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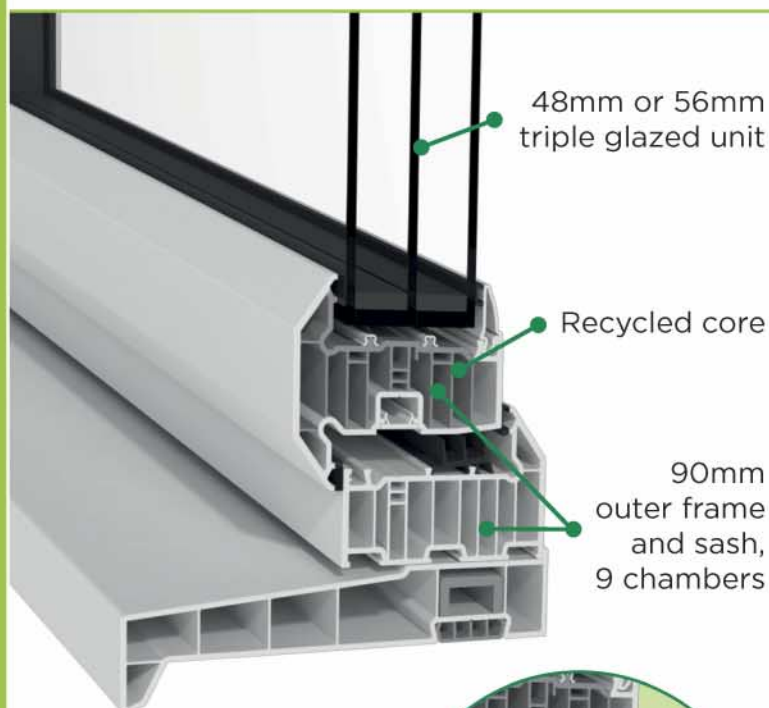
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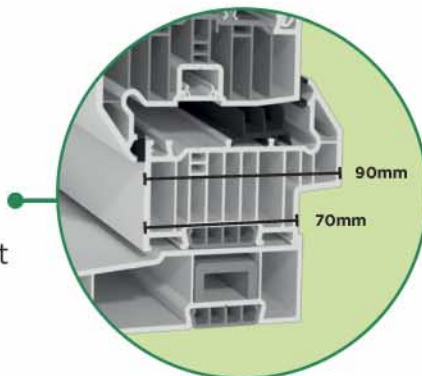
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in december's issue

If there's one thing this month's news makes clear, it's that the industry isn't simply ticking along – it's accelerating, upgrading and, in several cases, reinventing itself with admirable determination.

Take Endurance Aluminium, which has decided that waiting for leads to appear organically is far too passive a sport. Its new digital marketing campaign spans Google, Facebook and Instagram, and reportedly delivers "hundreds of warm leads" a week to installers. In an era where attention is scarcer than a quiet builders' merchant on a Monday morning, that sort of

structured, multi-channel push is a welcome sign that marketing is being treated as seriously as manufacturing.

Speaking of serious investment, Modplan's decision to ramp OMNIA production from a three-day to a five-day shift shows what strong demand looks like in practice. And to be fair, OMNIA's zero sight-line mullion and optional invisible mullions give it the sort of clean, contemporary look that developers are clamouring for. Add in thermal performance that serves both new-build and heritage projects, and you can see why Modplan is putting the machinery – including a new Supercut 6 Machining Centre – to work.

On the glass front, Saint-Gobain's COOL-LITE XTREME 51/23 and 51/23 II deserve a nod. Achieving a light transmission of 51% paired with a solar factor of just 23%

is no small technical feat. A selectivity of 2.22 is the sort of figure architects like to wave around when justifying ambitious facades, and being able to specify the product on low-carbon ORAÉ glass ticks another increasingly important box.

The machinery sector has been busy too. Trade Window Centre's investment in Haffner's SMR-5 Five Head Welder is a prime example of companies scaling responsibly. Doubling frame-welding output while improving consistency is a strong answer to rising demand, and their growth from a 2,500 ft² workshop to a 50,000 ft² facility in three years is, according to the business, rooted in pairing automation with practical installer know-how.

Finally, Pilkington's work on the St Helens regeneration deserves genuine credit. Recovering 7.34 tonnes of

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18th december @5pm

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end-of-life glass and preventing 5.13 tonnes of CO₂e emissions is a reminder that sustainability isn't just about slogans – it's about logistics, planning and follow-through.

Plenty of noise out there – but plenty of meaningful progress too. Here's to more of it.

-editor

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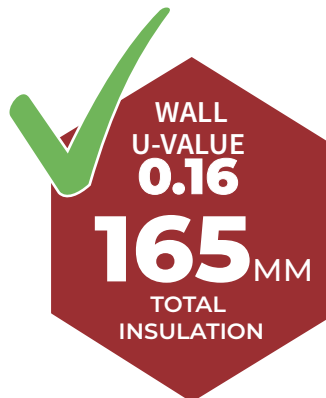
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modplan increases omnia production capacity

modplan.co.uk

Trade fabricator Modplan has announced a significant increase in production capacity for its VEKA OMNIA range, moving from a three-day to a five-day shift pattern in response to surging customer demand.

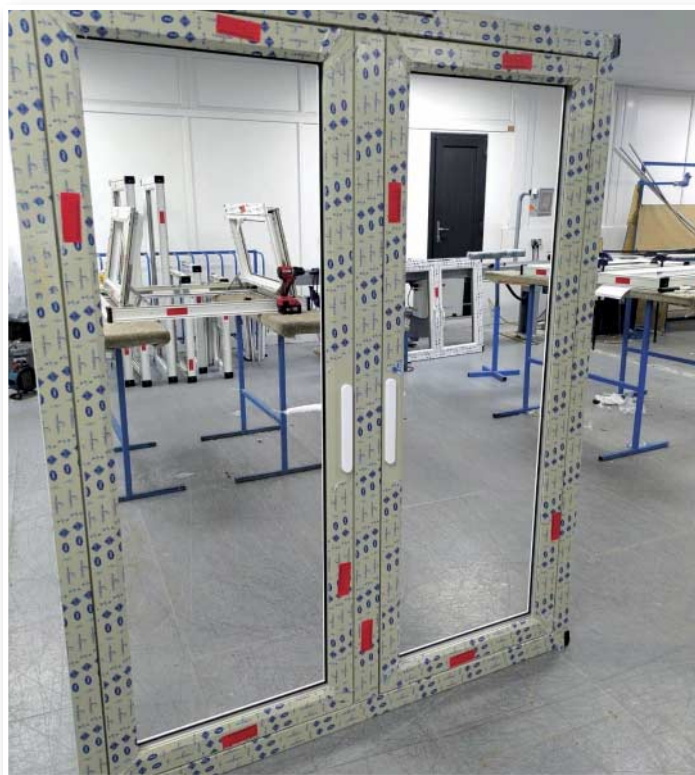
Liam Isaac, Head of Sales and Marketing at Modplan, said: "Since launching OMNIA earlier this year, the response from our customers has been exceptional. The system's versatility, aesthetics and performance have truly struck a chord in the market. To ensure we continue meeting this growing demand, we've increased our OMNIA production to a five-day operation. This investment reinforces our commitment to delivering the quality and service our customers expect from Modplan."

The OMNIA suite of double flush windows and doors has quickly established itself in the market. At the heart of its design is a zero sight-line mullion, creating a clean and expansive appearance. For consumers seeking an even more refined aesthetic, windows can also be manufactured with invisible mullions, preserving the pure simplicity of the profile.

Liam said: "Combining sleek sightlines, exceptional design flexibility and outstanding thermal performance, OMNIA has become a standout choice for our customers across both contemporary developments and heritage restoration projects".

By expanding to a five-day shift, Modplan is enhancing manufacturing efficiency, shortening lead times and strengthening its ability to support installers with reliable supply. The change is part of Modplan's wider growth strategy, which continues to focus on investing in people, technology and product innovation.

Liam added: "The increased shift pattern reflects not only the strength and success of OMNIA, but also the confidence our customers place in Modplan as their trusted supply partner. This development follows a series of significant investments, including the purchase of a new Supercut 6 Machining Centre from Avantek, to further support our growth and ongoing manufacturing expansion."



Modplan manufactures the full OMNIA suite including casement windows, tilt & turn windows, French doors and residential doors from its state-of-the-art Newport fabrication

facilities. The company also offers a comprehensive range of VEKA, Profile 22 and LEKA Systems products, making it a comprehensive trade supplier for installers across the UK.

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new digital marketing campaign supports installers' success

endurancealuminium.co.uk

Endurance Aluminium is investing into a new digital marketing campaign to generate additional leads and sales for its installer partner network.

The new campaign, which will run for the foreseeable future, employs a range of activity including search engine marketing, online PR, email marketing and social media marketing.

It also harnesses the market penetration and reach of a number of different channels and platforms including Google, Facebook and Instagram.

Scott Foster, group marketing director at Endurance, explains: "The launch of our new digital marketing campaign closely follows the

introduction of our new Endurance Aluminium installer partner scheme.

"We've run a similar scheme for Endurance Doors for many years and it's proved immensely effective in ensuring mutual success both for us and for our installer customers.

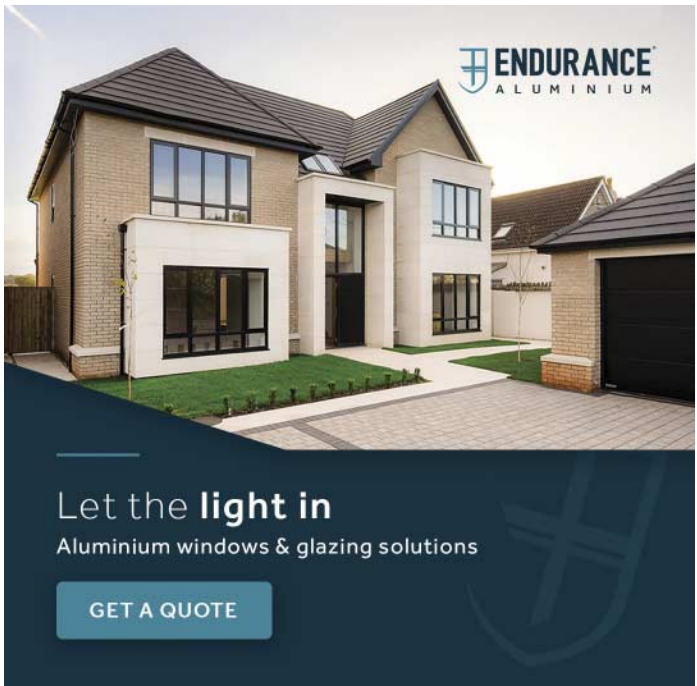
"Based around an ethos of 'Together, we grow', it offers these important partners market leading levels of support in a range of different areas to help them grow their sales, their profits, their reputation and, ultimately, their business."

Reflecting this, the launch of the new digital marketing campaign is just one of numerous ways in which the fabricator of aluminium windows, doors and internal screens is working to deliver commercial benefits and added value for its installer partners.

The business also offers access to specialist training and to sales and marketing resources that include product samples, showroom materials and custom-branded literature.

The new digital marketing campaign will augment the existing lead generation activity. This already includes TV advertising, a 'Find an installer' feature on the fabricator's website and other online tools such as configurators that enable people to customise their own heritage and bifold doors before requesting a quote.

Currently, this lead generation activity sees the fabricator distribute hundreds of warm leads on a weekly



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basis to installers local to the source of the enquiry.

Scott adds: "Across the Group, we have a genuine partnership approach and believe in giving our installers everything they need to succeed. That means not only offering them high quality products but also providing

them with the tools to help sell our range. Our investment into the new digital marketing campaign highlights that commitment and is just the latest in long line of business and sales support initiatives that we have planned."

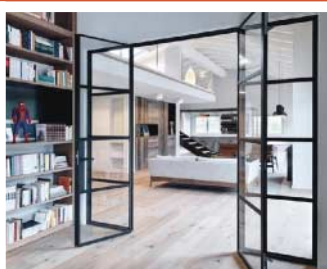
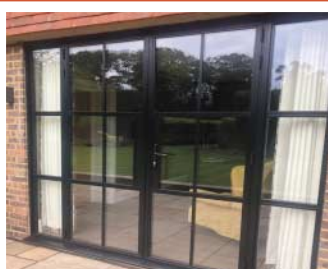
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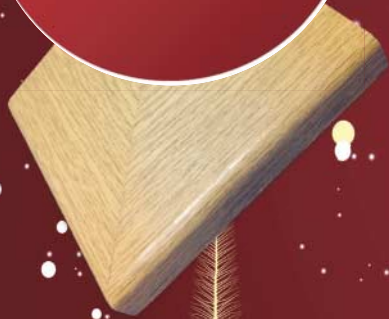
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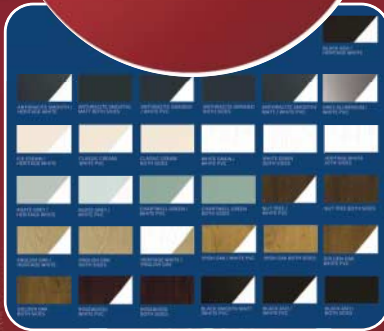
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haffner celebrates success of graf synergy open days

haffnerltd.com

The Haffner team has returned from a week-long series of open days for customers and partners at Graf Synergy's headquarters in Nonantola, Italy, with a host of new orders to fulfil.

Matt Thomas, Managing Director at Haffner Ltd, said: "The open days were attended by more than 950 customers and industry operators from around the world. As Graf Synergy's exclusive UK partner, we were delighted to have hosted so many UK businesses. The value we were able to demonstrate led to most attendees placing orders for Graf machinery."

The open days were an opportunity to showcase the advanced technological solutions developed by Graf Synergy to improve quality, aesthetics and production efficiency.

Matt commented: "The open days allowed us to show how Graf machinery transforms production processes and creates value for



customers, not least through its patented V-Perfect® seamless weld technology."

During the open days, visitors were able to see a fully automated production line layout, from the renowned welders with the V-Perfect® technology to the latest generation cutting centres and the integrated Fast Forward Plant logistics system.

The machinery on display showcased the latest in precision and efficiency, including V-Perfect welding machines with 2-4-6 and 8-head configurations. These offered welding without the need for post-corner cleaning, as well as crossbar welding with or without aluminium covers, and threshold welding. Also featured were systems designed for V-cut crossbar welding and inverted frame welding for both internal and external openings, along with high-speed welders capable of completing one or two frames in

under 50 seconds. Completing the display was a traditional production line, incorporating double-head cutting machines, controlled-axis cleaning systems and an automated centre for glazing beads.

The open days also featured live demonstrations of innovations and systems designed to speed up production and increase the quality of the final product, as well as presentations from Graf Synergy technicians.

Alongside the learning, attendees were able to network with fellow professionals and make valuable industry connections.

Matt concluded: "Graf Synergy seamless technology is a powerful differentiator for fabricators, and these open days demonstrated the strength of the innovations. We're looking forward to supporting our customers to realise all the benefits and opportunities they bring."

jack aluminium strengthens leadership

jackaluminium.co.uk

Jack Aluminium Systems has appointed Katie Bregazzi as Marketing Manager in its latest move to expand operations and invest in long-term growth.

The Coventry-based business is one of few remaining independently owned systems houses in the UK and continues to buck the trend of industry consolidation and slowdown, with consecutive growth year-on-year. This success is being driven by a strong product portfolio, exceptional customer service, and a commitment to systems that are designed, tested and made in Britain.

Katie's appointment marks the start of a new in-house marketing department, which she will lead into the next phase. Jack Aluminium is building on its strength in commercial and residential markets, with plans to launch into wider specification sectors.

With more than a decade of experience leading marketing strategies for some of the home-improvement and construction industry's best-known brands, Katie brings a valuable mix of sector insight and consumer understanding. She also knows the business and its customers well, through her former marketing agency role.

"Having worked closely with Jack Aluminium over the years, I've seen how the business has grown and adapted to meet the needs of fabricators and specifiers," says Katie. "Joining the team now gives me the opportunity to bring my experience in strategic communications to a company that's built on genuine innovation and serious about its next stage of growth. My focus will be on developing a marketing function that supports that ambition, building visibility, strengthening relationships, and helping to shape how Jack Aluminium is seen across the industry."

Managing Director, Andy Short, adds: "Katie's appointment comes at a time when Jack Aluminium is really accelerating. The last couple of years we've invested heavily in our products and customer support, and it's just as important we do the same with our marketing. Katie already knows our



business inside out, understands the market, and brings the experience we need in PR, digital and content strategy to take that next step."

Jack Aluminium Systems supplies a complete range of aluminium glazing solutions for commercial and residential applications, including its versatile ID30 internal glazing system, thermally broken shopfront and doorset systems, curtain walling suites, flat rooflights and residential aluminium windows and doors.



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fmb calls on reeves to scrap housing tax threat

The Chancellor needs to scrap the Government's proposed landfill tax quarry exemption which will add up to £28,000 to the cost of homes on small sites in next week's Autumn Budget, says the Federation of Master Builders (FMB).

Brian Berry, Chief Executive of the FMB, said: "At a time when the Government is failing to meet its 1.5 million housing target the idea of an additional tax adding up to £28,000 for each new home on small sites is a nonsense. The Chancellor needs to act decisively and abandon the proposed landfill tax quarry exemption in her Autumn Budget on 26th November. This measure will help all housebuilders but particularly the smaller local ones who are being squeezed out of the housing market. Just 9% of all new homes are built by SME housebuilders as they are being held back by rising costs and delays in the planning system."

Berry continued: "With inflationary pressures still biting and SME housebuilders facing rising costs and subdued demand the Chancellor need to focus on getting the housing market moving. Greater investment is needed to support underfunded local authority planning departments as well as measures to incentivise building companies to hire the next generation of tradespeople. Funding for apprentice support services and financial incentives for small firms to take on trainees would help secure the building workforce that is needed to build the homes for the future."



co manufacturing aims to create the next generation with new manufacturing degree pathway

comanufacturing.co.uk

A leading manufacturer of home improvement products is looking to bridge a major skills gap by creating its own Manufacturing Degree pathway.

CO Manufacturing (the new name for Conservatory Outlet), which produces industry-leading doors, windows and living spaces, is looking for five young people to be the first in the country to embark on a career route that could eventually lead to a degree and a senior leadership position.

The Wakefield-based company has decided to take measures into its own hands after being left frustrated by the focus on advanced engineering, automation and aerospace, leaving its potential manufacturing operatives with a fragmented pathway that often stops before a degree. Head of HR Karen Starkey and CEO Greg Kane decided to come together to reverse this trend and, thanks to a strong working relationship with the Heart of

Yorkshire Education Group, there is now a clear Manufacturing Degree pathway ready to launch shortly.

"There are lots of training opportunities out there and different apprenticeships, but you have to navigate a maze of courses, funding routes and providers to take someone from college and give them a chance to gain a manufacturing degree," explained Karen, who has been with CO Manufacturing for more than 10 years.

"This is a long-term issue for our business as we desperately need new talent coming through the ranks so that we can retain some of the traditional skills associated with fenestration, without it being lost with knowledgeable members of our team retiring."

She went on to add: "That's why we knew we had to act, and I'm delighted to say that we now have a clear pathway for young people to follow, from Level 2 and Level 3 apprenticeships all the way to a degree."

The Manufacturing Degree pathway with CO Manufacturing starts with a two-year introduction to the business to help them understand the full production process for uPVC windows and doors, quality management and health and safety in the workplace.

Then the individual will move onto more of an operations-based role, which will see them work across multiple departments in the business, take on mentoring and development roles and complete their process leader and lean practitioner qualifications.

The more advanced stages will give them the opportunity to become a team leader and operations manager,

whilst completing their IOSH or NEBOSH certification and Six Sigma belts.

"By the end of the pathway, we are hoping to create the next senior leader or even director of the business – that's what we're aiming for," added Karen.

"This is a fantastic opportunity for someone who has a passion to learn and has the right work ethic. We'll provide the funding for the courses, on-the-job training and access to mentors, who will help you on your learning journey and with any workplace challenges.

"Manufacturing businesses in the home improvement sector need to do something to make sure we have the future talent coming through so we can continue to grow and make the next generation of windows and doors."

CO Manufacturing, which holds the Investors in People recognition and is on their pathway to achieving the gold standard, employs 180 people at its manufacturing operation in Wakefield.

The firm has enjoyed strong growth over the last twelve months, supplying windows, doors and living spaces to the trade and to the 27 retailers from across the UK that make up the CO Home Improvement Network.

CEO Greg Kane concluded: "There's no point bemoaning the current skills situation if you're not prepared to do something about it.

"We've spent a lot of time and money creating this Manufacturing Degree pathway that we believe can make a real difference to our sector. Karen Starkey and her team have done a fabulous job...we now just need the young people to come forward and take advantage."

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be transparent when trouble threatens

leonardcurtis.co.uk

Glazing businesses face market challenges just like any other, but what steps can you take to protect from current and future economic headwinds.

The glazing firms we are advising tend to be dealing with historical debt and are therefore susceptible to fluctuations in their sales pipelines. Companies with a high number of employees are also especially vulnerable - increases in national insurance contributions and the minimum wage have a major impact. When you consider a lot of these businesses are running on tight margins, it can often be the straw that breaks the camel's back.

SEVEN KEY CONSIDERATIONS:

1 Don't bury your head

It's very easy to fall into the 'hoping for the best' trap, as business owners are naturally optimistic, and the alternative is too concerning to contemplate. It's essential to take stock of the situation then bring together the relevant people to review the strategy and decide what needs to change. This needs to be done at an early stage of any distress.

2 Forecast, and then challenge it

Regular forecasting, particularly cashflow, is important for any business. Once drafted projections are an extremely effective guide to developing strategy and managing day to day operations. Regularly review and challenge forecasts to establish how you can bridge any gaps in your cashflow.

3 Act quickly when you see trouble ahead

The longer it takes to acknowledge difficulties, the quicker they accelerate, and the more problematic they become. If caught unawares, often by the time the 'cashflow crunch' hits and creditors are chasing for payment the options for remedial action reduce.

4 Ask for help

Nobody should be afraid of asking for help, there is plenty of trusted support available from qualified professionals, including Leonard Curtis, and we have a very open-door approach. More businesses could be saved if issues are taken on board and specialist advice sought early.

5 Be a good communicator

Once you have identified the cause of the distress and developed a plan to deal with the situation, communicating well with employees, customers and suppliers will help turn a distressed situation around. So, knowing what to say and when to say it is important and part of the guidance we can provide.

6 Engage with lenders and creditors

The simple advice is to engage with lenders and creditors at an early stage, especially where difficult messages need to be conveyed. If you make a promise to pay later as part of a deferral arrangement, stick to it, otherwise, your credibility may be damaged and confidence in your ability to manage the situation is lost.

7 Don't be afraid of insolvency

Confusion surrounding the insolvency process - and fear of repercussions from seeking advice from an insolvency practitioner - means that many owner managers leave it too late to get help. The key thing to remember is as cashflow pressures increase your options typically decrease. Identifying the warning signs early often means we have more options available and sufficient time to implement them.

Our priority - and that of most restructuring firms - is always to try to save a business if possible. Where we are consulted early enough, we can often develop a practical strategy to put the company back on a steady footing. Whether that be sourcing new finance, arrange a time to pay with HMRC, make informal payment plans with creditors, start communications with creditors, or operational restructuring.

Forward with Purpose
Richard Pinder, Director

Leonard
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aluk's iconik door wins praise from customers

alukgb.com/iconik

When AluK launched its new IconiK bifold in November, it promised customers a new way to defend themselves from the damaging race to the bottom on price and win strong margin business in bifolds.

Unsurprisingly, the response from customers to that message and the product itself has been hugely positive, with seven fabricators signing up to fabricate the new door within the first month.

Amongst those is Southend based Alu-Tec which is busy extending its showroom to accommodate a sample of the new IconiK. Alu-Tec's Director Phil Bates said: "We're excited to be introducing this product to our trade customers. We are confident that having this alternative bifold option will open up their sales to homeowners, and with the easier installation features provided by AluK, it will be another tick on our customers' lists of product musts!

"Following our own launch of the product, our sales reps have had positive feedback so far from the customers they have visited, with many particularly liking the slimmer sightlines and larger glazing areas available."

Russell Yates, AluK's Managing Director said: "We previewed the IconiK at the FIT Show and the feedback we got was that this is exactly what customers are looking for to distance their bifold offering from the commodity end of the market and move away from the pile 'em high, sell 'em cheap strategy which benefits no one."

"The door has all the premium design features needed to justify its price tag, but crucially it is cost effective to manufacture and fit, so it's a win-win for both fabricators and installers. We couldn't be happier with the launch so far."

In fabrication terms, the IconiK minimises stockholding. The same outerframe is used for both double and single doors and just the sash changes for either the IconiK Standard or IconiK Slim, and there is just one gasket and one extendable keep and lock system for all the configurations.

For installers, the IconiK comes with AluK's hugely popular Quik Clip™ glazing bead as standard which saves valuable time on every installation, and it features a wide range of sub-cills which make it easy to install in almost any property.

It boasts impressive thermal performance - all achieved without any requirement for insulating foams and with all PVC eliminated from the product, ensuring true cradle-to-cradle recyclability. Double glazed using Ug 1.0 W/m²K glass, the IconiK achieves U-Values of 1.3W/m²K and triple glazed it achieves U-Values of just 1.0W/m²K.



pilkington uk brings end-of- life glass recycling to st helens town centre regeneration initiative

pilkington.com

Pilkington United Kingdom Limited, part of the NSG Group, has helped to lower carbon and reduce waste in the once-in-a-generation regeneration of St Helens town centre, by recovering glass from former buildings and recycling it for new and retrofitted buildings in the first phase development.

Working alongside the main contractor, VINCI Building, which is delivering the scheme on behalf of St Helens Borough Council and its regeneration partner ECF – a venture between Homes England, Muse and L&G, the firm recovered 7.34 tonnes of glass from buildings being demolished as part of the town's transformation. The amount is roughly the same as the annual glass recycling of 150 average households.

Instead of going to landfill, the glass has been melted down and used to create new float glass, a process that saved 5.13 tonnes of CO₂e emissions, along with 8.8 tonnes of virgin raw materials.

The glass was recovered from two key sites being cleared in the town

centre: the Hardshaw Centre, St Helens' shopping centre which stood for 40 years, and the town's main bus station as part of early regenerative work. Demolition contractor Bradley Group supported the project by collecting and removing the glass from site, while Pilkington UK assessed the glass, advised on its removal, and coordinated the processing for re-use.

Pilkington UK recycled the glass via its renew:glass scheme, which aims to increase the amount of flat glass that is recycled. The glass is sorted and processed into cullet, small fragments that can be melted down more efficiently. This reduces construction waste and lowers the carbon footprint of the glass manufacturing process. The initiative highlights how collaboration between industry and local authorities can deliver practical environmental outcomes.

The work also supports NSG Group's Science Based Targets Initiative, which outlines the company's commitment to lowering greenhouse gas emissions by 30% by 2030 and achieve carbon neutrality by 2050.

Bea Roberts, Specification Manager, said: "This project is as much about protecting our future as it is about honouring our past. By reusing and recycling glass, we're cutting waste and building a more sustainable town centre. This circular practical approach puts sustainability at the heart of regeneration, helping us to build a cleaner future for our industry and local community."

Councillor Richard McCauley, Cabinet Member for Regeneration at St Helens Borough Council, said: "As a council committed to making waste a thing of the past and reaching net zero by 2040, we're proud to see glass recycled, not discarded, as part of the town's regeneration programme. By diverting materials from landfill and incorporating them into new developments, we are moving together to convert sustainability from

ambition to action. Moreover, we are incredibly proud to be working with Pilkington UK on this initiative given the company was founded here in St Helens and it continues to revolutionise industry so positively."

Matt Whiteley, Senior Development Manager for ECF, commented "Our ambition for this transformational scheme regeneration is not only to revitalise St Helens town centre, but to do so in a way that sets new standards for sustainability. Achieving our target of reusing 98% of materials on site is central to that vision. The recovery and recycling of glass by Pilkington UK is a perfect example of how collaboration can reduce waste, cut carbon and create a truly circular approach to development. Together, we're showing how regeneration can honour the past while building a resilient, sustainable future for the people of St Helens."

The transformation of St Helens will include a new Market Hall, a 120-bedroom Hampton by Hilton hotel, 56 apartments and eight townhouses. All of this will sit within expansive, biodiversity-rich green spaces designed to support pollinators, encourage native planting, and improve climate resilience. Backed by a £69.2 million funding package from St Helens Borough Council, this element of the project also benefits from UK Government support, including £7.24 million for the Phase One of the development through the Town Deal and £0.812 million from the One Public Estate Brownfield Land Release Fund to enable new housing

The borough is also set to benefit from a St Helens Transport Interchange project that is being supported by a £32 million investment from the Liverpool City Region Combined Authority via the City Region Sustainable Transport Settlement (CRSTS), along with £3.25 million from the UK Government's Towns Fund and further contributions from St Helens Borough Council.

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hormann truedor launches clima63 winter warmer promotion

c.grey.lei@hormann.co.uk

Hörmann Truedor is supporting its dealer network this winter with the launch of the Clima63 Winter Warmer campaign, offering 20% off its' Clima63 range of composite doors. Running from 1st November 2025 to 31st January 2026, the promotion aims to boost winter sales by providing consumers with access to one of the most thermally efficient composite doors currently available - at an even more competitive price.

The Clima63 composite door has been engineered and introduced to meet the increasing demand for energy-efficient building products that align with both the Future Homes Standard and homeowner expectations for sustainable, secure, and stylish entrance doors.

In line with the company's commitment to UK manufacture, Clima63 is produced at the IG Doors facility in South Wales. It features a 63mm insulated GRP door slab combined with a thermally enhanced frame, an advanced triple seal system, and triple glazed units fitted using Hörmann Truedor's unique cassette system. The range not only offers outstanding thermal performance with U-values as low as 0.80 W/m²K on selected styles but also delivers improved sound insulation and superior weather resistance.



Security is also a key benefit of the Clima63 range. All doors are fitted as standard with Kinetica K4 cylinder locks and multi-point locking systems, and the range has achieved Secured by Design accreditation offering homeowners peace of mind alongside thermal efficiency.

Available in three feature designs - Traditional, Cottage, and Contemporary - the range includes 21 standard styles with options for side lights and

fanlights. A wide selection of glazing, hardware and accessories, together with 20 standard colours and a choice of RAL colours allows homeowners to fully customise their door to suit their property.

With rising energy costs and a growing awareness of building performance standards, the Winter Warmer campaign is perfectly timed to help installers meet seasonal demand while offering added value to their customers.

hormann appoints colin grey as sales manager for composite door range

hormanntruedor.co.uk

Hörmann UK has strengthened its sales team with the appointment of Colin Grey as Sales Manager for the Hörmann Truedor range of composite doors, a strategic addition to the company's growing domestic entrance door offering.

Colin brings with him a wealth of experience gained over decades in the UK door industry. Originally from the North East, Colin relocated to the Midlands in the 1990's after serving in the Royal Navy, beginning his industry career with a window systems company. He went on to hold several senior sales positions with a leading designer and manufacturer of interior and exterior doors, solidifying

his reputation as a respected and knowledgeable figure in the entrance door sector.

Commenting on the appointment, Wolfgang Gerner, Managing Director at Hörmann UK, said, "We are delighted to welcome Colin to the team. His appointment comes at a time of significant opportunity for the Hörmann Truedor range, which represents a key growth area for us within the domestic entrance door market. Colin's extensive industry knowledge and strong network of contacts will be invaluable as we continue to expand our presence in this sector. He will be supported by our dedicated internal teams in sales, marketing, and technical services based at our Coalville headquarters, as well as the manufacturing expertise of our IG Doors facility in South Wales."

Speaking about his new role, Colin Grey added, "I'm thrilled to be joining Hörmann at such an exciting time. The Hörmann brand is renowned for its quality and innovation, and I'm particularly pleased to be working with a UK-manufactured product that's sustainably produced. I look forward to playing a key role in driving the growth of the Hörmann Truedor range across the UK market."

The Hörmann Truedor range of composite doors offers industry-leading performance, a wide variety of



styles and finishes, and excellent value for money. As a key pillar in Hörmann's expansion into the domestic entrance

door market, it is setting new standards in quality, sustainability, and customer choice.

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people buy from people they trust

Helen Savage, copywriter to the glazing industry, talks about the importance of making a connection with potential and existing customers and explains how business blogs can build trust.

There are very few products that can't be bought online these days, but wherever we make our purchase, people still matter. Of course, we all buy from the faceless international conglomerates for convenience sometimes, but when it comes to higher ticket items or personal gifts, we often look to buy from people face to face or research suppliers online to find someone we feel shares our values. People buy from people and brands they trust, which is why business blogs can be incredibly useful in helping companies make a connection with their audiences.

Let your online personality shine!

So, how can companies portray their personality online to attract more enquiries and ultimately fill the order book? Most websites will have an 'about us' section that lets us know when the business was established and what the company ethos is, but there is limited space to capture the attention of their online visitors, and probably little reason for readers to revisit the page another day.

That's part of the reason blogs are so popular. In addition to the proven SEO benefits, a well-written business blog can give your website visitors a more in-depth insight into your values, beliefs and culture. With the opportunity to write about lots of different topics and issues connected to your business, a blog allows you to show off more of your personality over a prolonged period.

Endless opportunities

Unlike other marketing outputs, which all have their place in the marketing mix, business blogs provide companies with endless opportunities when it comes to subjects to talk about. Your imagination is your only boundary. There is no word limit, no maximum number of posts you can publish, and there are no rules about what you can and can't talk about. Of course, it should always remain professional because you want to create a good impression, but business blogs allow a little more freedom than other marketing tools.

A good business blog will in fact cover a multitude of topics from commentary on news reports, such as conservatories hitting the headlines for supposedly de-valuing homes or how the construction sector is faring in the current economy, to sharing behind the scenes stories such as charity events staff are partaking in, or 'a day in the life' of various members of the team. A good mix of opinion pieces and personal stories will give web visitors a good feel for the kind of company you are.

Building trust and authenticity with potential and existing customers has never been more important and is a requirement that will only gather more momentum. Businesses that blog regularly, have an opportunity to share more of their personality and create a connection that sets them apart from the competition.

If you'd like help writing your blog, visit www.blogwrite.co.uk for more information.



why more builders are turning to composite doors to protect their margins

framexpress.co.uk

With costs rising and pressure mounting on project timelines, builders are looking for ways to protect their bottom line while still meeting homeowner expectations. Framexpress says more builders are turning to composite doors as the go-to product to safeguard their margins.

"Margins are under pressure across the board, and builders need products they can count on," says Stuart Green, Managing Director at Framexpress. "Composite doors tick every box: they're easy to sell, easy to fit, and customers love them. It's no surprise we're seeing more and more builders choosing composites to protect their profits and reputations."

Industry data backs this up. The WindowBASE Marketing Trends Report 2025 shows that composite doors now account for 36% of the PVCu door market, underlining their position as a powerhouse product. Anthracite grey dominates colour choices at 36%, while demand for contemporary designs continues to grow.

Composite doors offer everything builders need to keep projects on track: modern looks, high performance and simple fitting. They're also a quick win with homeowners, thanks to their wide choice of colours and styles, as well as proven security and thermal

credentials. For builders, that means faster sales and fewer costly call-backs.

Framexpress has developed its service model to help builders make the most of the demand, offering a complete CLUB of products that puts every glazing solution under one roof. Composite doors are a central part of this – growing from just two styles to five, giving builders more choice and flexibility across different projects. Backed by short lead times, reliable delivery and dedicated sales and marketing support, it's a package designed to protect margins and reputations.

"Builders are under constant pressure to deliver quickly, accurately and professionally," Stuart adds. "By combining higher spec as standard products delivered On Time and In Full, with the service and support behind them, we're giving our customers everything they need to push for stronger margins with confidence."



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trade window centre invests in new haffner machinery to support continued growth

haffnerltd.com

Trade Window Centre has further strengthened its manufacturing capabilities with the purchase of a new SMR-5 Five Head Welder from Haffner.



Earlier this year, the Yorkshire-based trade fabricator purchased an SBA Machining Centre which has allowed them to scale up production to around 700 frames per week. The new SMR-5 will further enhance their capacity as they continue to experience exceptional year-on-year growth.

Founded by window fitters Dominic Francis and Ryan Arnold, Trade Window Centre was established in 2022 following a partnership with UK Doors Online. What began as a small local fabricator operating from a 2,500 ft² facility has since evolved into a national manufacturer based in a 50,000 ft² facility with 25,000 ft² dedicated to window and door fabrication. This impressive expansion marks an exceptional growth trajectory in just three years.

The company manufactures a wide range of PVCu windows and doors, as well as aluminium products for the trade market. Their focus on quality, supported by hands-on industry experience, has been instrumental to their success. As former fitters, Dominic & Ryan understand first-hand the value of supplying high-quality manufactured products to the trade.

Dominic said: "We've built Trade Window Centre by continually investing in the best machinery and people. The SMR-5 is another big step forward for us and gives us the precision, speed and consistency we need to keep up with demand while maintaining the high standards our customers expect."

The SMR-5 Five Head Welding Machine from Haffner is a next-level solution that perfectly demonstrates the power of automation. Using an SMR-5, an operative can weld twice as many frames in the same time compared to a standard quad welder. The advanced machine delivers outstanding accuracy, flexibility and performance, making it a valuable addition to Trade Window Centre's expanding operation.

Dominic added: "Our journey has always been about delivering the highest quality products to our customers. Every investment we make is with that goal in mind."

The SBA Machining Centre has already transformed our production capacity and the SMR-5 will take us even further. We've also been incredibly

impressed with the recommendation and support from Matt Thomas and the Haffner team. Their guidance and service have been exceptional."

Matt Thomas, Managing Director at Haffner, commented: "Trade Window Centre is a fantastic example of a forward-thinking trade fabricator who truly understands the value of investment and automation. Their progress has been remarkable, and we're delighted that Haffner machinery continues to play a role in supporting their growth. The SMR-5 will provide them with the automation and efficiency they need to meet increasing demand while maintaining their outstanding product quality."

From local beginnings to a thriving national business, Trade Window Centre's commitment to quality and innovation continues to drive its success. With the addition of the Haffner SMR-5 to its fabrication set-up, the company is perfectly positioned to continue delivering excellence to trade installers nationwide.

saint-gobain glass launches cool-lite xtreme 51/23 and 51/23 ii

saint-gobain-glass.co.uk

Saint-Gobain Glass has launched COOL-LITE XTREME 51/23 and COOL-LITE XTREME 51/23 II, the latest evolution in its solar control range. This high-performance, triple silver-coated, glass delivers outstanding selectivity, processing flexibility and a neutral aesthetic that aligns with modern architectural trends.

cool-lite xtreme 51/23 (annealed) and 51/23 II (to-be-tempered) provide the highest selectivity in the xtreme portfolio, combining a light transmission of 51% with a remarkably low solar factor of just 2.22. This results in a selectivity of 2.22, allowing more natural daylight to enter while effectively managing solar heat gain – a critical balance for creating liveable, comfortable spaces, even in highly glazed buildings. The

product helps improve both visual and thermal comfort, supporting building performance without compromising on aesthetics.

The launch introduces the first annealed version of this specification to the xtreme range, giving fabricators, architects and specifiers greater design flexibility. Both versions deliver identical performance and visual qualities, regardless of whether the glass is tempered or not. The to-be-tempered cool-lite xtreme 51/23 II version also comes with easypro surface protection, making handling and processing simpler, cleaner and more sustainable – saving time, reducing waste, and supporting energy efficiency in production.

A key feature of this new product is its refined, modern appearance. With a neutral colour tone, low exterior reflectivity and consistency across all viewing angles, cool-lite xtreme 51/23 (II) was developed to meet the most demanding architectural ambitions. Whether used in façades, curtain walling or glazed roofs, it offers a sleek, contemporary look that complements a wide variety of building styles.

Supporting the building industry's shift towards more sustainable solutions, cool-lite xtreme 51/23 (II) is available on planiclear standard float glass, diamant low-iron glass, and ORAÉ low-carbon glass. The availability on ORAÉ makes it possible to specify a high-performance solar control solution while reducing both



operational and embodied carbon, helping projects meet increasingly stringent environmental targets without compromise.

This new product will replace the outgoing cool-lite xtreme 50/22 II, offering improved aesthetics and, for the first time in this performance category, an annealed version to complement the to-be-tempered option. It joins the existing cool-lite xtreme family, including 70/33 (II) and 61/29 (II), and will be manufactured in Saint-Gobain's high-tech facility in Germany with the same reliable supply, availability and service that UK customers have come to expect.

With the launch of cool-lite xtreme 51/23 and 51/23 II, Saint-Gobain Glass continues to push the boundaries of what is possible in architectural glazing – delivering solutions that combine technical excellence, design flexibility and sustainability. This latest innovation demonstrates the company's commitment to helping its partners in the building industry meet the evolving demands of modern construction, from energy performance to aesthetics and environmental responsibility.

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kenrick achieves iasme iot cyber certification for ak safe secure

kenricks.co.uk

Kenrick has further strengthened its commitment to security excellence with the AK Safe Secure smart lock box achieving IASME IoT Cyber certification, confirming its compliance with recognised cybersecurity and data protection standards.

Cybersecurity is becoming increasingly important in the smart technology space, driven by new UK legislation and rising customer expectations. All consumer connectable products sold in the UK must now meet essential IoT security requirements, placing greater responsibility on manufacturers to demonstrate the safety and integrity of their devices.

Andy Meakin, Sales and Marketing Manager at Kenrick, said: "Cybersecurity is now a crucial part of any smart product and it was important for AK Safe Secure to achieve this accreditation. Meeting IASME IoT Cyber standards shows that AK Safe Secure has been designed to the level of protection that today's market expects, and it reinforces our commitment to delivering secure and dependable smart access solutions."

IASME plays a key role in helping manufacturers meet these requirements and works closely with Secured by Design, the UK Police Service's official crime prevention initiative. Secured by Design recently introduced the Secure Connected Device accreditation for connected security products such as alarm systems and video technology. The IASME IoT Cyber Assurance scheme is one of the recognised routes manufacturers can follow to demonstrate that their products meet the highest level of cybersecurity requirements.

For AK Safe Secure, achieving IASME IoT Cyber certification confirms that the smart lock box has been independently assessed against essential cybersecurity controls. A certification badge can now be displayed on its packaging, enabling purchasers to easily verify the security credentials of the device and make informed decisions.

The certification confirms that AK Safe Secure incorporates measures to protect user information, secure digital communication and maintain resilient data-handling practices. It also reinforces that its smart features including remote management, permissions control and real-time monitoring are supported by independently verified cybersecurity standards.

This achievement adds to the proven durability and innovation already associated with AK Safe Secure. Built on Kenrick's longstanding reputation for strength and reliability, the smart lock box continues to offer flexible, high-security access management across residential, commercial and industrial environments.

The IASME IoT Cyber accreditation further strengthens the product's appeal to locksmiths and trade professionals, supporting both retrofit projects



and new smart access installations where reliable cybersecurity assurance is essential.

As with all Kenrick products, AK Safe Secure reflects the company's commitment to innovation, quality and the responsible development of smart technologies ensuring customers benefit from solutions that are secure, dependable and built to last.

acj aluminium signs up to stellar

stelleraluminium.co.uk

ACJ Aluminium in Cannock has signed a three-year supply agreement with Stellar Aluminium Systems, marking a key milestone in the company's renewed focus on the domestic aluminium market.

Having previously stepped back from domestic installations, ACJ Aluminium's decision to adopt the Stellar Aluminium range has opened exciting new opportunities. The company now manufactures and installs the complete Stellar Window and Door collection, including Flush Casement and Fully Flush Casement Windows, Bifold Doors, Lift & Slide, Inline Sliding Doors and the new Heritage Window.

Since introducing Stellar, ACJ Aluminium have already secured a number of new domestic contracts and has appointed a dedicated installation team to meet the growing demand.

Phil Jones, Director at ACJ Aluminium, explained: "The difference with Stellar Aluminium was clear from day one. It's genuinely a fabricator's dream to manufacture and the finish quality is outstanding. Our team found the system incredibly straightforward to install with its pre-gasketed knock-in beads which makes all the difference on site. It's already opened up new revenue streams for us in the domestic market."

Phil continued: "Consumers appreciate the aesthetics of Stellar with its slim sightlines, contemporary design and exceptional overall quality. And the fast turnaround on colours from the in-house Stellar coating plant at Telford has been exceptional.



It's given us the confidence to deliver premium aluminium products with outstanding consistency and speed."

As part of their move to Stellar, ACJ Aluminium has also switched to sourcing its hardware through Safeware, giving them access to a comprehensive, fully tested and compliant hardware portfolio that ensures seamless integration and dependable performance.

Joe Leeming, Key Account Manager at Stellar Aluminium, commented: "We're delighted to welcome Phil and the team at ACJ Aluminium to the Stellar and Safeware network. Their commitment to

quality and customer satisfaction makes them a perfect fit for the Stellar brand. It's fantastic to see how quickly they've leveraged the system's advantages to re-establish a strong domestic presence, and we look forward to supporting their continued growth."

From exceptional aesthetics to ease of fabrication and installation, Stellar Aluminium continues to set the benchmark for innovation and performance. For ACJ Aluminium, the move to Stellar represents the start of a new era of opportunity, growth and confidence in domestic aluminium sales.



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vastpr.co.uk

Emotion will give your marketing message a real kick – don't be afraid of digging deep!

It seems that for once John Lewis has got the tone of its Christmas TV commercial spot on. If you haven't seen it, it depicts a GenX male putting on a vinyl record that takes him back to a youth spent on the dance floor. As he's grooving away his son comes into view. In short, his son shows his love through the gift of retro-vinyl.

Cue side eyed sniffs from parents across the nation – not only does it appeal to that wistfulness of a generation teetering on the brink of middle age, but also the sometimes inaccessible affection of their teenage children. John Lewis has struck a masterclass in appealing to the emotions of more than one generation of family.

The emotion powerhouse in marketing

Emotion – probably the most important element of getting your message across. Emotion is the element that connects you with your listener. It can evoke a visceral reaction that goes beyond logic. It brings relatability. Understanding.

That's not to say that a more technical message is not important – time and place is everything. But even the driest of messages can be elevated by injecting a degree of emotion – be that humour, humility, pride – all wrapped up in a job well done.

To really grasp why emotion is so important in business and marketing, let's look at the root of the word itself. Emotion literally means 'energy in motion' – from the Latin 'emovere' – to move outwards. By generating that energy, you move someone towards an action – that action being to make a purchase.

But it can also lead to a negative action – or not making a purchase. An evoked emotion can also repel, incite disappointment or disgust, divide an audience. While this in itself is not a bad thing (you can't please all the people all the time), it highlights the importance of knowing your target audience inside out, and focusing on messaging that is specific to them. The alternative is a messaging that is so bland and vanilla that you fade into obscurity.

Revealing the relatability

I once attended a week long public speaking course. A significant part of that course was spent on crafting your 'story', developing a narrative which would allow you to connect emotionally with your audience, learning the techniques that would draw out those within the audience to listen with empathy and intention, who would be able to relate to your own experiences and choose to come along for the ride.

Personally, it was the most difficult part of the entire process. Coming from the uniquely British 'stiff upper lip' background, I found it a profoundly difficult process to put my own experiences front and centre. Which is probably why I am so good within the PR profession – as a natural empath, the telling of other's stories and recrafting them into something relatable is a part of the process that I enjoy the most.

Think about the emotions that might drive your audience to a buying decision. Are they driven by fear, pride, safety, happiness. This is not just a remit for those selling direct to the consumer – it works just as well in the business to business world that many of you operate within. It's simply a case of reframing those emotions within a different context.

Deepening the narrative

Understanding the emotion and using this knowledge to build stories around your marketing message will immediately allow you to approach all your marketing with a much clearer picture of what you are offering your customer base – whether you are creating efficiencies, securing a family home or adding value to a property. The emotion is the story, and one which people have been buying into for generations. How powerful is that!

I'm pretty good with my emotions if you need some guidance!

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Kate Ashley-Norman
Director



UK CONSUMER FENESTRATION TRENDS REPORT

AUTUMN EDITION – 2025



keystone celebrates two years of consumer insights with free autumn fenestration report

www.keystonemr.co.uk

Keystone Market Research is pleased to announce the publication of its Autumn 2025 Consumer Fenestration Trends Report, marking two years of continuous insight into UK homeowner attitudes, preferences and spending behaviour across the fenestration market.

Drawing on feedback from more than 5,300 homeowners throughout 2025, this report consolidates findings from all four quarterly surveys, providing the most complete view yet of how consumer choices around materials, glazing types and investment intentions have evolved over the past year - and how they compare to trends first identified in 2024.

This edition was made possible through the continued support of our sponsors: Endurance Doors, Epwin Window Systems, the GGF, Linar and VEKA; whose backing has helped Keystone deliver independent, high-quality consumer research to the fenestration industry.

Charlotte Hawkes, Director of Keystone Market Research, commented: "We're proud to celebrate two full years of publishing the Consumer Fenestration Trends Report and thanks to the support of our sponsors, we're able to share this report for free, allowing more fabricators, installers and system companies than ever to access this important resource."

Charlotte also joined an expert panel at this year's Glazing Summit, where she shared highlights from the Autumn report - including key insights into shifting material preferences, consumer

priorities and long-term spending confidence. The discussion drew attention to how young homeowners are set to be the largest market for home improvement projects next year and they are setting aside higher budgets to meet their requirements for superior quality, aesthetics and efficiency.

Now in its second year, the Consumer Fenestration Trends series has established itself as a trusted benchmark for the industry, helping businesses anticipate demand and tailor their strategies accordingly.

Keystone also announced that sponsorship opportunities for the 2026 series are now open. Sponsors receive early access to each quarterly edition and the ability to share the content directly with their customers, ensuring that their networks are armed with the latest consumer insights.

Companies can also subscribe to receive all 2026 reports annually, providing an ongoing source of market intelligence throughout the year.

You can register to receive your free copy of the Autumn edition until 19th December at: keystonemr.co.uk/sign-up.



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carl rutter, new national sales manager

freefoam.com/professional

Freefoam Building Products are delighted to announce the promotion of Carl Rutter to the position of National Sales Manager.

In his new role Carl will oversee Freefoam's national sales team across the UK, working closely with area sales managers, stockists and key accounts to support growth and strengthen the company's market presence.

Carl joined Freefoam in 2006 as Area Sales Manager for the South-West bringing with him extensive experience of trade counter supply in the PVC building materials sector. After many successful years working with our customers in the South-West Carl was promoted to National Business Development Manager in 2023. He has played a pivotal role in developing strong customer relationships and delivering sustained sales growth across the business. "I'm proud to be taking on this new challenge," said Carl Rutter. "Freefoam is a fantastic company with a strong customer focus and a great team. I'm looking forward to building on our success and continuing to deliver value and



support to our customers nationwide." As National Sales Manager, Carl will also work closely with the UK Sales Director Richard Jackson to focus on enhancing customer partnerships, expanding sales channels, developing the sales team and supporting Freefoam's continued investment in product innovation and market growth. "Carl's promotion is a reflection of his dedication, leadership, and understanding of our customers and products," said Richard Jackson "He has consistently demonstrated the ability to deliver results and motivate teams, making him the ideal choice to manage our national sales operation. Here at Freefoam employee retention is very important to us. This promotion is another example of how we work with team members throughout their career, supporting them to develop their aspirations and nurture their talents. Carl has been with us almost 20 years and I wish him every success in his new role"

safeware adds lockmaster panic exit

safewarehardware.com

Hardware distributor Safeware has further strengthened its product range with the addition of the Yale Lockmaster Panic Exit Device, providing customers with a high-performance solution for commercial projects.

Rob Hartill, Safeware's Commercial Director, said: "The Yale Lockmaster Panic Exit Device gives our customers a reliable, high-performance product that combines strength, safety and flexibility. Its unique external access system and patented double-door option make it ideal for demanding commercial projects where both security and ease of exit are critical."

Designed to work with Lockmaster multi-point door locks with one-piece keeps, the Panic Exit Device combines high-performance security, compression and fast emergency exit



capability in one solution. Suitable for use with outward opening single and double exit doors up to 200kg, it can be used across PVC-U, composite, timber or metal systems. As a 'Type A' push bar panic device, it is suitable for public buildings where quick and reliable escape is essential. It has been endurance tested to 200,000 cycles and corrosion tested to 240 hours salt spray. In terms of security, it is capable of withstanding 1,000 Newtons of side force. The device is fully compliant with EN 1125 (for panic exit devices) and is ICIM-accredited for performance.

Rob concluded: "As a hardware supplier, it's our job to keep our finger on the pulse by making sure we stock the value-added products our customers need. By combining the right solutions with collaborative support, we help fabricators strengthen their businesses and secure long-term success."

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6 tips for 2026

bohle.com

Paul Miller, Bohle's National Sales Manager, shares six ways installers can stay ahead of the curve and make the most of the year ahead.

As we move into 2026, customers' expectations are higher than ever. They want beautiful, durable, and functional spaces – whether that's in homes, offices, or hospitality environments.

For installers, the opportunity lies in combining precision with creativity: offering flexible solutions that make every project smoother, faster, and more profitable.

Below are six considerations to ensure that your business continues to maximise opportunities in 2026:

1. Flexibility is key

The modern installer needs products that adapt to any environment. Bohle's systems are designed with versatility at their core. Their modular design, adaptable fittings, and multiple configuration options allow the same high-quality hardware to be used across everything from partitions to doors to balustrades.

That flexibility simplifies ordering and training while helping installers deliver a consistent finish across projects of all sizes.

2. Colour adds value

The trend for colour isn't slowing down. Matte black, brushed brass, and stainless-steel finishes are

transforming what clients expect from glass hardware. Colour allows installers to create cohesive, design-led results that complement surrounding décor – and stand out from the competition.

It gives customers choice and personality, while keeping the installation straightforward.

3. Keep installation simple

On site, time matters. Hardware that's quick and intuitive to fit can save hours per job. Across Bohle's ranges, thoughtful design features like single-tool installation, front-mounted fittings, and concealed fixings mean less downtime and fewer complications.

Behind this is Bohle's in-house R&D team, which continuously refines products based on installer feedback – ensuring every hinge, track, and clamp performs reliably, every time.

4. Build accuracy into every job

Precision is the hallmark of a professional finish. Bohle's Solaflex digital measuring system makes achieving that precision effortless. Using laser technology and Bluetooth connectivity, Solaflex captures exact dimensions instantly and sends them straight to a mobile device.

It reduces errors, streamlines communication with production teams, and eliminates the need for repeat site visits

5. Think ahead for accessibility and future use

An increasing number of customers are looking for installations that will stand the test of time. Sliding systems such as MasterTrack make it easier to create barrier-free spaces that combine style with functionality.

For installers, offering adaptable, future-ready designs not only broadens their customer base but



positions them as forward-thinking professionals able to meet evolving building needs.

6. Work with partners who support you

Behind every successful installation is a trusted partner. Bohle's combination of global manufacturing expertise and dedicated UK support ensures installers receive personal, reliable service every step of the way.

From initial product advice to aftersales assistance, Bohle's commitment to installers is clear: to make every project faster, simpler, and more rewarding.

The takeaway

In 2026, success will belong to installers who embrace flexibility, precision, and style.

With adaptable, easy-to-fit products, Bohle gives professionals the tools to create exceptional results – whatever the space, scale, or style.

eurocell supplies high-performance window systems for £65m regeneration

eurocell.co.uk

Logik Flush Casement system delivers acoustic, thermal and sustainability benefits for major Manchester housing scheme

Eurocell has supplied its Logik Flush 70mm Casement window system to the £65 million regeneration of Collyhurst Village, delivering a solution that meets demanding performance and aesthetic requirements in one of Manchester's most ambitious housing developments.

Led by FEC UK and Manchester City Council, the Collyhurst Village project forms part of a wider 10-year masterplan to deliver 15,000 new homes across the region. The first phase, which began in October 2022, involves the construction of 244 new homes.

Designed by Buttress Architects and delivered by DEX Construction, the project needed to respond to challenging acoustic, thermal and security demands in a busy city centre location. The chosen window system had to reduce heat loss and road noise, provide a contemporary appearance, and support the project's wider sustainability goals.

Ben Lissaman, Commercial Manager at DEX Construction said: "The difference in housing quality

across the site is already clear to see. The Logik Flush system didn't just meet the performance brief, it helped transform the overall look and feel of the development."

Eurocell's Logik Flush 70mm Casement system was specified to meet these requirements, offering a U-value of 1.3 W/m²K, a G-value of 0.7, and compliance with both PAS24 and Secured by Design standards. With robust hardware and high-performance security glazing, the system provided a safe and thermally efficient solution for residents.

Manufactured using an average of 32% recycled PVC-U, the Logik Flush profile contributed to the development's low-carbon objectives. Eurocell's closed-loop recycling system ensures post-consumer waste is transformed into new profiles, reducing reliance on virgin materials while maintaining high levels of product quality and consistency.

The system was fabricated and installed by trusted Eurocell partner JJ Harrison, whose team worked closely with DEX Construction to deliver the project on time and in line with the architectural vision. Anthracite Grey exteriors and Classic White interiors were chosen to create a modern yet timeless finish, enhancing the visual identity of the scheme.

Matt Collier, director at JJ Harrison Windows & Doors said: "Logik Flush is a versatile and easy-to-install system that's ideally suited to projects like this. It strikes the right balance between high performance and visual appeal – and the feedback from both site teams and residents has been fantastic."

Arron Crisp, technical specification manager at Eurocell added: "We worked closely with Buttress Architects from the early stages to ensure the specification met the project's performance and sustainability goals. Our collaboration with JJ



Harrison was key to translating that spec into reality, helping to keep the programme on track without compromising design intent."

As the first homes are completing, Collyhurst Village is setting a new benchmark for sustainable urban housing. With thousands more homes planned over the coming decade, Eurocell is proud to play its part in the long-term regeneration of Greater Manchester.

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ADVANCED SEALED UNITS

AluK helped put some extra sparkle in the 40th anniversary celebrations at long-time customer All Glass Systems (AGS) with a welcome drink for every guest arriving at a party hosted to mark the very special occasion.

AGS invited all staff and partners to drinks, dinner and a disco to say thank you for their contributions to the company's success over the years and toast its ambitious plans for the future.

Based in Telford, AGS fabricates and installs a comprehensive range of AluK products for commercial projects right across the UK, as well as having a thriving retail arm which supplies customers throughout the Midlands.

It has been an AluK customer for more than 20 years and has built its reputation on the quality and precision of its frames alongside the technical expertise and vast experience of the team. AGS is particularly strong in the education, health and retail sectors, fabricating and fitting curtain walling in AluK's SL52 system, entrance doors in the GT55 system and windows in the ever popular 58BW system.

To coincide with the 40th anniversary, AGS has updated its branding and launched a brand new website to present an energised new look, which will take it forward into the next decade and beyond.

The new website emphasises AGS's strength in both the public and private sectors and features a raft of recent case studies showcasing the



company's ability to deliver bespoke solutions for even the largest scale projects.

Martin Pagett, the company's Commercial Manager, said: "I'm confident that the investments we've made in new machinery this year and in our brand and online presence have put us in a strong position for the future.

"The partnership with AluK continues to grow in strength because of the support we get from them on everything from new product innovation to CAD design and testing, so it was particularly pleasing that they supported our party – and I know the team here really appreciated the gesture."

the residence collection elevates luxury bournemouth property

residencecollection.co.uk

November 2025: Situated along one of Bournemouth's most prestigious roads, a striking, large-scale home has been transformed with The Residence Collection's R9 system - expertly installed by Precision Home Improvements and fabricated by Dekko Window Systems Ltd.

The homeowner wanted the timeless character of traditional timber windows, but without the ongoing maintenance, repainting and limitations associated with wood. As the original timber alternative, The Residence Collection's R9 system was selected for its ability to authentically replicate 19th Century timber designs, while delivering today's standards in energy efficiency, longevity and performance.

Finished in Grained White, the R9 windows and French doors deliver a



soft, heritage look that complements the property's grandeur inside and out. The installation comprised 54 windows and four French doors, all manufactured using Timberweld and mechanical jointing for authentically butted joints and timber-like detailing. The flush sash exterior and elegant glass sightlines further reinforce the handcrafted aesthetic.

Each unit features 4-20-4 Tough Low E/Tough Low Iron glazing with Argon gas and 20mm Black Swiss spacers, offering outstanding clarity and thermal performance. The R9 system is capable of achieving AA+ energy ratings and U-values from 0.74 W/m²K with triple glazing and 1.2 W/m²K with double glazing,

comfortably exceeding Building Regulations and ensuring long-term efficiency and comfort.

To further enhance the traditional period allure, the homeowner selected Regal Pear Drop Satin Silver handles for an authentic finishing touch. A weatherbar detail, unique to the R9 design, provides both visual character and time-served performance benefits. What's more, 12mm antique lead detailing was incorporated into the bay windows at the rear to remain in keeping with conservation requirements.

Andrew Bell, from Precision Home Improvements, commented: "Our client wanted the very best timber look without the upkeep. The Residence

Collection's R9 gave us the flexibility to achieve the traditional aesthetic while delivering all the benefits of modern PVCu performance. The end result is stunning - elegant, efficient and completely in keeping with the property's character."

Jo Trotman, Marketing Manager at The Residence Collection, added: "This is a beautiful example of how The Residence Collection can enhance premium homes, where design and detail truly matter. Precision Home Improvements have delivered a fantastic installation that perfectly showcases how our R9 system combines heritage design with modern innovation."



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endurancedoors.co.uk

Endurance Doors is taking steps to ensure its continued success as one of the UK's premier manufacturers of high-end composite doors.

As part of a focus on succession planning, the business is investing into upskilling members of its team, equipping them with the expertise and abilities to become the brand's senior leaders of tomorrow.

Sharleen Lawless, HR Director at the Endurance Group, comments: "The challenges facing UK businesses when it comes to recruitment have been well documented and publicised.

"To ensure these issues do not restrict the group's ambitious plans for the future we are adopting a similar approach to many other large and progressive employers. We are creating our own internal talent pipelines by offering our team extensive scope for personal and professional growth as well as further opportunities to develop through internal mobility." The new



Endurance training initiative enables staff to gain either a CMI (Chartered Management Institute) Level 5 or Level 7 Diploma in Management and Leadership. Completing either course also enables participants to earn Chartered Manager status.

The courses are delivered online by a team of specialist tutors from the CMI and require significant commitment from students.

The Level 5 course entails 370 hours of learning and usually takes a year to complete. The Level 7 course meanwhile involves 557 hours of learning and typically involves around 15 months of studying.

To date, three members of the Endurance team have completed the Level 5 course with two of those students being awarded distinctions. One individual from the business has so far obtained the Level 7 qualification.

£5k integral blind offer

silkawindows.com

SILKA is showing installers that confidence in premium products still pays off. The aluminium brand has launched a new homeowner offer that rewards higher-value sales with up to £5,000 worth of free integral blinds.



Running until the end of the year, the promotion applies across SILKA Aluminium Windows, Tilt & Turn Windows, Bifold Doors and French Doors. The value is calculated from the installer's purchase price with SILKA – not the resale price – giving trade partners complete control over their own margins and positioning.

Asa McGillian, Managing Director says the promotion reflects a growing demand for support that goes beyond product supply. "We know that homeowners are more informed than ever. They recognise quality but still want a reason to justify the investment. This offer helps our partners have that conversation with confidence – it's about adding genuine value, not reducing price."

The promotion is part of the SILKAselect trade partner

programme, built to help installers succeed in the premium market. SILKAselect trade partners gain access to free homeowner leads, marketing content, showroom materials and sales support – all designed to make selling SILKA's high-end aluminium products easier, more credible and more profitable.

SILKA Integral Blinds are fully enclosed within the sealed unit and finished with a ceramic-printed edge – a baked-on enamel border fused to the glass during toughening. The ceramic edge hides the perimeter hardware and spacer sightlines, giving a clean, uniform finish that won't scratch, fade or peel over time.

Every blind is also backed by a two-year warranty, reinforcing the quality homeowners expect from SILKA.

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