

The Green Customer

Targets to cut carbon emissions and shifting consumer expectations mean the one thing that you can be certain of is that sustainability will remain at the top of the agenda, Deceuninck's UK head recently told *The Installer*.



"There are very few things which we can be certain about but the importance of sustainability in construction, in home improvement and in each and every aspect of our lives, is one," says Rob McGlennon, the commercial director at Deceuninck in the UK.

"Pretending it's not happening isn't an option" he continues. "Companies that can't evidence – and I mean evidence – their green credentials are going to be locked out of new build and very soon, home improvement. "And that's something progressive window and door firms should and are, embracing."

Getting the pitch right

Commercial window fabricators have had to be able to demonstrate their environmental commitments as a key element in winning business for decades but that's now something which should also, according to the Deceuninck boss, be part of the pitch for trade fabricators and installers. "I was recently at an event with a group of installers who were talking about sustainability. One of those installers

dismissed its importance. It was one of those tumble-weed moments and no one said anything, other than I said that I was surprised that it didn't resonate with consumers," says McGlennon. "Later that day, a couple of installers grabbed me and said that they hadn't wanted to contradict the guy who had been speaking but that they were regularly asked by homeowners if products were manufactured sustainably. They said that they were using the recovery and recycling of old PVC-U windows as a way to win business.

"That sums up neatly where we find ourselves. There are companies who don't and may never see the opportunity and those that will, are and who are quietly already leveraging a commercial advantage from it."

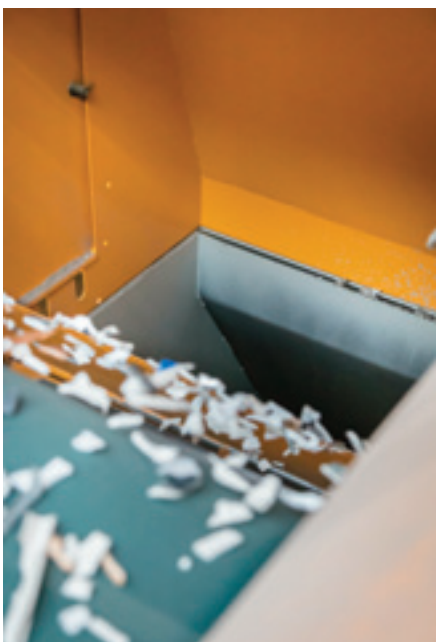
Housing stock deficiency

McGlennon argues that there are two factors that are converging to bring a certain amount of inevitability to proceedings. The first being the state of the UK's notoriously energy leaky housing stock. Around 75 per cent of the residential properties that will be occupied in 2050, already exist.

www.deceuninck.co.uk/en-gb

Pictures:

Deceuninck UK has European-wide access to the most advanced recycling centres for PVC-U and has a large portfolio of products that contain re-processed plastic.





This makes improving the energy efficiency of our existing housing stock key if the government is to reach its own targets to cut UK carbon emissions. "The consultation on the Future Homes Standard closed at the end of March," says McGlennon. "While it may not quite have been the watershed moment that we were expecting, there are still big ramifications for the window and door industry. If adopted, the Home Energy Model which shifts testing of window and door performance away from the standard window model to an assessment of performance against actual window dimensions. This is a practical shift which redefines how we measure energy efficiency and will transform the new build landscape.

"The legislative 'stick' is however, only one of the drivers. Increasing end-user awareness and expectation, the very tangible impact that climate change is having on our planet is driving a bigger shift. People expect the products that they purchase, from electric cars to windows, to deliver an environmental benefit. This is backed up by research

commissioned by Deceuninck and conducted by YouGov, which shows that more than two-thirds of UK homeowners (68%) would choose windows and doors with a higher recycled content, over and above products which don't contain recycled content or which did so at lower levels. The study also found that 38% would be prepared to pay more for home improvement products that had higher recycled content and reduced impact on the environment."

Doing the right thing

McGlennon adds: "Everyone knows what they should be doing. This isn't an epiphany moment, we know how important sustainability is. What's different is that now there is a very clear and tangible connection between running a greener business and fitting a more sustainable product and making more money."

Science Based Targets

Deceuninck has established a lead on sustainability based on its' commitment to the Science Based Targets (SBTi) programme, with a headline pledge to cut the

CO₂ emissions from its own operations (Scope 1&2) by 60% by 2030 from a 2021 baseline. Cutting emissions by 21% last year puts Deceuninck, which won the G-Award Sustainability Initiative category in 2022, already ahead of target.

Carbon footprints

It followed up its 2022 win last year claiming the G-Awards Marketing Campaign of the Year, for its movement to give fabricators and installers the tools to work out, evidence and communicate their own carbon footprints and green credentials including its carbon and energy calculators and sustainability marketing toolkit. "If you aren't measuring your carbon footprint; if you aren't working to lower it; and if your supply partners can't evidence what they're doing to lessen the impact their operations have on the environment, then you should know – your competitors are," says McGlennon. "The direction of travel is one way. Your business needs to be more sustainable. Deceuninck is working towards that and so too are our customers. It's the right thing to do and it's winning them, business too." [i](#)



Thermoflex Spacer The Most Efficient

Thermoflex is now the best performing flexible silicone rubber spacer bar in the world, according to manufacturer Thermoseal and the latest test results from IFT Rosenheim and approved by BFRC in the UK.

Following years of development and ratified by one of Europe's leading accreditation body, Thermoflex now boasts a thermal conductivity of 0.125W/(mK) for the UK's preferred thickness of 4.8mm. "This means Thermoflex cannot be substituted with any other foam spacer system without putting the whole window through a recalculation. Failure to do so will result in a non-compliant window," says Thermoseal Group's sales director Mark Hickox. "Thermoflex, on the other hand, can substitute other flexible silicone rubber spacer bars without recalculation.

"Thanks to 15 years of research and development right here in the

UK, we have developed a premium product, as standard, which outperforms other similar products.

UK facilities

Hickox adds: "One reason for this is that we make Thermoflex in the UK with 100% silicone, compounded by us at our facility in Wigan. Other products in the UK are generally a compounded blend containing EPDM rubber, which is a cheaper raw material than silicone and is less thermally efficient.

"The new 0.125W/(mK) value achieved by Thermoflex is a massive improvement on the previous conductivity value of 0.175W/(mK) and puts the spacer bar into a thermal efficiency league of its own.

"A 0.05W/(mK) improvement may not sound a lot when you are comparing conductivity values as low as these but when regulations, specifiers and build-



ing owners are demanding increasingly thermally efficient windows and doors, advances like this are absolutely crucial and help our customers remain competitive."

Document Q

Hickox says: "There are also tangible gains to be had from this improvement. For example, Document Q of the Building Regulations requires laminate glass in certain windows for security reasons, which lowers the overall U-value of the window. So, while a normal window would get you a Window Energy Rating of an A, the introduction of laminate glass could make this drop to a B. If you were to use Thermoflex, you would generally achieve a WER of an A in both cases."

www.thermosealgroup.com

A Website For WarmCore

With a strong new business pipeline already established after the 'warm to the core' campaign was commenced earlier this year, Kömmerling has invested in a new website to support the sales drive.

The website has been designed with consumers, trade partners and commercial specifiers in mind, clearly promoting the many benefits of this PVC/aluminium hybrid platform. There is wider information about Kömmerling's vision as a global brand under which WarmCore sits and also important informa-

tion about sustainability as WarmCore looks set to become a 100% recycled product platform in the coming months.

Earlier in 2024 a new range of WarmCore literature was launched and there are also plans to expand this in the coming months as the investment in marketing continues. Mark Frain, national business development manager for WarmCore, says: "WarmCore is a respected product and this new website showcases bi-folding and patio doors, along with casement, flush and tilt and turn windows.



Supporting this are also a wide range of ancillaries too.

"Our customers firmly believe that this is a better and warmer way to aluminium and we're actively looking for more partners to join our network."

www.profine-uk.com/warmcore