

SWC

Spring 2016 Newsletter

25
Years
Since 1991



Manufacturers of high quality
PVCu and Aluminium

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



Dear Customer,

First we would like to wish you all a happy & prosperous 2016! This year promises to be full of more exciting additions to our product portfolio, which in turn will create new opportunities for you and your business.

It is often difficult to keep up with the fast pace of the market as it is rapidly evolving. Home-owners are working even harder to secure value for money, which is why SWC is firmly committed to keeping you in the driving seat with an attractive range of high performance products that are cleverly marketed and competitively priced!

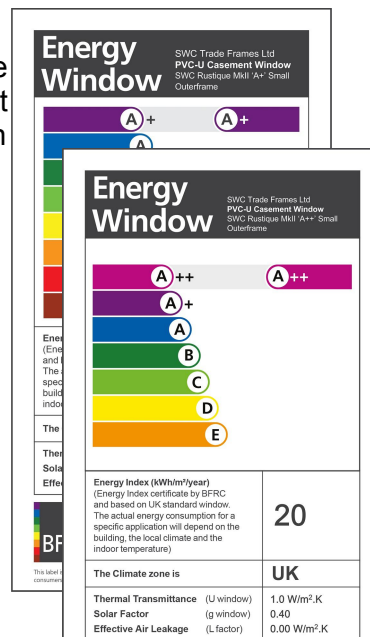
The overall forecast for the double glazing industry remains positive, with expected growth continuing over the next few years. So in 2016 we aim to stand out from the crowd and campaign for the fact that although all windows & doors may look the same, they do not all perform the same!

As we say goodbye to 2015, we would like to remind you of the major projects that were completed in what was a very busy year for us all.

Energy Ratings – More choice introduced

SWC now carry one of the largest and most comprehensive ranges of A, A+, & A++ casement windows. We can now supply an A+10 double glazed window in both our S10 & Rustique 56mm outer-frames using thermal inserts (please note this is optional and carries a small premium).

If you did not receive our e-mail communication explaining all of our licences and performance values, this can be downloaded on the SWC website under downloads / technical info / energy ratings.



Residence 9 is now officially 'A' rated through SWC

This high end PVCu solution to a timber replacement flush sash casement window is becoming increasingly popular.

We are delighted to confirm that SWC now hold 'A' rated licenses for both Double Glazed & Triple Glazed options and we have added confirmation of these to our website under options / energy ratings or downloads / technical info / energy ratings.

ATK 3* high security cylinders with 5 keys introduced during Autumn 2015

ATK is now standard across our full range of doors manufactured in-house, and is a key selling point when giving home-owners reasons to buy. We have included in this newsletter our new ATK marketing support supplement, that we are confident delivers a very strong message to home-owners who will welcome our joint commitment to providing a high security solution for protecting their family, home and possessions.

Did you know? National companies such as B&Q sell 3* cylinders for as much as £60 each with only 3 keys, which means our ATK represents incredible value for a top quality product. If you haven't already viewed the ATK video on our website please do so, this will help you to confidently promote and justify the standardisation of this product. The video can be sent via e-mail as a link using <https://vimeo.com/142984472>. SWC are very proud to be one of the first manufacturers in the industry to take responsibility for our actions and we are now seeing leading names following suit.



Please remember we no longer offer the basic standard cylinder on any of the products we manufacture although this may not be the case on any bought-in products.

New Foil options as of Spring 2015

Spring 2015 saw the introduction of Cream on White and Irish Oak on White to be included on our 7 working day lead-time. This addition was very much a 'no brainer' as we were receiving plenty of enquiries from our customers. Foil options are continually increasing in popularity.

Did you know? More than one in four windows supplied by the Veka group is foiled.



Building Plastics

SWC provide a comprehensive range of building plastics that represent the very best quality, an excellent colour match and extremely competitive pricing. We can also offer a diverse range of foiled trims to match the extensive range of colours we now supply.

The majority of our range is supplied using Kestrel Products and their catalogue can be viewed on the downloads section of the SWC website. For further information please contact our Trade Counter directly on 01723 580745.

Yale Lockmaster introduced Summer 2015

The Yale lockmaster was introduced to Residential, French and Composite Doors. We have always believed in the quality of Yale products and also the recognition that their global branding has throughout the world. The Yale YS170 (our previous lock) was a very good lock but on certain options there was very little tolerance.

This is another great example of listening to the constructive feedback received by our customers and acting accordingly. Since the seamless change-over the feedback has been excellent and many of you like the two additional rollers and anti-jemmy bolts that are supplied as standard on the Residential and French Doors.



Below, are the markets indicating growth & a suggested upward trend for 2016. The good news being that SWC is able to supply the suggested growth products being forecast

Composite Doors

The demand for something different both in design and colour continues to grow. We are kolorbonding more doors than ever and with the launch of our new Contemporary range imminent, we certainly have this sector well covered.

Lantern Skylight Roofs

Skypod is the perfect solution with its simplicity and stylish minimal lines. Skypod is a stunning addition to any home offering increased light with superb contemporary looks.



Bi-fold Doors

Aluminium & PVCu Bi-folding doors have been a huge growth area over the last few years and there are no signs of this slowing down. With French Doors being restricted in size and Patio Doors restricting the opening size its no wonder that home-owners are now choosing Bi-fold Doors for increased light while also providing a seamless boundary to the great outdoors. SWC are one of the few companies that can offer a certified 'A' rated licence on our PVCu Bi-folding Doors.



Timber alternative PVCu

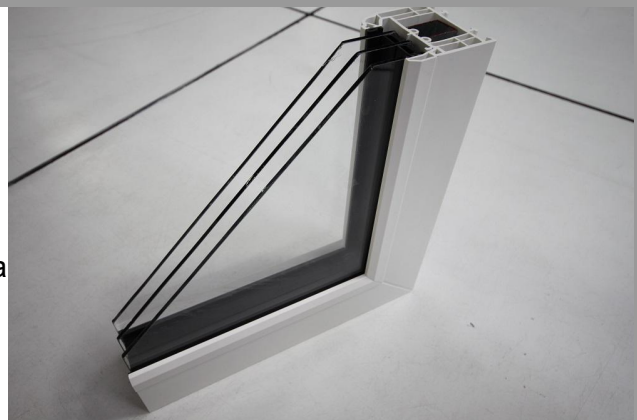
R9 is a high end alternative to real timber. The authentic design is considered in Conservation Areas and is also appealing to home-owners who want a top end but low maintenance luxury window brand.

Triple Glazing

Everyone has their own opinion on the merits of triple glazing but these are the facts. Installers that choose to promote triple glazing do very well.

A typical double glazed window 'A' rated carries a 1.4 'U' value and the triple glazed alternative carries a 1.0 'U' value (28.5% increase in energy efficiency) Our Triple glazed option using either System 10 or Rustique also offers an A++ window with an energy index of A+20.

With new-build homes offering a cavity wall of less than 0.3 'U' value you can see that the windows are still classed as weak spots to the overall performance of the building, hence the tremendous pressure to improve their performance.



Solid Roofs

SWC can now supply you with an Equinox tiled roof from Eurocell. The demand for replacement Warm Roofs on existing Conservatories is soaring.

Equinox is the easy-to-install tiled roof system from Eurocell designed for faster, easier, and smarter fitting. Initially we will act as a main distributor.

Please note that an assisted on site fit can be made available with prior arrangement. Please note that this support service would need to be negotiated, so for more information about this contact Mark Catchpole on 07802 301488.

- Assisted fit with first roof
- U – Values as low as 0.15
- Variable Pitches 10 to 35 degrees – More Conversions
- No Condensation
- Greater Structural Strength



Vertical Sliders

SWC manufacture one of the best vertical sliders in the industry and also carry a market leading A+11 energy licence.

Aluminium Windows & Doors

The aluminium market has reached an all time high with continued growth forecast over the next few years.

Our aluminium department has seen strong sales which include ambitious commercial projects.

SWC manufacture a full range of aluminium including Casement Windows, Tilt& Turns, Residential Doors, French Doors, Commercial Doors and Patio Doors.

Marketing Support

Due to innovation, diversification and general product development this section of the business has been very busy trying to keep pace with the changes as they happen. This included a new SWC website and general window brochure. We have several projects already scheduled for this year including a revamp of our Definitive Collection Website.

To complete the facelift of this website, we are in desperate need of some new images to help promote both new and established products. We urge you all to support SWC with new imagery. Please note the use of images will be restricted to SWC marketing use only if required!

Product Developments coming soon...

Aluminium Bi-fold Door adjustment and New Restrictor Stay.

The significant rise in the popularity of Bi-fold Doors has been very impressive with sales increasing dramatically year on year. From the start our aluminium Bi-fold option has proved the most popular with its robust specification and smooth operation being a clear winner over the PVCu alternatives. The ALUK door is widely accepted as being one of the best on the market but there always room for improvement. Having listened to your valuable feedback we are delighted to announce two solutions to improve our Aluminium Bi-fold Doors.

All Aluminium Doors are now fitted with adjustable bottom roller bogie hinges. This will help overcome the problem of the doors catching the outer-frame gasket. Please note the roller bogie hinges are left set in their lowest position which means the adjustment to lift is clockwise. Although there is up to 5mm adjustment in height we strongly recommend that if this is needed there is something wrong with the set up or installation – **Do not over adjust we recommend no more than 2-3mm – make sure you unlock the 2 grub screws before trying to adjust. Please visit the website (downloads / technical info / Aluminium Bi-folds) which explains how to adjust.**

The next problem to solve was the requirement of a restrictor stay for open out single traffic doors that are hinged against a wall (for example a 4:3:1 configuration). The home-owners have been unsettled at having their brand new doors drilled to fit a conventional hook & eye. We are please to announce that all Aluminium Bi-fold door configurations requiring a restrictor will now have them fitted as standard. (please note this carries a small surcharge.)

New & Improved Conservatory Roof Glass Range.

We are continually reviewing our product range to make sure that you get the best specification and best value. We are delighted to announce that we have teamed up with Pilkington to provide an unbeatable specification and even better news is this comes at a better price!

Please see the table below:

Glass Type	U' Value	Solar Reflection	light transmission	Self Clean	Argon Gas	Warm Edge Spacer
Sunshade Blue	1.0	80%	27%	YES	YES	YES
Sunshade Neutral	1.0	68%	42%	YES	YES	YES
Active Blue	1.0	64%	52%	YES	YES	YES
Active Bronze	1.0	64%	49%	YES	YES	YES
Self Clean Green	1.0	78%	32%	YES	YES	YES
Active Clear	1.0	n/a	72%	YES	YES	YES

We can still supply Conservatory Roof Glass up to 4 metres in length with a maximum area of 2.8m², this will be subject to a 25% surcharge. This surcharge is supplied on all units longer than 3210mm.

*Please remember to use an MS Polymer Sealant which has been tested for compatibility with Pilkington Active Glass (Available at our Trade Counter)

New 'Stormguard' low level Aluminium threshold for Composite, Residential & French Doors

Our new Stormguard low level aluminium threshold is stronger and offers a better weather seal and all round solution to low level thresh applications. We will initially launch this product on Composite Doors and anticipate this to happen on all products being manufactured on week commencing 15-02-16. This will be followed shortly after by PVCu Residential & French Doors - Order forms will be changed accordingly.

Please note the thresh is not document 'M' approved unless you fit the optional ramps as pictured on our website. (Drawings are available on our website under downloads / technical info / Doors).

Coming soon – Paperless invoicing

We will soon be moving onto e-mail invoicing! More details will follow in the near future

Quotations & Order Acknowledgements

To avoid disappointment, can we remind you to check both your quotations and order acknowledgements to make sure that we have interpreted and processed exactly what you have requested.

Useful website information

You may have noticed that we refer to the website quite frequently. This is because it is a valuable source of technical information & archived information relating to our comprehensive product range.

Please remember that we are constantly updating the SWC Trade Frames website with sales and marketing information and technical downloads to assist with the launch of new products.

Improved Communication via e-mail

In this digital age having your e-mail address is vital in order for us to keep you informed. If you have not received any e-mails from SWC in the last couple of months please contact Brian Coward or myself and we will make sure that you are added to the database.

**Final Word..**

If you would like to contact me direct on any of the features contained in this newsletter please ring 07802 301488 or e-mail markc@swctradeframes.co.uk and I will do my very best to assist with your enquiry.

Kindest regards,

M Catchpole

Mark Catchpole
Sales Director