

SWC

autumn 2013 newsletter

Dear Customer,

SWC are very proud to announce we have been officially short-listed for Fabricator of the Year at the highly coveted G13 awards. The winner will be announced at the end of November. As a fabricator in the fenestration industry this is regarded as the Oscars of the window industry and being short-listed is something to be hugely proud of!



As we head towards the Christmas countdown, things have certainly heated up as order levels on all products are extremely busy. We are running at full capacity in all areas with no signs of sales dipping, so we urge you to give us as much lead-time as possible. A sustained increase in sales is evident across the whole industry including our own supply chain with many of our key suppliers struggling to deliver complete orders on time.

However, no matter how busy we are the focus for us remains on delivering new products, special offers and providing you with excellence in marketing support, all of which help us all in the months ahead.

There are some exciting features to report in this Autumn addition of the newsletter including our 'One of a Kind' Composite Door Offer, Anti-condensation glass and a Yale marketing support leaflet which helps demonstrate the strength of our products and the brand.

May we also take this opportunity to thank you for your business during 2013 and offer our best wishes for a well deserved festive break at Christmas.

MARKETING SUPPORT

One of a Kind Composite Door Offer

We are delighted to introduce our new Composite Door offer which starts with immediate effect. We have enclosed a separate information sheet and brochure detailing everything you need to know. This offer has plenty of choice and is very competitive so what are you waiting for? **START SELLING!**

CUSTOMER SERVICE

On-line Pricing

We have recently upgraded our on-line pricing system and it is now easier and quicker to use than ever. You can access the on-line pricing from anywhere in the world as long as you have a computer with internet explorer, the internet, and a unique user name and password and of course some basic training which we are happy to provide. So why not take control and be self sufficient, those of you that have already done so have commented how vital this is now to the fluency of your business.

CUSTOMER SERVICE

Important Diary Dates

Our Christmas Shut-down dates this year are as follows:

Closing Friday 20th December

Re-open Monday 6th January

PRODUCT INFORMATION

Important Announcement on White & Cream Foils

In January 2014 VEKA PLC will change their Renolit white and cream foil from the current MX version to the new PX foil. The current MX foil only carries a 7.5 year guarantee and the new PX foil carries a 12.5 year guarantee. Unfortunately this change does come with a small surcharge (to be advised under separate cover).

Miles & Miles of Foil

The demand for foil is clearly evident as 1.2 miles of foil went through our cutting centres in just one week!

Agate Grey

We introduced the concept of Agate Grey to you in our last newsletter and the positive feedback has been overwhelming with some of you already placing orders. Agate Grey is a lighter grey with a hint of green and we believe a much better option to that of Chartwell Green. Our stock order has now been placed and we anticipate being able to offer Agate Grey on our standard 7 working day lead-time for foils by W/C 25th November 2013.

(Please note this is only available in Rustique and is foiled on the external face only)

Please make sure any orders for Agate Grey are made using the new order forms on our web site as the current grey on white option refers to Anthracite Grey.

Reminder

Please be aware that our white foil outer-frame **does not** match the white grained finish of a Composite door.

PRODUCT INFORMATION

Problem with external condensation?

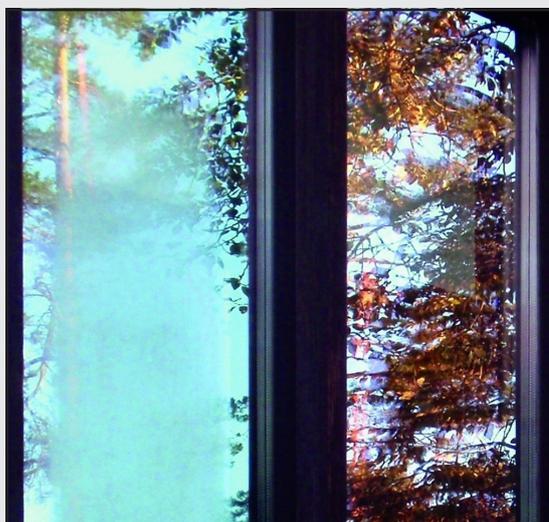
Pilkington Anti-Condensation Glass has the answer!

This is a problem that I think we have all encountered and a difficult one to explain to your customers! Pilkington Glass have chosen SWC as one of the pioneering manufacturers to lead the way through our network of quality customers to promote this new innovative product .

By keeping the outer glass surface of the window warmer, Pilkington Anti-condensation Glass solves a common problem with the latest highly thermally efficient windows, giving home-owners a clearer view.

External condensation is a natural phenomenon, typically occurring in the spring and autumn months, where the external surface temperature of the glass drops below its dew point. Ironically, this shows how well the window is keeping the heat inside the home but it can obscure the view through the windows and cause concern to the householder.

Pilkington Anti-condensation Glass is designed to delay the onset of this phenomenon, on both double and triple glazing, by keeping the external surface warmer. It is used in the outer pane of glass (surface 1) of the double glazed unit and can be combined with any of the products in the Pilkington **K Glass™** or Pilkington **KS** ranges to provide excellent thermal insulation for energy efficient windows.



MARKETING SUPPORT**Yale High Security Products**

Yale is widely believed to be the worlds best know lock brand and needs no introduction. We firmly believe that our Definitive Collection brand is now being asked for by name with some householders purchasing our products for the second and third time.

We have designed a marketing support leaflet that clearly demonstrates our strong partnership with Yale and the reasons to buy our trusted products. Consumers need to know their making the right choice and want to feel safe in the knowledge that security is high on our agenda.

If you would like any more leaflets please contact our customer service team on 01723 580740.

**PRODUCT INFORMATION****GRP Roofing Products are now available through our Trade Counter**

PRO GRP is produced by Cromar Building Products and uses a pure resin rather than a blended one.

"What is PRO GRP? GRP stands for Glass Reinforced Polyester but is more commonly known as Glass-Fibre. This system is cold applied on site, giving it a seamless and flexible weatherproof finish that resists water, heat and frost. The resulting surface gives a strong architectural finish that looks very impressive.

If maintained properly it will last as long as the building stands. PRO GRP can be applied in small domestic situations right through to large industrial environments."

For more information please contact Jon Hodgson on our Trade Counter (01723 580745) or visit www.cromargrp.com

MO-NEY**Movember Charity raising event**

Movember is an annual month-long event involving the growing of a moustache to raise awareness for men's health and well-being charities.

This year we have a huge team of SWC volunteers including myself who will grow their own interpretation and raise money for charity. We are asking for a minimum donation of £5.00 and in return you will then be entered into our prize draw to win a 'One of a Kind' Composite door of your choice including all furniture and security upgrades.

I know you will put your hand in your pocket to support such a great cause and I shall look forward to your ridicule over the next few weeks.

**CUSTOMER SERVICE****Polite Reminders**

Can we urge you not to put A.S.A.P. as the date required on your orders, and instead put an actual date that ties in with your delivery days.

The quality of some enquiries are very poor and we would prefer you to use our forms. By using our forms, we can easily navigate through the information you have provided us with to ensure a more accurate quotation and speedier service for everyone. We have found that more mistakes are made when not using our forms as the information can be spread throughout the page making it difficult to ensure that all of the options are processed.

There are occasions where we may ask the information to be put on our forms if we feel that we cannot safely complete your quotation.

PRODUCT INFORMATION

K2 Capella Modular Orangery System

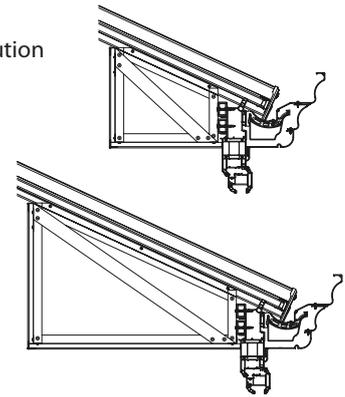
Now available with Plasterboard Soffit

Ideal for those who are looking to offer something truly different, the Capella now comes with a plasterboard finish on the inside and an optional Aluminium fascia on a pvcu gutter to the outside.

The fully plastered soffit is available using easy to fit angle brackets with a choice of 300mm and 600mm depths. This option is only available using 90 degree corners and a 25 degree pitch. Privacy film on the glass (optional) is professionally fitted to the area of the glass roof that would normally allow the home-owner to see the internal workings of the soffit from above.

**Benefits:**

- A lower cost orangerie solution
- All the look of a genuine Orangerie from inside
- Internal Soffit allows for down-lighting and integrated speakers
- Usual building regulation exceptions apply
- Easy to fit

**PRODUCT INFORMATION**

Coming Soon...

- Composite Door side panels with a unique clip fit option (designed by GT Products) similar to that of our casement dummy sash
- New Face-Fit Casement Hinge-bolts that are Branded with the Definitive name

PRODUCT INFORMATION

CE Marking on Panic Bar Doors

SWC is proud to announce that we were one of the first in the fenestration industry to have full legal compliance and certification for supplying CE marked Panic Bar Doors.

Our certification number through BM Trada was **001!**

Final word...

If you would like to contact me directly about 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 assist you.

*Kindest regards,
Mark Catchpole, Sales Director*

CUSTOMER SERVICE

Reminder

We'd like to ask that when sending in alterations to orders or quotes, please do not email directly to SWC Staff individual email addresses.

Please instead use the appropriate orders@swctradeframes.co.uk and quotations@swctradeframes.co.uk addresses.

This way we can ensure we look after your enquiry.