

Britain's top sliders

Listed by various organisations, including 'Top 100 companies in South West Wales' and London Stock Exchange '1000 companies to inspire Britain', Victorian Sliders should be the company of first choice for PVC-U sash windows for the trade writes marketing manager Sinead Mc Cambridge



Victorian Sliders has made the vertical sliding sash window market affordable to the trade. The strategy has generated a massive interest in all sectors of the vertical sliding sash window market, domestic, new build, and commercial.

The company is located in an extremely modern building on a 14-acre site a couple of miles from the M4 near Swansea. The factory set-up is ideal for the manufacture of our award winning Ecoslide window, one of the top brands of vertical sliding PVC-U window.

Our location gives easy access to the motorway network making it easy for our own HGV transport to deliver several hundred windows per day to the regional depots.

The current 110,000 sq ft building has been expanded to over 240,000sq ft to accommodate the continued growth of Victorian Sliders. The extension is planned to open in the next few weeks, in plenty of time for an expected quarter four surge in sales.

Victorian Sliders' operation is completely vertically integrated. Every detail is managed and controlled in house.

Virgin PVC-U powder is extruded into high quality profiles utilising six extrusion lines under the expert management of Greg Guy and Geoff Bythell with almost 60 years combined experience of extrusion and profile production between them. Ever increasing volumes of products are foiled in house again to exacting dimensions using high performance foils and materials to ensure the highest of industry standards.

The huge assembly area is managed by Brian Newman, with vast experience of the window industry gained over the past 30 years.

Profile is cut, routed and prepped every seven seconds on our fast Schrimmer machining centres then transferred to super-fast and accurate urban automatic welding

systems. These produce a complete welded and cleaned sash every 40 seconds throughout the shifts. Additional machines on order will be installed over the next few months to keep up with the increasing demand for the Eco-slide window.

High quality hardware is sourced direct to the manufacturing line, to our specific design and tolerances and is assembled with high speed automatic screwdrivers, again under stringent standards.

All our windows are supplied with toughened glass to both top and bottom sashes and A rated as standard. Bespoke glass units can be offered as a special.

Barcode tracking through key areas of the factory ensure the right product is manufactured and delivered through each step of the process. This means that customers can check the status of each order at any time.

With constant product development in house, Victorian Sliders has recently enjoyed extra success with its run-through horn as an optional extra. With fine line detail throughout each of the joint, the Eco-slide run-through horn gives our trade customers extra finishing touches to the detail of the standard affordable Eco-build product.

Under sales director Mark Richmond Victorian sliders continues to grow at an incredible rate through our 3,000 plus customers.

With 14 professionally fitted demonstration vans carrying several sample windows on board, Victorian Sliders has pulled no punches with its plans for accelerated growth in 2018. ■

www.victoriansliders.co.uk

The weld alternative

Every page of every trade mag has adverts and features for PVC-U sash windows; the country now has hundreds of specialist fabricators of sash windows. Yet, none of them are, writes Alan Burgess, managing director of Masterframe



Fabricators may make windows which require special attention but this is far from being 'specialists'; check out the meaning, 'someone who specialises in something, to the exclusion of all other', that's Masterframe for you.

Now with every company owning a welder, deciding sash windows are the next big thing, they think shiny plastic, welded squares with decorative horns is the answer; sadly it isn't. Even worse is the philosophy to make them cheap, stack them high. Thankfully the heritage market and local planners are dictating that enough is enough, they no longer accept this level of product, when they know that white foil, staff bead and putty line extrusions, with timber butt joints inside and out are available.

Sales people, especially installers, always want a beautiful looking product, one that works and one which simply looks far better than their competitors, without costing the earth.

Fabricators have long known how to mechanically join sections but profiles are normally left open ended. Closing the chambers, gluing and screwing, is slow and expensive, knocking the productivity numbers way off course.

Being a true specialist fabricator and needing to stay two steps ahead of alternative sash window producers, forces Masterframe to introduce new products, new furniture and new inventions. Timberweld, our latest brand (and

patent), is one such example.

Needing an alternative to the standard mitre welded and grooved frames, Masterframe set out to make an authentic mechanical joint, but not one with holes in it. It is so easy to claim mechanically jointed construction, but unless expensive plugs are used, most of the companies leave open channels for the water and winds to whistle through.

Having found a method to weld PVC-U, just as quickly as standard welding without the need for gluing and screwing has given us a massive advantage and has set a new standard. Yes alternative solutions exist, ETL (external timber look) does half the job, welding the corner with one side butt jointed, however it is only half the job.

Customers now expect butt joints both sides of their windows, and Masterframe has the solution in Timberweld.

Masterframe is the only licensed sash window manufacturer to use the joint, but no fewer than 10 other licenses were issued ahead of the FIT show, and another dozen will be signed at the start of 2018, including companies large and small.

So it is the perfect opportunity for Masterframe to start supplying licence holders with their sash window requirements. □

www.timberweld.co.uk