

process, this ensures a successful and well-balanced outcome.

"This project is a great example of how experience and attention to detail are critical to more complex installations," said Sam Davies, technical manager at FENSA. "Working on older properties requires a considered approach from the outset, and



Sam Davies

Bramley Window Systems have clearly demonstrated that throughout this installation.

"Having previously been recognised as Installation of the Year winners in 2025, it's clear that Bramley continue to deliver consistent, high-quality results across a range of installation types." [i](#)



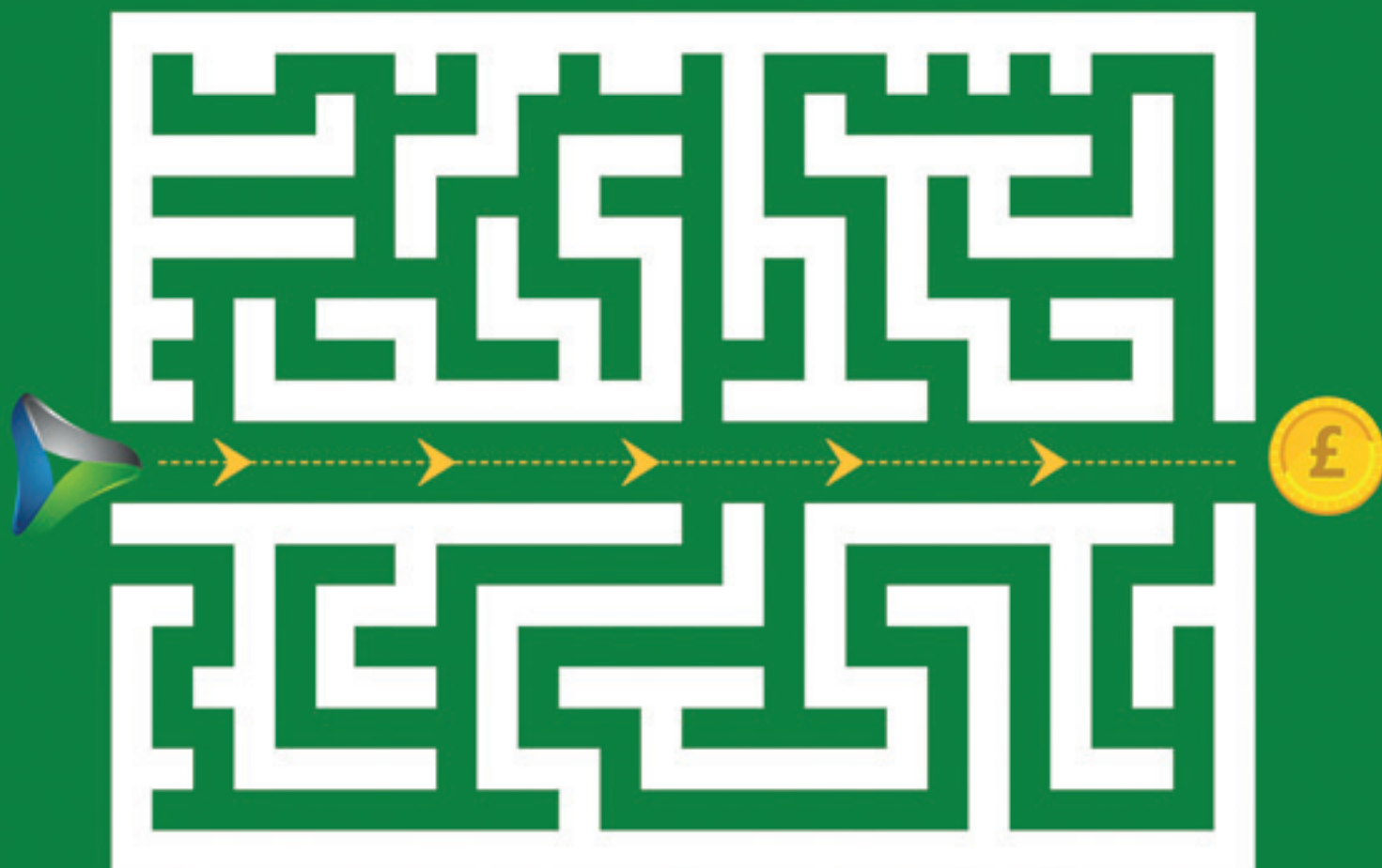
Pioneer Trading Company has premiered the launch of its Gerda steel and aluminium residential door TV commercial. The premier was announced to the trade, in readiness for nationwide broadcast this spring. This investment is designed to drive greater brand awareness for its customer network by making the Gerda name familiar to homeowners.

The decision to invest in a TV commercial comes after three years of building the Gerda brand since it was first launched at FIT Show 2023. Manufactured in Poland, the door has filled a vital niche in the market, with an engineered structure and high performance at a more affordable price. The commercial focuses on the emotional connection a family has to the front door, centering around the Gerda 'thunk' that has become synonymous with the brand.

Pioneer managing director Danny Williams says: "We launched the 'Love the Thunk' concept last year, and the strapline has become affiliated with the Gerda brand in search engines and Ai searches. We now want to capitalise on that progress." [i](#)

www.pioneertc.com/

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The personal touch

Over the years, it's become a truism in marketing that the noise never stops. Social media, PR, SEO, targeted adverts and automated emails all compete for attention and promise to generate leads. At Purplex Marketing, we spend every day navigating this highly digitised landscape, ensuring our campaigns hit their targets on time and on brief. Despite this, the foundation of our work has never changed

Human interaction remains at the heart of what we do because meeting people in person creates opportunities that screens alone cannot replicate. A conversation in real life flows differently. People are more open, more candid and far more willing to give their time.

Some may argue that face-to-face engagement can be expensive and time-consuming. It is true that it requires focus and investment, but when approached with clarity and purpose the rewards are considerable. A brief discussion over coffee can reveal what truly drives a business, uncover frustrations and highlight ambitions, insights that are rarely communicated through email or report. These moments offer a level of understanding that can't be captured in a digital dashboard.

Purplex has long championed the value of face-to-face interaction. We created and developed the Glazing Summit as an industry conference for senior leaders to debate the issues shaping the sector. Bringing competitors, suppliers and advisers together sparked conversations that simply would not have happened elsewhere. The format encouraged candid discussion and allowed participants to explore challenges and opportunities.

Gatherings such as this, alongside other events and roundtable discussions that we run, provide a forum for meaningful exchange and help forge connections that endure. For



Andrew Scott

example, we'll be at the Installer Show in Birmingham this June, following a successful appearance last year. And even smaller, informal get-togethers or charity events offer similar benefits, allowing people to build trust and confidence.

Being present in person also sharpens perspective. Speaking directly with installers, fabricators and system houses keeps our advice grounded in the reality of the industry. It provides immediate feedback on messaging, highlights gaps and opportunities and helps spot emerging trends. These insights help us tailor our work to the real needs of clients and maintain a perspective that purely digital engagement cannot offer.

The impact of face-to-face engagement is rarely instant. One short conversation may lead to an enquiry months later, a chance introduction could develop into a strategic partnership, and a meeting that begins with a simple exchange of ideas can evolve into long-term collaboration. In industries like glazing and construction, relationships drive decisions. Confidence in

suppliers, trust in leadership and personal rapport all influence the choices businesses make. Digital tools support this process but cannot replace the reassurance of meeting someone in person.

Face-to-face interaction demands effort, but the returns in understanding, trust and momentum are unmistakable. Whether it is a client meeting, a roundtable discussion, a seminar or an exhibition stand, there is no substitute for sitting down and talking directly. In a world dominated by screens, this human element remains a cornerstone of successful marketing. It also encourages us to listen more carefully, to respond with greater empathy and to approach challenges with insight rather than assumption.

Ultimately, what sets face-to-face engagement apart is its ability to build connection in a way that digital channels cannot. It allows businesses to understand one another on a personal level, to identify shared goals and to establish credibility. Whether we are discussing product innovations, exploring sector challenges or simply getting to know people, those conversations form the basis of trust and cooperation. They create momentum that endures beyond the initial meeting and often shape long-term success.

At Purplex Marketing, we continue to prioritise these interactions because they are integral to the work we do. Every meeting, every discussion and every event reinforces our belief that marketing is most effective when it starts with people. [i](#)

www.purplexmarketing.com

Comment

Right now the industry seems to be seriously 'up-the-gulf'. Several correspondents express concern about fuel and energy prices. On page eight, Mark Sait of SaveMoneyCutCarbon cautions that sustainability is now a critical part of the cost structure while Nathan Court of Sternfenster talks about protecting margins in the current geopolitical climate (Page 22).

There is no doubt everyone is feeling the pinch. Martin Nettleton, MD at Euroglaze, is adamant about the need to calculate cost correctly and to look at where possible losses can occur. Time is money and time spent on remedial work is money wasted. A mis-made frame can lay off a fitting team for half a day which seriously eats into your profit margin. And with home owners, also suffering higher prices delaying decisions' it has never been more important to get it right first time.

The war in the middle east is affecting everything we do. Not only are energy prices through the roof – and we are an energy intensive industry – fuel prices are affecting both ends of the equation. It is more costly to deliver raw materials to us and we are paying more to service our customers. On top of all of this our materials are increasing in price too.

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All of the pundits, both political and business, see no early improvement in the situation. Even if Trump declares peace tomorrow it will take months, many months, for the situation to correct itself. And probably years for things to return to something we think of as 'normal'. So is this is the new normal? Must we prepare to cope with a rebalancing of prices upwards and with that the inevitable inflation and interest rate rises that would follow?

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The Installer

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