

SWC

autumn 2014 newsletter

25
Years
Since 1989



Manufacturers of high quality
PVCu and Aluminium

Windows • Doors • Conservatories
Composite Doors • Bi-Fold Doors • R9
Sliding Sash Windows • Arched Frames



Dear Customer,

May we take this opportunity to extend a huge thank you for your business during 2014 and wish you and your team a very Merry Christmas & a happy and prosperous New Year!

The last three months have certainly been eventful with our full product range experiencing very high order levels. We have been working extremely hard to facilitate the increase in demand and are in the process of further increasing our capacity on some of our specialist products such as Aluminium windows and doors, PVCu Folding Sliding Doors, Vertical Sliding Sash Windows & Residence 9. Recent feedback has suggested that the unseasonably mild weather (although very nice!) has maybe contributed to sales enquiries slowing down, so lets hope the late cold front creates some welcoming new business for January. It is good to note that many customers are very confident that fitting will be extremely busy up until Christmas. Due to our production boards being very full may we suggest that you programme your work as early as possible to avoid any disappointment around lead-times during the run up to Christmas.

We always try to make the newsletters an informative platform, covering topics such as new and existing product development, customer and home-owner feedback, good working practices and much more so please read on to discover what's new!

Reliable Deliveries - the new fleet is ordered

During January & February we will take delivery of 6 new 7.5 tonne wagons, but customers are not to be fooled because they will still have the same container bodies on them! We're simply swapping over the chassis's.

These new vehicles will include built in hands-free & top of the range satellite navigation systems so we can better optimise our scheduling & hopefully improve our service to the customer.

We're also looking to purchase another 3.5 tonne van ready for use in February/March as well as replace the Mercedes with another DAF so we have the same vehicle type across the entire fleet.



Christmas Shut down Dates

Offices Close on Friday 19th December & re-open on Monday 5th January (Deliveries will be made on both these days)

New Product Launch - Eurocell Skypod Lantern Roofs

The Skypod is an innovative and contemporary Lantern / Skylight Roof solution designed specifically for use on existing Home refurbishments, Conversions, Orangeries, Extensions and New Build Homes. The Aluminium structure which has PVCu cappings is sleek, minimal and specifically designed for one purpose unlike the majority of other lantern roof options that use existing Conservatory Roof components that are not ideal. As you would expect it will provide excellent performance, meeting the latest Building Regulation requirements.

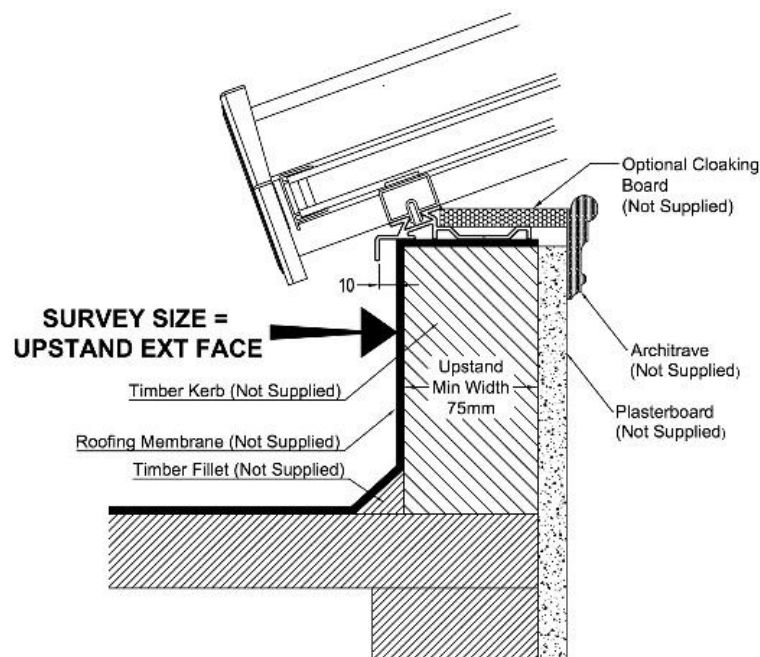
Skypod at a glance:

- An outstanding contemporary design that adds, light, volume and height to any room
- Clean Lines – No Crestings, Finials or gutters, maintaining a clean minimal and sleek appearance.
- Skypod is available in a range of external colours including White, Anthracite Grey, Moondust Grey, Rosewood, & Light Oak. All internal PVCu claddings are supplied white.
- Choice of Glass options
- Fixed 20 degree pitch
- A 10 year product guarantee
- Quick & easy to install
- Sizes up to 2.75m x 7.75m

Please note the ring beam is flat and designed to fix directly to a timber up-stand with a minimum width of 75mm (see drawing). The ring beam fits to the external edge of the timber up-stand and therefore we require external sizes. This is made clear on the order form.

We will be accepting quotation requests and taking orders from w/c 12th January 2015

Skypod order forms & an installation guide will be also available in our downloads section on the SWC website – www.swctradeframes.co.uk

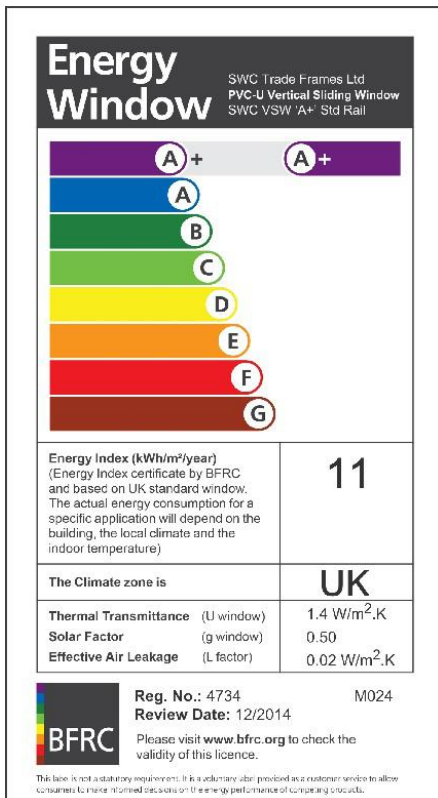


New improved Energy Ratings

We are delighted to advise you that we have recently re-submitted our energy simulations to the British Fenestration Ratings Council (BFRC) and we have seen an increase on the energy performance index for the majority of our licensed products. This is good news as more discerning home-owners are enquiring about higher energy index ratings.

Our double glazed casement windows in 56mm outer-frame narrowly missed out on the new A+ category, where an A+10 or greater is required. The additional specification required to increase from our new A+9 to the required A+10 would have proved too costly. The new energy ratings traffic light labelling highlights the new A+ band in purple and the standard 'A' in blue. Our triple glazed products and Vertical Sliding Window (with a standard bottom rail) all carry the A+ rating as you can see from the table below.

The estimated saving between an A+9 & A+10 on a property with an overall glazing area of 14m² would be £10 per annum. SWC products are still amongst the best performing double and triple glazed energy rated windows currently available in the UK.



Composite Door Offer – One of a Kind Collection

This offer is ongoing with brochures and pricing information being readily available through our customer service department or you can download a PDF version from the SWC website. There are savings of up to £100+vat against similar designs in our main brochure!

A revised version of the brochure is now available. Please remember there is limited stock on some glass designs and The Diamond Star and Black Abstract are now discontinued.

Glassfibre Roofing System (GRP Flat Roof System) is now a stock item

This product is proving to be a very popular and professional choice with customers who are building Orangeries or replacing flat roofs.

We now hold all GRP products in stock and these can easily be added to your delivery. Please contact Jon Hodgson, Trade Counter Manager for any product or more detailed pricing information, but as a simple guide, 20kg Resin would be £56 plus VAT.

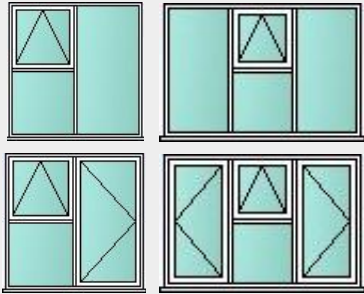
The General Window Brochure is going to be re-printed & YOUR help is required!

In early January we are going to re-print the general window brochure. We are looking to add an additional 4 pages and we would also like to change some of the existing images. If you have any installations that may be of interest please could you contact Mark Catchpole.

This is a very important marketing support tool that leaves a lasting impression with any potential customer, we cannot do this without your help!

Frame Styles you should avoid or re-design

We manufacture frame designs that have been agreed by you and the home-owner. The home-owner does not always fully understand the reverse butt welding (RBW) methods to create certain frame types. In particular the RBW across a mullion has often proved a huge disappointment with the home-owner as this can be unsightly (see picture). Below are some of the frames commonly affected by this method we strongly recommend that you either change the design or add dummy sashes to the fixed lights which will eliminate the need for the RBW.



Product reminders – if in doubt ALWAYS ask!

- We will not Kolorbond full size PVCu infill panels – only half panels
- PVCu & Aluminium Folding Sliding Doors are not available with top-lights.
- Tilt & Turn – Turn only windows require the original face fix gearing (concealed gearing is not available)

Residential and French Door Horizontal adjustment *Important!*

Please note the following changes to the Horizontal adjustment on our Anchorage Heavy Duty Door hinge for Residential & French Doors. The similar old style hinge had a replace plate that was locked off by a 3mm allen key – this has now changed!

With the door in the open position locate the cover cap screw and remove it using a 3mm Allen Key. Be careful whilst removing as this will release the main cover cap and could potentially drop to the floor.

Using the correct screwdriver slightly release the main body fixing screws taking pressure off the adjustment bolt. Adjustment can be made using a 4mm Allen Key. Turn the adjustment bolt clockwise to move the door away from the hinge side and towards the lock side. Anti clockwise to move the door closer to the hinges. Once adjustment is complete, tighten up the main screws to secure the hinge.

The full adjustment details for height, horizontal and compression can be found in the downloads section at www.swctradeframes.co.uk

Sample Windows

We are experiencing a high demand for sample windows of a specific colour and specification. To assist you with these enquiries, SWC will hold stock of our full standard range of Rustique Foiled casement windows, which we will then loan out.

The sample window will be loaned to you for 5 working days after which we will arrange collection. We must emphasise that we expect each sample to be returned in the condition it was received. Please also note that where a sample may already be on loan, there may be a small delay in processing your request.

All sample windows will incur a refundable deposit of £100+vat. This deposit will be refunded once the sample has been quality checked following its return to SWC. If the product has been damaged in any way, we will return the sample frame to you in lieu of your deposit.

Casement Windows will be 500mm wide x 800mm high, side hung and available in: Agate Grey/White, Anthracite Grey/White, Irish Oak, Rose/White, Cherry/White, Cream Foil, Black/White & White foil.

Vertical Sliding Windows will be 550mm wide x 900mm high, with a run through sash horn and authentic bar available in: Cream & White Foil.

Should you want to request a sample window then please call Ken or Sam in Customer Services on their direct line which is 01723 580740.

Order Acknowledgements

Orders Acknowledgements only serve as a receipt of order. Depending on the lead-time requested orders can often be put in to manufacture before you receive the acknowledgement.

We strongly advise that you check order acknowledgements to make sure we have interpreted your order correctly. To summarise you do not always have an opportunity to check your acknowledgement and make amendments before manufacture.

Composite Door Cleaning

To prolong the life of the door surface finish it is recommended that the GRP composite door is cleaned regularly. This should be completed at least once per month but this will depend upon the door's location and exposure to contaminants such as dirt and salt etc.

We have encountered fitters using solvent cleaner with a total disregard for the painted surface finish. We must emphasize that you have a responsibility to advise the home-owner on the general maintenance and cleaning of their new door(s). The best advice is to use warm soapy water (washing up liquid is suitable) and absolutely no chemical cleaners especially solvent!

Quotations (very important!)

We will do our very best to accurately quote all enquiries, but you have a responsibility to double check that we have interpreted and processed these correctly. Our detailed quotations include all of the critical information such as colour and glass type.

If you have any queries regarding the specification or information provided please speak to the processor named at the top left on the first page.

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 as always, I will do my very best to assist you.

Kindest regards,
Mark Catchpole
Sales Director