

september 2011 newsletter



Dear Customer,

Welcome to our September Newsletter, as you've come to expect, it's full of industry news and useful product information.

Below is VEKA's press announcement on their acquisition of Bowater Building Products Ltd, which now incorporates the WHS/Halo profile system we use.

VEKA announces acquisition of Bowater Building Products Ltd

VEKA plc has announced the acquisition of Bowater Building Products Ltd in a move which will further strengthen VEKA's market position within the UK industry during its 25th anniversary year of manufacturing in the UK.

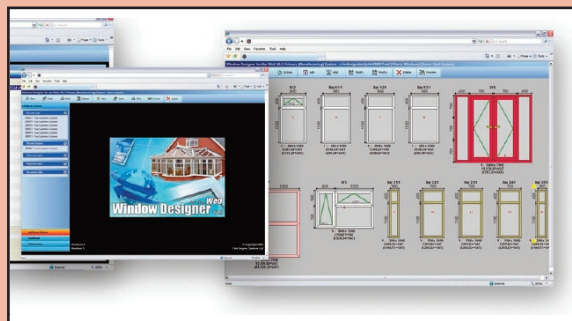
Dave Jones, VEKA Managing Director commented: "VEKA is pleased to announce the acquisition of Bowater Building Products. As many of us in the industry are aware, the current market is extremely difficult, yet VEKA has continued to invest in its systems, people and plant and is now in the position to demonstrate further commitment to the UK market with this acquisition.

We have undertaken a thorough review of potential acquisitions and have selected Bowater Building Products due to its obvious synergies with the VEKA brand in terms of product quality and positioning. During the review we also found that the ethos of the 2 companies is very similar as is the way they are run which should make way for synergies as we align the 2 brands.

This exciting news comes as we celebrate our 25th anniversary of manufacturing here in the UK. We are aware that there are rumours about the stability of many of our competitors right now and want customers of both the VEKA and WHS Halo brands to feel reassured that they are partnered with a systems company whose roots are firmly planted in the UK. Not only can we offer customers the stability of buying from a company which is still family owned, but our acquisition of Bowater Building Products sends out a clear message to the market that VEKA and WHS Halo are here to stay within the UK and we will continue to invest in the future for ourselves and customers of both brands.

On-line Pricing

In the next few weeks we will be testing and installing an on-line pricing package which will allow you to price at the office or home providing you have access to the internet via broadband. The system will work using a log-in and password and allow up to 5 users at any one time. The software is easy to use and allows you to accurately quote jobs in a matter of minutes whilst also saving them to easily recall when necessary. I know this comes as good news to many of you who have already expressed an interest and we will endeavour to make this available as soon as possible. If you would like any more information please speak to me.



New Composite Door Brochure

Please find enclosed a copy of the new Composite Door Brochure and Price guide. This facelift brochure has been designed to be more informative about what a Composite Door actually is and the options available other than door styles and glass designs.

We have focused more on the Scalby collection which accounts for the majority of sales and re-introduced some popular glass designs from the past such as the 'Jet' and 'Barite' which I know is featured in many of your showrooms.

The brochure also provides detail for Pas23/24. This is currently being tested and you will be advised as soon as it is available for purchase. Until we let you know, please let your customers know that the security version is being manufactured to the same specification as our test doors and certification will be completed during the next few weeks.

Double Rebated Composite Doors Coming Soon!

In the next few weeks we will be launching a double rebated Composite Door. These doors are far superior in performance to the 44mm flush door both in weather performance and 'U' value. To give some comparisons a PVCu infill panel is 28mm, the flush Composite Door is 44mm and the new Double Rebated Composite is 67mm – that's 50% thicker than our current Composite. We will supply you with more technical information when we are ready to launch this product sometime early in October.

New Yale YS170 Residential, French & Composite Door Locks

'Better by Design'. We will be moving on to the new Yale YS170 which is the replacement for our current Yale Asguard and Yale G2000 locks. One of the main improvements on the new residential door lock is the rollers are now outboard of the hooks, which pulls in and weather seals the door especially on taller doors. There is a leaflet enclosed about the Yale YS170. This lock is totally new and cannot be used to replace older locks.

1-2-3 Offer on PVCu infill Panels

Included in this Newsletter is a special offer on Door Panels which has been designed to keep things simple and competitive. Please see the separate sheet explaining all the information regarding pricing and ordering.

Fire Escape Sash Horn Casement Window!

We can now offer a solution to fire-escape windows while using the 'run through' sash-horn on our Rustique casement windows. We do this by removing the rebate of the outer-frame, which allows us to screw in a dummy sash as per the photograph. Please note you cannot have this sash as an opener! The surcharge is £40.00 plus VAT per opener.



Kolorbonding – Gentle Reminder

Can we politely remind you that we will not spray full height PVCu Door infill panels. They are not stable enough to cope with the temperature variations. We will only spray half panels.

Aluminium Folding Sliding Doors or Bi-folds – Now Available!

Folding Sliding Doors being the correct name but Bi-folds is the more common and easier to pronounce name! As our way of living is constantly changing we want more versatile and open space, which is where the Bi-folds carry their appeal. Very much the current trendsetter in our industry as a must-have-product in Conservatories, extensions and new-build homes, the bi-folds offer seamless integration from room-to-room or room-to-garden allowing increased space and unrestricted panoramic views.

There are many configurations from which to choose and you must be clear with your customer on what they would like. When installing into a conservatory, you will need a portal eaves system to ensure that the weight of the roof is separated from the Bi-folds. Portal product pricing for this use is available on request.

Design Features include

- Internally beaded with a softline detail to all external doors and panels
- Chamfered bead
- 4 stainless steel wheels ensure smooth and consistent operation
- Unique flush line pop-out handle that allows maximum door opening
- 34mm Low threshold option
- Winkhaus locking system where a traffic door is used
- Slave doors fitted with a shootbolt rather than finger bolts.



Helpful Hints & Tips

When drilling and fixing your doors, please be careful to remove any excess fillings which may fall in to the rebate of an aluminium thresh. These steel fillings can rust and the marks are very difficult to remove afterwards.

The Capella from K2

As you can see from the pictures we now have a couple of examples installed. This is not really a substitute for a bonafide Orangery but nevertheless the effect is quite appealing offering a simple solution with the option to put both down-lighting and up-lighting. What's more attractive is how easy it is to install and the cost-effective price which brings this option comfortably



within most Conservatory budgets unlike the additional thousands of pounds you would expect to pay for an Orangery. If you would like more detail regarding this product please speak to me.

Please note neither K2 nor SWC supply any down-lighters or speakers.



Grey Foil now available

Colour - Anthracite Grey (RAL7016) external only – internal face is flat white PVCu i.e. not foiled.

As with the black foil this is on an extended lead-time of between 3 & 4 weeks and is only available in Rustique.

have recently had a surge of requests from customers all wanting first drop on the same delivery. Please be understanding. We always try our best!

Chartwell Green Foil now available

Colour – Chartwell Green external only – internal face is flat white PVCu i.e. not foiled.

This is on an extended lead-time of between 4 & 5 weeks and is only available in Rustique. Due to the increased wastage on this product, the pricing for this is done on a job-by-job basis. This is currently only suitable for larger orders due to the wastage. If this product becomes popular we will revisit the wastage costs.

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Vertical Sliding Sash Windows (VSW) Update

We can now arch VSW's in-house!
We are one of only a handful of companies capable of doing this



Colour options available for any VSW are white, white foil (foiled both sides), and cream foil (foiled both sides)

Fixing lugs for the VSW are available on our Trade Counter priced at 0.26p each plus VAT. If you require a pole for hard to reach VSW please write this on your order form – Poles are priced at £25. The new price matrix is enclosed which also shows the uplift for the foiled options.

Product Information Update

Document 'M' thresh on single PVCu residential doors now comes with the large weather bar usually fitted to Composite Doors.

The deeper weather-bar offers improved protection because of the larger gap between the bottom of the door and the Document 'M' thresh.

Final Word

If you would like to contact me direct on any of the articles listed please feel free to ring me on 07802 301488 or e-mail me at markc@swctradeframes.co.uk and I will do my very best to keep you informed.

Kindest regards,
Mark Catchpole,
Sales Director