

SWC

summer 2013 newsletter

Dear Customer,

With a lovely warm summer to enjoy, the arrival of a new King in waiting, and our sporting heroes winning every major event going (except football!), this year is set to equal the success of the 2012 Olympics, maintaining our renewed pride in all things British.

Could it be that these feel good factors are having an influence on an extremely busy sales period?

We'll let you be the judge of that...

RECENT PROJECTS

Hyundai go for Aluminium

We have just finished supplying and installing a large commercial project of aluminium windows, doors and patios to our neighbouring industrial unit, the Hyundai Garage & Service Centre (Scarborough).

The Project included large feature windows, patios and entrance doors.



PRODUCT INFORMATION

Authentic Bar Pricing

For those of you who are not already aware, we have changed the way in which we price Authentic / Astragal Georgian Bar. The pricing now works on the complexity of the grid

i.e the more squares per pane you have the more you will be charged. This is very important at the quotation stage because if you do not specify the grid requirement of each pane you may be priced incorrectly. Should you need further clarification please do not hesitate to ask. This has reduced the pricing on our most popular designs where a single cruciform is within a large unit.



PRODUCT INFORMATION

Special Aluminium Offers

We are pleased to announce that due to the success of our current sales promotion we have extended our Beaufort Aluminium Folding Sliding Door offer until further notice.

Both RAL7016 (Anthracite Grey) and RAL9011 (Graphite Black) is being offered at the same price as White. Please note, both the Black & Grey are through colour on both sides).

PRODUCT INFORMATION**Trade Counter**

As the demand for foiled products is increasing we have taken the decision to stock some trims to suit our White, Cream and Irish Oak products.

Please refer to the attached sheet for our complete stock list, availability and pricing.

STANDARDS & CERTIFICATION**Panic Bar Doors**

As part of CE Marking, Panic Bar Doors have seen a major change in how they are supplied. You are now **legally** required to supply Panic Bar Doors with a CE Mark that has been independently verified by a Notified Body.

This comes with a substantial cost and is out of reach for many smaller fabricators due to the low volumes of the product sold. This means that it is not feasible for trade customers to CE Mark Panic Bar Doors. Therefore, we will only supply a Panic Bar Door as a fully glazed product so we can CE Mark them ourselves removing the risk of customers fitting illegal products.

By the time you read this, we should be officially signed off as one of the first few suppliers in the UK to legally manufacture this product post July 1st.

We recommend that when selling these products, you make a point of advising the customer to be absolutely sure they are purchasing a Panic Bar Door that has been properly signed off.

This may help you in securing the business as you have the ability to back up your product with a printed certificate from SWC.

PRODUCT INFORMATION**Hardware & Furniture**

Composite Door Hinges are now available in all six colours: White, Hardex Chrome, Hardex Gold, Hardex Graphite, Bright Bronze and Antique Black – the order forms will be amended in the next couple of weeks.

Satin Chrome is no longer available and has now been replaced with Hardex Graphite. The options have been removed from our order forms except where Hardex Graphite is not available on products such as Vertical Sliding Sash Windows and Bi-Fold Doors.

For those of you who missed the article in the Spring Newsletter – Monkey-Tail handles and dummy stays are now available in Antique Black only. For full details please download the Spring newsletter from our trade website www.swctradeframes.co.uk

**PRODUCT INFORMATION****Tilt & Turns**

As per our previous newsletter we will definitely be pushing the button on concealed tilt & turn gearing during August. The old gearing will **not** be available for match-ins etc.

The new Tilt & Turn gear only opens to 90 degrees, and has restrictions on its maximum size.

The majority of frames will be able to be manufactured with the new gearing, with only a small amount requiring us to fit specialist face fix gear. This mainly affects wider tilt and turns that use dual arms.

THOUGHTS**Are you offering customers High Security?**

My former home in Thirsk has just been burgled and unfortunately the intruders gained access by breaking off the handles and snapping the cylinders, a problem we are all very familiar with.

My former next door neighbour captured the burglars on his CCTV system which recorded them entering the property and exiting again in less than three minutes.

This unfortunate and sad story for the single old lady who now lives in my old house was one of several similarly conducted recent burglaries in Thirsk. I for one would not like the responsibility of explaining how vulnerable the majority of UK households actually are.

My neighbour was very disappointed that his installer had not been in contact to see if they would like an upgrade knowing the weakness of the standard cylinders that most of the industry are still fitting as standard.

As you know our order forms standard specification includes high security cylinders on all products with the exception

of Patio Doors. As a Company, we would like to aim towards discontinuing standard cylinders in the very near future and only offer high security cylinders but by doing this we appreciate that this would slightly increase the price.

However, if this presented all of us with an opportunity to demonstrate our commitment to promote high security as well as our moral & social responsibility, it could be worth it. To this end, we would like to seek your feedback & views.

**PRODUCT SPECIFICATIONS****Sound Insulation**

Many of you have asked about the acoustic performance of a typical window and how to increase the sound insulation.

When deciding what option of glass to use, and there are many, you must first determine the noise source you are trying to reduce. Typical noise sources include motorways or main roads, airports, factories emitting medium and high frequency noise, railways, and busy public places including pubs and discos.

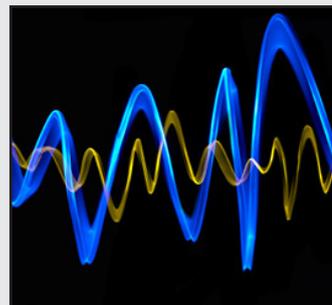
A typical 28mm unit using 4mm glass on both sides will give a sound reduction of 29dB

If you change the outer-pane to 6mm this will increase the sound reduction to 32dB, and changing the outer-pane to 10mm will increase this further to 38dB (however using 10mm on larger openings is not advisable)

If you require a dB reduction greater than 35dB you should consider specialist options such as Pilkington Optiphon.

Please note that 3dB difference is barely discernible, 5dB difference is clearly discernible and 10dB difference is the equivalent of halving the noise.

Depending on which glass configuration you choose to suit the acoustic performance required, it may restrict us from being able to energy rate the product through the BFRC.



CUSTOMER SERVICE**Order Forms**

Can we please urge you to complete order forms using clear legible writing and can you please provide us with as much information as possible on the order form. We are losing a significant amount of time ringing customers to try and interpret badly written, often rushed order form documentation which has important information missing.

We have changed the Vertical Sliding Sash order form to include 'A' rated slim bottom rail in the standard specification as this is now the preferred and cheaper option (previously 'B' rated mechanically jointed deep bottom rail was standard).

The Conservatory Roof order form now includes the option for the high back large box gutter. (Be careful with this option if you have limited height under the soffit or on the fascia). Aluminium order forms will be added this month for Windows, Resi Doors and Patios.

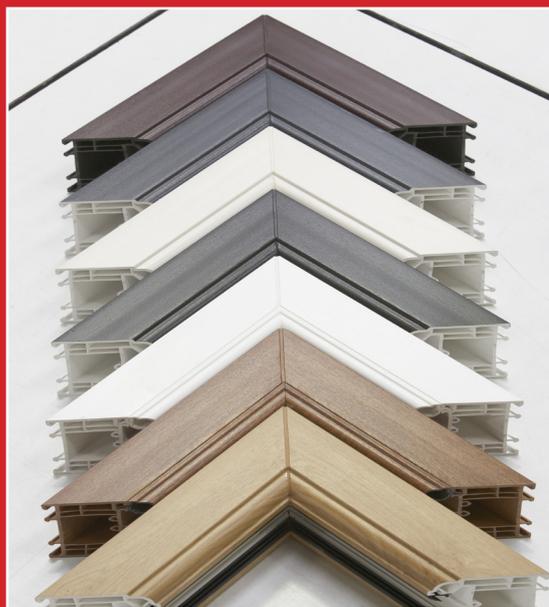
The latest order forms are available to download on the SWC website at www.swctradeframes.co.uk (click on downloads at the top of the home page).

PRODUCT INFORMATION**Coming Soon**

With the success of our extended foil range we are pleased to announce that we will be adding a new colour to the range in September.

Agate Grey RAL7038 is the perfect addition to our range. Agate Grey will compliment and blend with both traditional and modern building materials adding a touch of class and heritage to any home.

As with the other specialist colours Agate Grey will only be available in Rustique and is foiled to the external face only (flat white PVCu on the inside). This product will be initially supplied on a 5 week lead-time.

**PRODUCT INFORMATION****Did you know...?**

French Door fitting – did you know that the gap between the two door leafs should be approximately 5mm in order for the French Door lock to engage and operate smoothly.

Trickle Vents – Did you know that when fitting a trickle vent to the head of an outer-frame (72mm) you will be left with approximately 18mm to the head of the frame from the top of the hood and therefore may require add-ons.

When ordering **85mm Stub Cill** for Rosewood & Cherry on White products you will receive the stub cill foiled both sides therefore internal trimming may be required if the cill is visible.

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*