

*Dear Customer,*

*After what seems like a long and very cold winter coupled with the coldest March and April on record for 60 years, lets hope the sun will begin to shine and bring with it a vital source of energy that we all need to survive the daily onslaught of routine, in the world of business.*

*I am pleased to report that the demand for specialist products continues to grow with foiled products exceeding all expectations. For years we have been informing you of the trends, changes and developments within our industry and we will continue to do so to ensure we provide an efficient and quality service to you, our customer. We are continuously expanding our product range and*

*feeding the hungry demand for something different which is clearly evident in today's market climate. If you are not up to speed with specialist and niche products that we currently offer then I fear you are behind the times, which could have an adverse affect on your business.*

*Many of you have often commented that 'I have never been asked' for a particular product and yet I believe that collectively, we carry a responsibility to be informative of choice and specification that suits our customers individual needs. If you would like any further information or support surrounding products that you are not confident with then please let us know and we will be happy to support you and address any queries you may have.*

#### MARKETING

### The Fit Show

The Fabricator and Installer trade show which was held in Telford on the 16th -18th of April was very successful. It was great to see the level of commitment and investment from so many of the industries leading names. After the demise of Glassex in 2010 and the industry generally finding itself in a 'difficult place', this new look show was exciting and full of promise for a stronger future in the fenestration industry.

Mainstream products remain relatively unchanged but it was the specialist products that really caught our eye. Product trends are definitely evolving and we have taken on several projects from the show to explore.

Surprisingly they have already booked a date for 2014 so watch this space.



#### PRODUCT INFORMATION

### Document 'M' Aluminium thresh on French Doors

We are now fitting the bottom shoot-bolt keeps to the Document 'M' thresh. We strongly advise that this thresh is not used for external use as the weather rating is severely compromised by the keep, which fits in place of the gasket. You will still be required to sign a disclaimer stating that we cannot be held responsible for any drafts that are caused due to site location and adverse weather. For the best results in weather performance a uPVC or Aluminium rebated thresh should be used.



**PRODUCT INFORMATION****French Door Keeps**

Please note that we are often accused of stripping screws and snapping the heads from the adjustment plates on French Door shootbolt keeps.

These plates come pre-set and are therefore not touched by any of our fabricators.

If your fitters are using a drill with a high torque setting, this is likely to strip the screw and snap the head as per the image.

A hand held manual screwdriver should be used for this task.

**PRODUCT INFORMATION****Monkey Tail Handles**

We are now ready to launch a Monkey-Tail handle from Fab & Fix and will be able to accept orders from the end of May 2013. Elegantly designed it retains the classic look of period windows from the 19th Century but works with the modern multipoint locking systems used on our windows.



To maintain the heritage there is a Monkey Tail dummy stay bar available as an optional extra at our trade counter.

Initially this product is only available in antique black which closely replicates the wrought iron look. Samples are available on request. The product is key locking and supplied with an allen style key. Please note; you must advise your customer to fully disengage the locking screw or this will scrape off the finish as they rotate the handle.

'Tested beyond the limits and built to last', monkey tail handles are manufactured from die-cast zinc with a specially formulated finish. They are cycle tested to 25000 operations and salt spray tested to 480 hours (BS EN 1670 : Class 5)

**PRODUCT INFORMATION****Special Offers**

Please remember we are currently running 3 special offers with the full details enclosed on separate sheets.

- 1) Grey & Black Aluminium Folding Sliding Doors at the same price as white until the end of June**
- 2) £15.00 per M2 off the normal selling price of 40mm triple glazed units for orders placed before the end of May**
- 3) The Clean Deal cleaning kit at £20.00 plus VAT. Please order through the trade counter on 01723 580745**

**PRODUCT INFORMATION****Hardex Graphites**

As per the previous newsletter, this product is scheduled to replace the satin chrome finish on the window and door furniture (excluding V.S.)

Unfortunately there has been a delay in receiving stocks from Fab & Fix but we fully expect this change to take place towards the end of May or early June.

**PRODUCT INFORMATION****The Yale Doormaster universal replacement multipoint lock**

The Yale Doormaster is designed to replace any uPVC door lock with a 35mm and 45mm back set and a 16mm faceplate. With a simple fit, the doormaster universal lock uses the latest patented technology from Yale

to ensure simplicity without compromising security. This option is often easier and cheaper than trying to source the original lock from a specialist hardware supplier. There are two locking options:

- 1) The "Universal" 4 roller and 1 hook with a 1 piece keep at £48.60 + vat**
- 2) The "Professional" 2 roller, 3 hook which comes in 3 parts and can be cropped to fit with 3 piece keeps at £59.40 + vat**

**MARKETING SUPPORT****New Aluminium Folding Sliding Doors Brochure**

Aluk / Beaufort have recently launched a new lifestyle brochure to promote their folding sliding doors (Bi-fold doors).

This new brochure is modern, colourful, informative and a vast improvement on the previous offering.

This brochure is available to download from the SWC website and is also in stock. (Please remember we all have a responsibility to go paperless wherever possible)

**PRODUCT INFORMATION****Blyweert Beaufort changes their name to ALUK**

Following the purchase of aluminium windows, doors, and curtain walling manufacturer Blyweert Beaufort in 2012, AluK has expanded its global business into the UK market. This has brought expertise, innovation and outstanding aluminium products to add to those already designed and manufactured by the Blyweert Beaufort company in the UK.

The business was re-branded AluK on 10th April 2013 and will continue to offer its core range of products to the commercial and residential markets under both the AluK and Beaufort brands.

**PRODUCT INFORMATION****Concealed Tilt & Turn Gearing**

We are currently trialling concealed tilt & turn gearing with a view to changing over in the near future.

*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](mailto:markc@swctradeframes.co.uk) and I will do my very best to assist you.*

*Kindest regards,  
Mark Catchpole,  
Sales Director*