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Mediator
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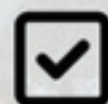
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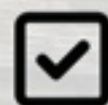
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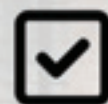
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All Work And No Play – No Hols For Business Owners

New research from Direct Line has revealed that almost one in five small business owners and sole traders will take no annual leave at all this year.

On average small business owners and sole traders take just 13 days holiday a year, far less than the 28 days of annual leave a year to which most employees are entitled.

Over a quarter (26 per cent) of small business owners and sole traders admit they often feel guilty taking time off.

When small business owners and sole traders do take holiday, almost a third of the respondents (30 per cent) confess that they find it hard to switch off from work. This could be down to half (50 per cent) of these individuals taking work calls or responding to work messages while on holiday. On average they spend three quarters of an hour (44



minutes) every day of their vacation taking calls and checking work emails/messages.

It is important to take regular breaks throughout the year, as research shows it helps reduce stress, improve the mood within the workplace, boosts health, reduces absenteeism, improves productivity and offers a creativity boost.

Over a third (35 per cent) of small business owners and sole traders acknowledge the importance of taking time away from work, however, over a third of respondents (39 per cent) admit to finding it hard to take holidays due to the loss of income when

not working, while a third (34 per cent) said that they find it hard to turn down work due to fear that customers may go elsewhere.

Worryingly it's not just annual leave small business owners and sole traders are missing out on due to a desire to take time off. A third (33 per cent) also admit they have missed an important friend or family occasion due to work commitments.

When asked about the benefits being a sole trader or small business owner, nearly three quarters of respondents explained being their own boss (75 per cent) and being able to make their own decisions (74 per cent), were the greatest pluses. They also enjoy having flexibility in their day-to-day hours. **f**

Picture with thanks to Saga Travel.

Three Ways To Tackle Slow Sales

Cornwall Group chair Mark Mitchell (pictured) argues that poor consumer confidence shouldn't result in poor business activity. He writes:

Analysts believe the government's pessimistic view of the nation's finances in the lead up to the Budget in October has dissuaded homeowners from making big purchases. However, I believe you shouldn't be a slave to poor consumer confidence and here's what I think you can do to overcome it.

Communication: Maintaining an open dialogue with suppliers and customers is vital. It is surprising how many businesses batten down the hatches and

only look inwards when times are difficult. openness fosters trust and as we saw in the months following Covid, trust and partnerships can help you overcome many obstacles. **Quality:** Part of your trust-building exercise is to ensure that your products are always up to scratch, which you can't guarantee if you spot buy – so deal with regular suppliers at agreed prices and with quality and lead-times guaranteed.

Stability: In recent years, we have seen how damaging an unstable supply chain can be. Make sure your suppliers are stable and in business for the long haul. Avoid companies that sell



too cheaply – they are likely to go bust and re-emerge as a 'phoenix' which doesn't do anybody any good. **f**

Grenfell – Scrutiny & Testing Now A Must



A letter from the British Fenestration Rating Council, penned by MD Richard Sellman (pictured), has been received. It reads:

The publication of the Grenfell Tower Report 2024 & 2017 are having far-reaching effects on the construction industry and reshaping building compliance.

Significant failings have been exposed, not only with product compliance but also in the actual installed performance of materials compared to their design specification.

As a result, the fenestration sector, now more than ever, will come under increasing scrutiny to show that not only do products meet the required standards as designed but also that the installed products also attain those standards.

The level of performance claimed by manufacturers must be demonstrable, not only at the initial type test stage but on everyday production. Subtle differences in specification can make huge differences in performance values and whether those differences are being implemented for cost or process savings, they need to be investigated and tested to ensure that the performance level is not diminished below that which is the minimum acceptable.

The 'new look' BFRC was launched back in April. Since that time, it has been working hard to develop and strengthen its offering to ensure it continues to be the most trusted and widely recognised Testing and Product Certification organisation for the performance of glazing, win-

dows and doors.

The findings of the Grenfell report serve as a poignant and sobering reminder to all of us, that the impact of decisions we take, and our everyday actions can truly result in the difference between life or death. Grenfell is a heartbreaking reminder of the vital necessity of strict safety regulations, enforcement and oversight in construction. Failures in government regulation, poor supplier practices and a lack of accountability, all contributed to this disaster. I believe we're at a pivotal point. Greater focus will now be brought to bear on compliance, to ensure product performance as installed meets all of the claimed levels. I really hope our industry is ready to embrace the increased scrutiny under which it will be placed. [f](#)

Façade, Design and Engineering Awards

Reynaers Aluminium UK has been confirmed as the headline sponsor for the Façade Design and Engineering Awards for the third year in a row.

Following directly after the Zak World of Facades London conference, which will host up to 1,000 façade specialists from across the world, the Façade, Design and Engineering Awards will take place on 6 November 2024 at Old Billingsgate, London.

These awards, organised by the Society of Façade Engineering (SFE) and the Chartered Institution of Building Services Engineering (CIBSE), recognise excellence in façade engineering.

Reynaers plays a significant

role in this industry sector as a leading global manufacturer and supplier of aluminium façade systems. The company's portfolio includes structural glazed facades, unitised systems and advanced façade solutions designed for high performance and sustainability-led projects.

John McComb (pictured), the technical director at Reynaers Aluminium UK, says: "As a company that strives to support architects and construction professionals in achieving the most innovative and sustainable designs, we are happy to once again take on the role of headline sponsor for such an important awards initiative in the sector.

"As well as design excellence, this year's awards will again



reward sustainability in façade, engineering, which Reynaers continues to work hard to support through constantly enhancing the capabilities of its curtain walling system and by seeking lower carbon aluminium solutions." [f](#)



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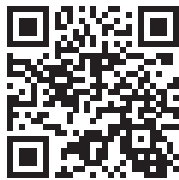
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TrustAp – FENSA’s New Escrow Service

Trust and transparency are crucial for maintaining strong relationships between tradesmen and their customers. Using FENSA’s improved escrow service, instead of taking up-front payments, is of huge reassurance.

All FENSA Approved Installers have the trust of homeowners who know their FENSA certificate will land on their doorstep when the job is complete, writes Tom Butler.

But what’s more important in a competitive environment is giving additional peace of mind to customers that they and their money will be looked after. Which is why FENSA has launched a new partnership with TrustAp.

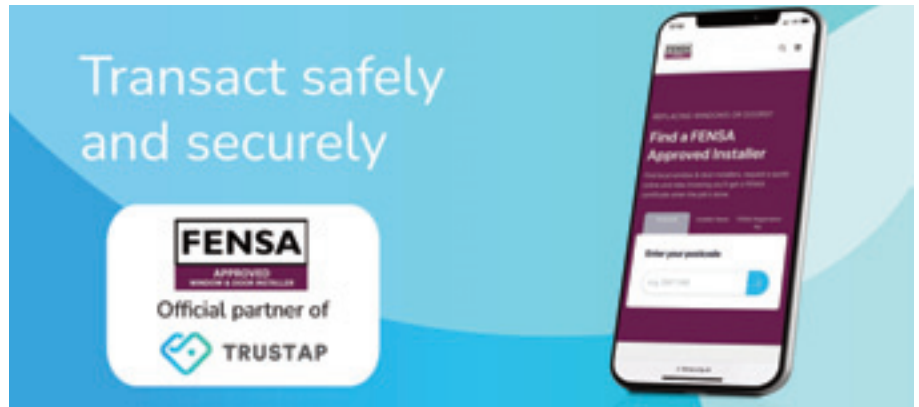
How does it work?

TrustAp works as an escrow style system, meaning that when a homeowner pays via TrustAp, the funds are held in a secure account until both parties are happy that the job is complete. At that point, the funds are immediately released to the installer.

Building trust and transparency

New windows and doors are a significant financial decision and householders may well hesitate due to concerns about whether the job will be done well. TrustAp offers them an assurance their money is safe until they approve the work.

From an installer’s perspective, escrow offers transparency, as both parties can see when the initial payment has been made and when it will be released. This should lead to clearer communication and minimises any potential misunderstanding throughout the installation.



Protection for against late payment

What is important about TrustAp is that an escrow service protects installers who can rest assured that funds for the job are already secured in escrow before starting work. Installers will have experienced customers backing out of payments after work has started or been completed. With escrow, that is not something an installer needs to worry about.

Mediation & resolution

In addition, TrustAp offer a mediation service by acting as an impartial third party to help resolve disputes. When a disagreement occurs, TrustAp steps in to encourage open communication and find a fair solution for everyone involved. The firm behind the App carefully assess the situation, listens to both sides and guides them towards an agreement without favouring either party. If the installer is not at fault, TrustAp will support them but if there are any issues, TrustAp will find the best way to resolve them. This

service helps avoid the costs and hassle of going to court or using formal dispute resolution services. We believe that escrow will become an established and widely accepted means of completing a transaction and for the FENSA community this offers an important opportunity to showcase their professionalism and consideration of customer needs.

Improved reputation and client satisfaction

All FENSA Approved Installers using TrustAp will see a an improvement to their reputation in the marketplace. Customers are more likely to trust and recommend tradesmen who use secure payment systems, as it shows professionalism and a commitment to fair dealing. In today’s digital age, where online reviews can make or break a business, providing customers with a reliable and secure payment option can lead to higher satisfaction rates and positive word-of-mouth marketing. [i](#)

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Do Not Trim Your Way Into A Dispute

Part 2

Don Waterworth, The Installer's Technical Expert believes there are good and bad installers out there – however, the nature of his role as a surveyor and expert witness in window installation dispute cases means he sees a lot of the bad...and lots of those use trims to cover bad initial measurements.

Don Waterworth continues on from part 1 in last month's issue of The Installer, about the unacceptable yet extensive use of trims.

He writes: I recently worked on an inspection for a national firm which had employed some fitters from SafeStyle (the masters of slap dash trimming). Upon inspecting the work, I noted similarities with SafeStyle methods. The methods being that the surveyor is told to measure the frame with 25mm gap all around to ensure the frame would sit in the aperture and then foam and trim to finish. What a shocking way to work. And yet this national firm seem to be adopting the same method.

SafeStyle went out of business earlier this year. Its assets were acquired by Everest. SafeStyle continues to be traded as a brand as if nothing had happened – and continues to use the logos of trusted membership organisations which it is not a member of.

Too small

Aside from the 'under-measuring' of the windows, trimming over all of the perimeters was evident throughout. See the picture above – this is only one example on this job alone. In taking off the trim internally, I was not surprised to find an 18mm gap




and gaps in the foam which were causing a draught into the property (so much for A rated windows).

The British Standard is quite clear on these matters. The frames should be butted up to the internal plaster reveal, not up to the tongue of the window board, then the frames can be trimmed over – for a nice finish but not to cover glaring gaps.

When glaring draughty gaps are trimmed over, this is wholly unacceptable. If window installers want to be seen as professional, these methods and fitting standards need to be halted to ensure customers are served correctly.

Decline in standards

We have gone from first class installation standards of 25 years ago and poor products, to now first class products and shockingly poor installation standards.

Standards need to improve. 

Don.



Don Waterworth acts as an Expert Witness and is an Accredited Mediator.
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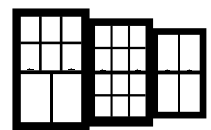


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The Slice Of Pie – Think Smart For More Extension Sales

The demand for extensions and garden rooms is set to continue. Installers that want a slice of this particular pie need to be offering over and above, explains Paul Higgins, the commercial director at TuffX.

With a still fragile market leading us into the last quarter of the year, consumer certainty has not yet been restored, writes Paul Higgins of TuffX.

It's no surprise that electing a new government hasn't led to an overnight change of fortune for the UK, so this lack of ambiguity will remain into 2025.

What does this mean for the fenestration sector specifically?

It means that homeowners are more likely to continue to opt to improve their homes, rather than commit to a costly move. It also means that home improvements will continue to centre around better energy efficiency to help with the ongoing challenge of fuel bills and adding extra space to proof homes against changing

needs, whether it be more space for a growing family, additional room to entertain guests or an extra space to work from home.

Installers that want a slice of this particular pie need to be offering over and above their competitors.

Conversions & extensions

Extensions and garden rooms fit the bill perfectly for adding space to a home, as do single storey garage conversions. However, consumer expectations for renovations are changing. Only installers that can deliver on these new requirements with energy efficient products, smart glass options, a reduced carbon offering and excellent standards of service, will benefit from this particular market opportunity.



Pictures: Paul Higgins, the commercial director at TuffX and examples of the company's range of rooflights. TuffX also offers glass in different formats – as balustrades for example, while its Glow heated glass for bi-fold doors has introduced innovation to the garden door market.

www.tuffxglass.co.uk



Give the customer what they want and more

One of the key prerequisites for renovation projects continues to be allowing more light into the home, which is why rooflights and bi-fold doors remain popular. But consumers now want more – and forward-thinking installers can deliver on this demand.

Installers looking to help homeowners truly future proof these home improvements should be having regular conversations about solar and heated glass options. TuffX Infinity rooflights offer homeowners the light space they require without the compromise of overheating because they reflect twice as much heat as standard glass. There is no darker tint to the glass, as is the case with some other solar products and the glass has exceptionally low U-values to ensure that it maintains a consistently comfortable temperature all year round.

All of our rooflights offer a particularly high quality of construction with exceptional performance against leakage because all components come from TuffX and so undergo our

stringent quality control checks. As well as the option for rooflights with solar glass, we offer a range of glass specifications and can deliver double or triple glazed rooflights depending on the requirements of the project. We also offer a frameless selection to ensure installers can meet even the most minimalistic design requirements, without compromise on performance.

Glow heated glass for bi-folds


Installers looking to maximise opportunities in the renovation market can also take advantage of our Glow heated glass for bi-fold doors and infill panels in roofs. Our heated glass utilises infrared technology and is thermostat controlled like other heating systems. It comprises a sealed unit that is layered with intelligent conductive coatings, so can be used as the primary heat source in a room with temperatures able to get up to 35-40°C.

As with our solar coated product, the Glow technology is also completely undetectable in the glass, so from the home-

owner's perspective the unit will look exactly the same as one without heated glass.

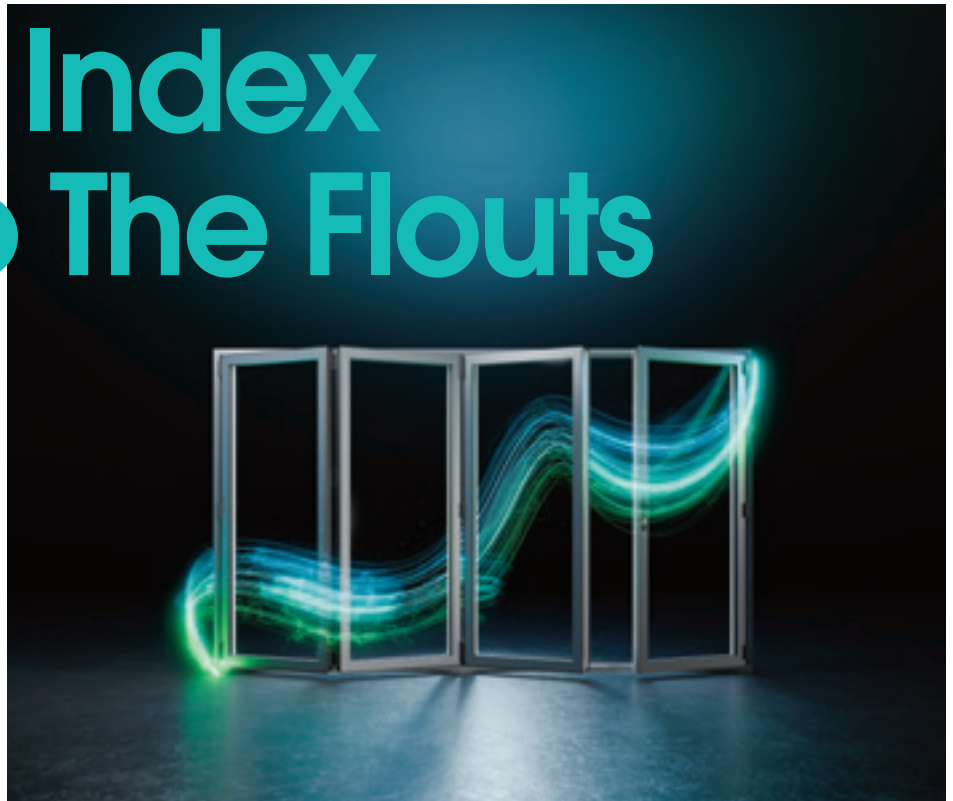
Quick install

All of our products are offered with both homeowners and installers in mind. While we want to ensure that consumers are getting the smart, energy efficient but still design led products they desire, we also work hard to make sure that our products are fast and easy to install. Our rooflights come pre-assembled and can be delivered direct to site for even greater convenience.

The conversation around improving the energy efficiency of UK homes is only going one way. Not only are homeowners more aware of reducing their carbon footprint but having been subject to external forces leading to a huge increase in fuel bills, consumers want more control. TuffX is helping installers deliver smarter solutions. 

Turn To Index To Stop The Flouts

Sheerline has launched its new Index bi-fold. This means fabricators and installers can sell a quality British product that is easy to manufacture and install – and avoids the pitfalls of buying cheap imports that flout building regulations. MD Roger Hartshorn reports.



Earlier in the year, I wrote an article about the need to buy British, not only to support British manufacturing but because of the benefits for customers of supply chain security, sustainability, high-quality products, along with agile service, writes Roger Hartshorn.

It came after a BBC article drew attention to a company that was under investigation for importing products into the UK while sanctions were in place in the country of origin. Highlighting one of the many downsides of being price-driven instead of quality-driven.

The issues plaguing the UK bi-fold market

Sheerline's solution addresses these competitive pressures within the bi-fold market. Now our customers can benefit from our more intelligently designed alternative.

The problem is simple. There are low-cost, low-quality imported bi-fold systems flooding the UK market. These systems are lazily designed, largely incompatible with the UK's stringent regulations

without recourse to costly glazing or fiddly foam inserts. With price dumping causing additional issues across the board.

What's the solution?

This is the question the team at Sheerline asked themselves. The solution is not only fabricator and installer friendly but is also designed to help customers maintain their competitive edge.

Sheerline's Index bi-fold system has a streamlined product range, designed to meet 90% of orders. It supports high volume retail and contract work. It is a direct challenge to those lower quality imported products, giving fabricators and installers greater choice.

Plus, it offers all the features and benefits Sheerline's customers appreciate. For example, not only does it offer high performance U-values, they're the same as every door from the Prestige range, which makes them easy to remember: DG 1.4 W/(m²K), TG 1.0 W/(m²K).

Index achieves Part L compliance without foam thanks to the company's thermal break





technology, Thermlock, which is more stable and warmer than polyamide. Using insulating multi-chambered thermal breaks, to prevent heat from escaping.

Good looks

As well as providing the same thermal efficiency as Sheerline's other products, Index offers the same good looks too. It features a contemporary sash, 72mm outerframe with stepped rebate, clip-on cill and uses standard Sheerline corner cleats and beads for easy integration into a fabricator's production line and an installer's portfolio.

Finishes & hardware

To keep things simple, Index is available as standard in three of the brand's most popular colours: Hipca Gloss White, Anthracite Grey and Jet Black. Alongside new competitive hardware options from Ingenious.

Other features customers will appreciate include the use of double wheels. It also features a single roller, which eliminates the need for a dummy or floating mullion, creating slimmer more

balanced sight-lines. It's also fully compatible with all Sheerline's standard ancillaries as usual – a benefit of the company's standardised chassis design.

Tackling price crashing?

Sheerline has launched incentives for loyal fabricator customers. This includes five-day lead times for those buying in stillage quantities and volume discounts for one, two or more stillages. Five-day lead times backed up by first class UK based service, rather than having to order container loads on six-week delivery schedules.

Sitting alongside the existing Prestige bi-fold, which remains the company's premium, more versatile range, Index is set for success with both contract and high-volume retail fabricators and installers.

Making a stand

Sheerline was developed to

tackle long-standing challenges within a stagnating aluminium industry. It is the result of a lot of hard work by our in-house R&D team.

This isn't just a call to support British manufacturing, this is a company making a stand against low-quality products with the potential to damage the reputation of the UK fenestration industry, to the detriment of manufacturers, fabricators, installers and of course, homeowners. **f**

Pictures: Roger Hartshorn. The new Index bi-fold door which is made in Britain and the rollers and the cills that make the system so efficient to operate and themally efficient for homeowners who are more demanding in that respect.

www.sheerline.com



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Cortizo – Now Built For SpeedBead

The Cortizo 4700 sliding door is an excellent product. It has now been incorporated into Made For Trade's portfolio of Korniche garden doors and rooflights – but it has been refined with the now renowned Korniche technology.

This coming November, Made For Trade will add the Cortizo 4700 sliding door to its range.

The 4700 has been around for some time – its sleek design, minimal sightlines and overall performance has made it a staple offering for installers operating in the garden door and extensions market. It is now available from Made For Trade (MFT) with the integration of the Korniche Speed-Bead technology.

SpeedBead ensures glazing is installed speedily and precisely.

Collaboration

Ian Bousfiled, the marketing manager at MFT says: "This alliance of proven reliability, enhanced by the



cutting-edge design of two of the best industry brands, demonstrates a statement of how to accelerate product development and deliver a hybrid product, enhancing aesthetics and installation advantages.

"Korniche has refined the Cortizo



4700 sliding patio door to create slimmer sightlines, incorporate PAS 24 advanced security features and sleek hardware options.”

Bousfield says the new iteration of the Cortizo 4700 has these features:

- **Elegant Sightlines:** The Cortizo 4700’s clean, modern lines maximise the view of a garden. The slim interlocking system and precision running gear maintain the door’s structural integrity while allowing plenty of natural light in.
- **Thermal efficiency:** With the advanced polyamide thermal breaks and bespoke seals, a home will remain warm and

secure during the most challenging winter months.

- **PAS 24 enhanced security:** The MFT developed locking shoot-bolt handles provide a robust security system that will offer peace of mind.
- **SpeedBead:** The efficient SpeedBead system gives quick and precise glazing, which reduces installation time.
- **Customisation:** There are over 150 colour finishes available and configurations include double or triple tracks.

Glass & delivery

Made for Trade will deliver pre-assembled door sets and glass in a single drop. [i](#)

www.madefortrade.co

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Should You Offer Integral Blinds?



Ian Short, MD of Uni-Blinds integral blinds manufacturer Morley Glass, explains why installers have nothing to fear in offering these chic products as part of their doors and windows package.

Despite being available for 40 years, integral blinds are still relatively unknown amongst UK homeowners, writes Ian Short.

That means the sales potential could be huge for installers who add these premium products to their portfolio and get into the habit of offering them during sales consultations with property owners.

What exactly is an integral blind?

In short, it is a Venetian or pleated blind permanently encapsulated within a double or triple-glazed unit. As it is built into the cavity, it will never become dusty or attract dirt during the lifespan of the IGU (insulating glass unit) – and the main blind unit will only be damaged if the glass is broken.

Integral blinds are available in several different operating systems from manual to motorised. For example, with our Uni-Blinds range, you can

choose from up to five different operating systems depending on the type of blind. These include the C System, a cord-operated manual system and our most popular type of integral blind, the SV System, which is raised, lowered and tilted using a patented cordless magnetic slider.

We also offer two motorised systems. For those looking for an easy-fit system, the W Smart is ideal. It is a battery-operated integral blind which is really simple to install because it does not need to be hard-wired. Then there is the high-spec MB System – this is a smart-home compatible brushless motorised integral blind which can be operated by remote control, wall mounted controls or using a smartphone App.

Not all integral blinds are created equal

As with virtually every product, there is a big variation between the different integral blind



products available. Hence why it is crucial to understand exactly what you are buying when choosing a supplier.

We have only ever manufactured our integral blinds using the ScreenLine systems from the Italian company that pioneered them in the 1970s, Pellini S.p.A. Their quality and reliability allows us to maximise customer satisfaction because their functional and aesthetic qualities will last throughout the service life of the blind.

How integral blinds are made and supplied

The Venetian or pleated blind unit is manufactured to suit the width and height of the customer's IGU. Once delivered to our factory, this is assembled as part of the sealed unit making process, with the inner and outer panes of glass separated by a warm edge spacer bar. No other UK integral blind manufacturer does this. All our units are dual sealed for the best thermal

performance and gas retention. Once sealed our Uni-Blinds branded integral blind units are quality checked and dispatched using our own fleet of vans with complimentary delivery.

As the world's largest producer of bespoke ScreenLine integral units, we benefit from the shortest possible lead times for blinds of this kind, meaning that we can deliver orders to our customers in as little as 10-12 working days.

Tailored glass options

As every integral blind unit is made to order, several different types of glass can be specified to provide enhanced thermal performance, greater solar control to prevent the risk of overheating or both. Simply specify what glass is required at the quotation stage.

The glass upgrades we offer help to make our Uni-Blinds integral blinds a powerful sales proposition. Opting for integral blinds gives homeowners the opportunity to benefit from

windows and doors featuring virtually maintenance-free, stylish blinds that match their décor, as well as upgraded performance to boost their energy efficiency and comfort levels.

And remember that integral blinds can be fitted into all kinds of windows and doors in PVC-U, aluminium and timber frames. They are compatible with everything from fixed lights and casements, to bi-folds, sliding doors, vertically sliding sashes and they can be fitted easily by any competent installer. [i](#)

Pictures: Uni-Blinds integral blinds which are made by Morley Glass in the UK to the highest standards exclusively using ScreenLine systems from the global leader in this technology, Pellini S.p.A.

www.morleyglass.co.uk

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Discover



Packing Them In In Packington

Over 70 windows from The Residence Collection, have been installed on a housing development in Packington, Leicestershire.

Partnering with fabricator and installer Swadlincote Windows and building contractor Keller Construction, the new windows from The Residence Collection's R7 window range were installed in seven new-build properties.

Across the seven homes, both Eclectic Grey and Painswick coloured windows have been used from a palette of 24 available colours.

Residence 7 features flush profiles both externally and internally. These windows are low maintenance and come in various styles, offering versatility without complexity along with A+ energy ratings They achieve




www.residencecollection.co.uk

a standard U-value of 1.2Wm²k with double glazing,

Tyrone Birch, a director at Swadlincote Windows, says: "Archerfield Grange was an exciting project for us here at Swadlincote Windows and we knew The Residence Collection

would be perfect for this development.

"Keller Construction saw that the Residence 7 windows were a fantastic product when it came to energy efficiency as well as the overall aesthetics for the homes." 

Nothing Fishy – Arrone Posts New Letterplate

A new letterplate from Arrone has been launched to help protect homeowners from 'letterbox fishing' without compromising on design and functionality.

The new TS 008:2022 tested letterplate from Arrone, a Hoppe Group brand, offers protection

from key fishing by opportunistic burglars looking to gain entry via a front door.

"While the overall trend indicates that we're becoming much savvier when it comes to security, doors are often still a target for opportunist burglars, warns Andy Matthews, head of


sales at Hoppe. He says: "The rise of the video doorbells and other smart devices means homeowners can ignore door hardware as a deterrent."

The AR708HS letterplate has an anti-theft steel guard solution with a slimline cover on the inside of

a door that offers a discreet finish. With a projection of just 21mm, the cover provides non-restrictive door opening, even when the door is fully opened. It has an adjustable stepped internal sleeve which prevents the internal flap of the letterplate from being fully opened. This, combined with steel side guard plates, offers protection against letterbox fishing and letterbox manipulation, while still allowing post to pass freely through the letterbox.

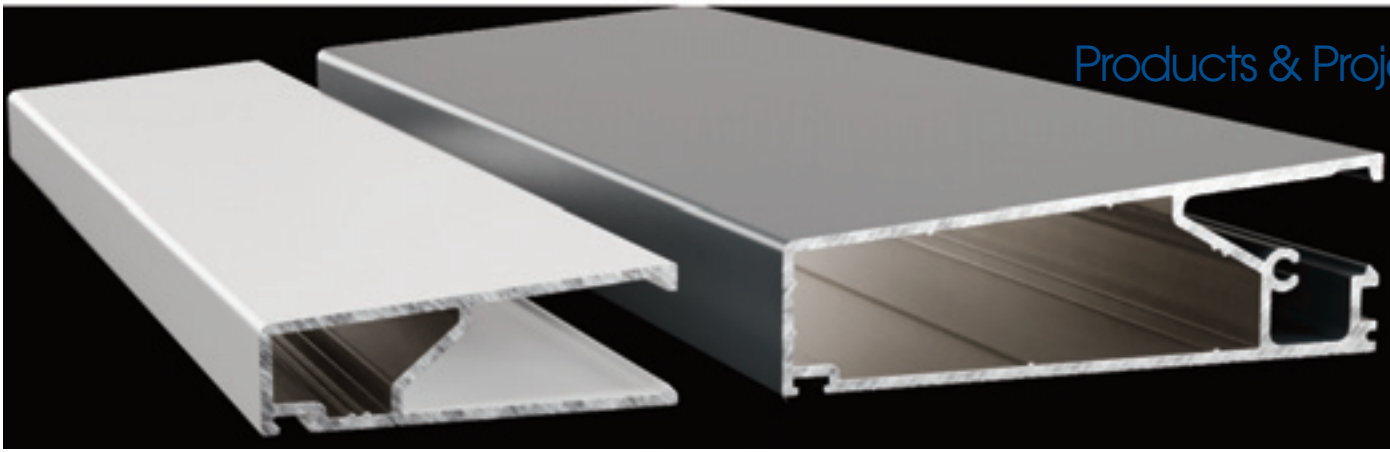
The letterplate has also undergone a 20,000-cycle flap test and 480 hours of neutral salt spray test on the external flap.

For flat and apartment entrance doors, there is also a fire-rated version of the letterplate, the AR708FHS, complete with an intumescent kit.

This is OK for use with both 30-minute and 60-minute fire doors. 



www.hoppe.com/gb-en



Clip-On Cills Across All Ranges

Sheerline is now offering versatile clip-on cills across its full range of products.

There are two cills available – one for the Prestige lift & slide patio door and Classic windows and doors, the other for the Prestige bi-folding door and Prestige windows and doors.

Both cills have been developed by Sheerline’s in-house R&D team and offer installation options to benefit certain

projects. For example, transporting the frames is hassle-free as they can be stacked with less chance of being damaged in transit. For new build projects, it is an ideal solution because the cill is protected from potential damage from follow-on trades as they can be retrofitted.

In addition, the cills are prevented from collecting dirt and debris while they’re in situ and other work is taking place as

they are fitted after the windows and doors have been installed.

Aside from the practical benefits, the clip-on cill also has aesthetic appeal. It looks stylish and effectively reduces the height of the bottom outer frame of the window by 25mm. This means there is a larger glazed area, which is useful for smaller cottage-style windows. **i**

www.sheerline.com

New Shootbolt Options From VBH

Hardware specialist VBH has introduced two new greenteQ shootbolt systems for outward opening case-ment windows.

greenteQ iQ Intellect is a non-crop shootbolt that speeds up the fitting process and generates no wasted hardware through offcuts. It covers sash rebate sizes up to a door-like 1800mm. VBH advise that adjustable mushroom bolt cams in the middle of the window and adjacent to the projecting shootbolts ensure weather proofing and effective burglar resistance to the PAS24 security standard.

Intellect utilises modern, strong, low-friction materials and a clever keep design guides the mushroom bolts into position. Coupled with projecting shootbolts manufactured from steel-reinforced ultra-low friction polymer, this makes for a combination of extremely smooth

operation and high strength.

The second newcomer, iQ Superior, combines two bi-directional hooks on the gearbox with adjustable mushroom-headed cams and shootbolts on the extensions to provide security performance and weather proofing on windows with sash rebate sizes up to 1500mm.

Like iQ Intellect and the original greenteQ Invicta shootbolt, iQ

Superior has been independently tested to the PAS24 security standard.

Both new shootbolts are approved for use on Q-secure Premium Plus installations. As with all greenteQ iQ products, both Superior and Intellect work with Kubu to link windows to a smart home network. **i**

www.vbhgb.com



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

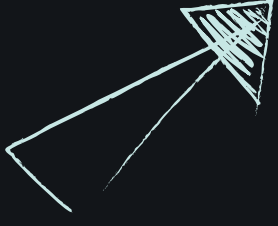


layout, with desks replacing traditional trade counters.

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](#)



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It's Who You Know, Not What You Know

As we know, the lifeblood of any business is reaching potential customers and very often it is a case of who you know, as opposed to what you know, in terms of securing new leads. Alex Tremlett, the commercial director at Insight Data, highlights the importance of using reliable marketing data in today's competitive landscape.



One of the principal reasons that companies choose to work with marketing agencies is for access to contacts, writes Insight Data's Alex Tremlett.

As we know, the lifeblood of any business is reaching potential customers – and very often it is a case of who you know, as opposed to what you know in terms of securing new leads.

The job of a marketing agency is to know potential customers and who best to target its client's products or services at. The question is, does the marketing agency you employ explore every nook and cranny of your industry in a bid to find new leads?

And if you employ a marketing agency, does it have access to the very latest, up-to-the-minute information?

No

If the answer to either question is 'no', then it is well worth considering an investment in marketing data, which serves as the foundation for informed decision making and effective campaigns. By capturing up-to-date information about potential customers, businesses can tailor their messaging, optimise their outreach and ultimately achieve

higher conversion rates. When it comes to marketing data, precision is everything. In times past, marketers, both in-house and agency, often employed a scattergun policy towards the generation of leads – a bit of advertising here, a mailshot or two there and a lot of hope that some of this would stick. Sometimes it worked. Sometimes it didn't. Either way, it is fair to say that there was very little science behind the whole operation.

Data is fulltime

Today is a different story. The sheer volume of information out there, along with the need to keep abreast of rapid changes, for example, firms setting up, others going bust, staff leaving, new starters and so on, equates to a fulltime job for someone overseeing such data management. And even then, such a role is not a job for an amateur. Deep knowledge of data management systems is required, plus the tenacity to chase leads.

Maintaining data quality is crucial for effective marketing campaigns. Access to relevant and reliable data will significantly improve the effectiveness of your marketing efforts and reduce wasted resources on invalid or outdated information,

allowing you to focus more on strategy development and campaign optimisation.

Curators

At Insight Data we provide access clean data enabling clients to target their potential customers with accuracy. This allows for focused campaigns that resonate with the intended audience.

Helping with all of the above, our CRM, Salestracker, is a sales prospecting tool designed specifically for the construction and fenestration industries. It combines real-time data updates, advanced search and filtering capabilities, performance tracking and reporting features, along with integration with marketing tools.

Buying marketing data provides a strategic advantage that can transform the effectiveness of marketing campaigns and drive substantial results for clients. In an increasingly competitive landscape, the insights and capabilities provided by quality marketing data can be the difference between a good campaign and an exceptional one. [i](#)

www.insightdata.co.uk

Comment

I have just come back from a long holiday...the longest holiday I've had in a very, very long time.

I needed it. Really needed it. I didn't know how much I needed it until I was half way through it. 15 days of not doing very much at all and getting a bit of autumn sunshine. Reading a book.

But I still did do some work. You've got to. Haven't you?

According to our lead News story this month on Page 5, most of you in business agree. Well you might not agree but you do it anyway – that's if you take a holiday at all.

One in five of us never take a holiday. We just feel that we can't afford to do so – we earn the money but we fear that if we take our eye off the ball for any length of time, the money will stop flowing and our customers will go elsewhere.

And those of us who do take a holiday, spend a great deal of time on the phone or checking e-mails and never really relaxing.

And we miss out on our families, not just on holiday but at weekends and at family get-togethers.

The things we do to make everybody happy, makes us sad. Probably makes them sad too.

Now I don't have a solution. It is thus. It has always been thus. And it is likely to remain thus. Until we die. (Few of us have any real plans to retire.) But as an advocate of wellbeing, I can only appeal to your common sense (and try to listen to it myself). Working every day and never taking a proper break is bad for you. It is bad for your families. Your business will not fall down without you. Make sure you have someone you can trust to do what you do when you are not there. If you keep going on like this, you are likely not to be there...and you know what I mean.

Holidays are important. Don't wait for Christmas.

Don't hesitate a boom is coming

Christmas – it seems like it is only just over the horizon. Where did this year go? The Installer and sister publication, The Fabricator have had a stonkingly good year (and that was not thanks to me not taking a holiday) but I know it has been tough on many businesses in this sector. The last days of the Tories made lots of customers wary of spending and the early days of Labour have not loosened the purse strings. Sir Kier's mob has told everyone that the country has no money whilst curiously promising to spend the no money and has painted a gloomy future despite plans for a massive building splurge. I really do think we will Get Britain Building but I think it will take time for a monumental momentum shift to kick in. However, all businesses in this and the wider construction sector should be gearing up for a boom time. Training. Employing. Getting key personnel in place (so you can have a bloody holiday and not worry about it). It is going to be a tough ride to get your own momentum going – but remember the Covid/post-Covid boom? People were flat out trying to make hay whilst the sun shined – the coming boom will make that look like a walk in the park. So be ready for a bit of sunshine – both the hay making kind and the stuff you get on your holidays.

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