

winter 2011 newsletter



Dear Customer,

All the Staff at SWC would like to extend their warmest wishes and a very big thank you for your business throughout this challenging year. We hope that you and your family enjoy a well-earned festive break and look forward to a prosperous New Year!

For Offices, Customer Service, Deliveries and Collections

Last Date before Christmas: **Friday 23rd December 2011**

First Date in the New Year: **Monday 9th January 2012**

We end the year as we started with a commitment to continuing our drive to offer you the very best product range, strong marketing support, quality products and good value for money.

All of us need to take extra measures to ensure that we make the most of every sales opportunity and you will see throughout this newsletter that we are progressing our plans to be able to offer you even more USPs.

Composite Door Handles

Following your feedback we have decided to revert to a standard resi-door handle on all Composite Doors. Many of you have told us that the homeowners do not like the oversized handle currently supplied. For those of you who have any showroom displays please contact customer services and we will gladly re-issue replacement handles, which are a straight swap for the old handle. This change will take place with effect from 1st December.

IMPORTANT INFORMATION

Ordering & Quotations

Having recently reviewed the quality of quotation requests and orders being received, we were both surprised and disappointed at the quality of information supplied to us. With a view to improving our quality and speed of service to you, it is imperative that you work with us by providing complete, clear information on our current order forms. Due to the quality of information we receive, several phone calls are often made for clarification of information. We know how important it is to you to receive your acknowledgements and quotations in the fastest time possible, so we strongly request that you improve the information provided to help us improve this crucial service.

Can we also reinforce that we do not offer a quotation to order service, as the original quotation information may not be in the detail needed to manufacture and we do not want to run the risk of information being lost in translation.

All of our current order forms can be found on www.swctradeframes.co.uk under 'DOWNLOADS', which is located at the top right hand corner of the homepage. We have recently found customers using old order forms with conflicting information causing misinterpretation.

PLEASE DESTROY ALL OLD ORDER FORMS.

We have recently loaded a new Composite Door order form onto the website, which indicates the glass options that are available for each door design.

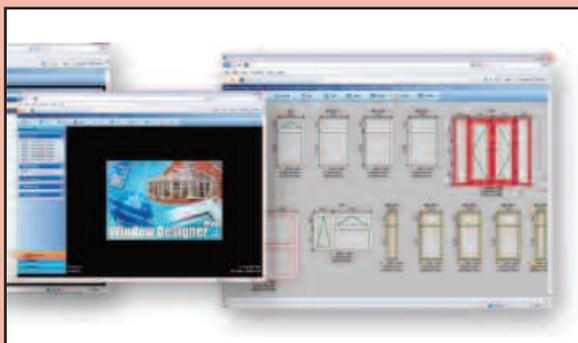
It is important that on receipt of your quotation (as well as your order acknowledgement), you carefully check the items have been quoted to ensure these are to the correct size and specification you need. We aim to achieve a high level of accuracy both for orders and quotations, however, unlike our order process flow, quotations are not double checked. We need to trust that you will take responsibility for checking that your quotation is correct before submitting a final price to your own customer.

On-line Pricing

Do you have a computer with a broadband Internet connection? If the answer is 'YES' then you should consider our on-line pricing package because:

- It's easy to use
- You would have your own unique username and password for security
- Window & Door quotes can be done within minutes no matter what time of day..or night!
- Processing your own quotes will really make you think about the specification and therefore you will get a more accurate costing of each product.
- You can 'save' and 'recall' previous quotes
- You can print your own reports

We now have several customers (who expressed and interest from the previous newsletter) are using this new service with great success. If you are interested in receiving the basic training required to be set up as a user then please speak to Mike Moore or myself.

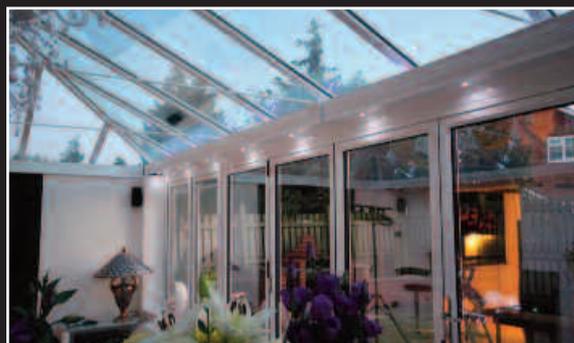


Capella

The demand for the K2 Capella option is on the increase as more homeowners recognise this as a very desirable feature. The Capella answers one of the homeowners top wish list items when it comes to enhancing a standard Conservatory: adding down lighters and up lighters for a varied lighting effect from subtle to dramatic the Capella delivers.



The Capella is supplied for a small additional cost in comparison to the additional thousands of pounds normally associated with Orangeries and best of all it is simple and quick to install requiring no special skills.



Irish Oak & Coloured Foils

Irish Oak is the latest foiled product to be added to our range. As with all coloured foils, Irish Oak is only available in 'Rustique' and at present it is only available foiled both sides. We can supply a full range of decorative infill panels from the Hallmark range. Eurocell also supply a limited range of trims and ancillaries.

Our current range of specialist foils and availability are listed below:



External Condensation

I know some of you have experienced troublesome customers who are not convinced about your explanation regarding the cause of external condensation on high performance double glazed units. We have included an explanatory letter which we hope you will find useful for those 'difficult to explain' situations!

Foil finish	External face	Internal face	Profile System	Lead-time
White Foil	White Foil	White Foil	Rustique only	2 weeks
Cream Foil	Cream Foil	Cream Foil	Rustique only	2 weeks
Black Foil	Black Foil	Flat white PVCu (not foiled)	Rustique only	4 weeks
Anthracite Grey Foil	Anthracite Grey Foil	Flat white PVCu (not foiled)	Rustique only	4 weeks
Chartwell Green Foil	Chartwell Green Foil	Flat white PVCu (not foiled)	Rustique only	4 weeks
Irish Oak Foil	Irish Oak Foil	Irish Oak Foil	Rustique only	4 weeks

PVCu Bi-Fold Doors

We are pleased to introduce the market leading product in PVCu Bi-Folds. We will be starting to manufacture this new product during December and will be able to provide quotations from 12th December 2011.

This new PVCu BiFold door offers many unique and innovative features. It has eliminated the need for a dummy mullion and has an intelligent new feature to conceal gaskets. This is backed up with a stunning new D-handle. In combination, these features create a bi-fold door that leads the market in aesthetics, performance and ease of fabrication and installation.



Avoiding the need for a dummy mullion is a breakthrough in PVC-U bi-fold design, offering customers a seamless visual appearance with equal sight lines to rival any aluminium or timber product in the market. Moving the gaskets inboard on the profile has enabled the creation of a trim to conceal unsightly black gasket lines, to complete the sleek look of the frames.

The unique sprung 'D' handle offers unbeatable stylish looks and its discreet profile enables the door leaves to fold back flatter. It also incorporates a feature that prevents the shoot bolts from being engaged when the door is open, which can damage the door.

Fitting the door is easy thanks to fully adjustable butt hinges and keeps. All hardware is contained inside the frame, again for ease of installation. An encased anodised aluminium roller track top and bottom adds both security and stability in operation so the doors glide open smoothly and effortlessly. The top rollers feature integral anti-jemmy pins, preventing the doors being levered by force from the outside.

The door is suitable for a maximum opening of 6m wide x 2.3m high. It is a cost effective, secure upgrade to old in-line patio or French doors.

Investment - Logistics

As you will have noticed, many products these days are heavier, more specialist and of a much higher value than ever before. In recognition of these factors, we are investing in a new bespoke trolley moving & handling system as well as a bespoke fleet of vehicles to facilitate the transportation of goods to you. We anticipate that these extra measures will strengthen the quality of service we can provide to you as well as minimise the risk of damage.

If you have ordered any heavy products (e.g. large DGUs, BiFolds, French Doors), please ensure that you have adequate site assistance to offload the delivery as our driver may be in a position where he cannot offload certain products due to their size or weight. Health & Safety legislation now requires us all to pay more attention to such matters.

Ordering Bi-folds

We are aware of a growing list of customers who now have a set of Bi-Fold Doors gathering dust in storage due to the design not matching the customer's expectations. This demonstrates the importance of discussing with your customer exactly what they want and transferring all the information detail to an order. An order form is enclosed.

Congratulations to Hawthorns Windows

One of the North East's leading Orangery Installers and a highly valued customer of SWC has recently come second in K2's national Photography competition.

Hawthorns Orangery installation photos truly embraced all of the requirements surrounding the competition, and we would like to extend a big well done to all of the staff at Hawthorns Windows.



Amending delivery dates

It would be really helpful if you could pop on the order form the date you would like to receive your order should you not require the job within our standard lead time. Of late we have been getting an increasing number of customers phoning up to move jobs to a different delivery date.

As a result, we are becoming increasingly inefficient to the extent that some delivery runs have not been financially viable. When you place an order, you are immediately allocated a delivery slot and the wagon is filled on this basis. If after this point you ring up to change your delivery slot, more often than not, the gap on the wagon cannot be filled, and as a result we are seeing wagons going out less than full which is costly. So, if you know at the point of placing your order that you don't need your order on a standard lead time then please specify this so someone else can be allocated this delivery slot.

Final Word

If you require clarification or additional information about any of the items featured in this newsletter then please ring me on 07802 301488 or e-mail me at markc@swctradeframes.co.uk and I will do my very best to help.

Kindest regards,
Mark Catchpole, Sales Director