

## Together, We Grow

**Endurance Doors is promoting the strength of its offering to door installers through a new marketing campaign – ‘Together, We Grow’.**

The campaign highlights the many different ways in which the manufacturer of solid, secure and stylish composite doors can make a difference to the success and growth of its customers.

“Endurance Doors has always had a focus on developing mutually profitable relationships with its installer partners” explains Scott Foster, the sales and marketing director at the business. “This stems from the fact that we fully recognise our continued success and expansion is intertwined with that of the businesses that buy and

install our products. That’s why we remain focussed on offering our installers more than high quality doors. We also provide them with a comprehensive package of value adding support that delivers commercial advantages.”

The Together, We Grow campaign is employing a variety of marketing mediums and techniques to showcase this support. This includes how Endurance Doors assists its installer partners with lead generation. The company provides customers with templates for social media posts



and local press advertising but it also passes on leads generated through its own website to installers who are local to the source of the enquiry.

“From lead generation and conversion to product training and aftersales support, there are numerous ways in which Endurance Doors can help our installer partners to develop their business and their bottom line,” adds Foster. [i](#)

## Making First A Bow At Bau

**AluK International will make its inaugural participation at Bau, the world’s leading trade fair for architecture, materials and systems.**

This event will be held from 13-17 January 2025, in Munich.

With over 75 years of experience, AluK has established a strong presence across multiple countries, with products reaching

over 80 countries and territories globally.

At Bau 2025, AluK will showcase a diverse array of from an extensive portfolio. Visitors will be able to explore the Infineo minimalist range, including the latest Infineo SL35 façade, Infineo casement windows and Infineo sliding doors, along with a sleek heritage door and a selection from the Novae handles.

The company will also present the Triton pivot door paired with the sophisticated Nesto cladding system and the high-performance Kolos Slim lift-and-slide door with its symmetrical design.

Designers will be invited to a ‘Architect Studio’ to discover a full range of curtain walling systems. Additionally, Pallazzo, an AluK brand specialising in custom aluminium outdoor living products, will feature its Sqope roof.

Steven Helsen, head of Europe & operations at AluK, says: “At AluK, we understand that industry professionals seek not just top-tier products and exceptional service but also solutions that are precisely tailored to their local markets and specific business needs. This makes us the ideal partner for businesses of any size, eager to grow while staying aligned with their customers’ needs. We are in Hall C1, Stand No. 121.” [i](#)



## Dewsbury Trade Counter Development

Eurocell has opened a new branch and trade counter in Dewsbury, West Yorkshire as part of its strategy to strengthen support for local trade communities across the UK.

Eurocell Dewsbury, already part of the home improvement specialist's nationwide network of over 210 branches, has been relocated to a bigger and better facility.

The Dewsbury branch will serve as a one-stop-shop for trade professionals, offering a comprehensive range of PVC-U windows and doors, composite doors, roofline solutions, outdoor living products such as garden rooms, composite decking and fencing, along with ancillary items.

Eurocell Dewsbury, is located at Unit 1 Flagship Court, Flagship



Square, Shaw Cross Business Park. It replaces the former Eurocell branch on Mill Street West Industrial Estate in the town, which had been the company's smallest branch.

Inside the branch, customers

will find a vast array of products available for immediate collection, from fascia boards, soffit boards, and guttering, to Skypod Lantern Roofs, conservatory roofs, sealants, fixings, and tools. [i](#)

## Bristol Rovers

The Window Store has opened its newest trade counter and showroom in Bristol, marking a significant milestone in the company's expansion plan.

Steve Jones, the divisional managing director of Epwin Fabrication, says: "Our latest trade counter is the result of our continued success and the next step in our ambitious plan for growth that brings everything The Window Store has to offer to more customers."

The 5,500 sq.ft store features a comprehensive showroom facility that showcases The Window Store's full portfolio, including the new Ultraframe Hup! system and its complete range of window and door systems, including Profile 22, PatioMaster and Stellar Aluminium. It also features The Window Store's new, more customer-friendly



layout, with desks replacing traditional trade counters.

Jones adds: "The showroom and setup offer a valuable opportunity for homeowners and installers alike to explore our product range in full and discuss their project with our experts."

The Window Store network underwent a comprehensive rebrand last year, which included rolling out a new delivery fleet, beginning a

programme of showroom revamps and launching a new suite of marketing brochures and new signage. The work is continuing – the company has just launched a new website featuring its refreshed identity. In addition to the new Bristol location, the company also opened two new branches last year, in Worthing and Christchurch, bringing the number of stores in the network to eighteen. [i](#)