

# New opportunities

Such is the growing demand in the domestic sector that Senior Aluminium Systems says it has secured 74 new business accounts since the launch of its 'Ali' range in 2018. Many of these include fabricators that had moved away from the aluminium industry as well as fabricators who had never previously worked with aluminium.

One such new trade customer is GRM Windows in South Wales, an experienced PVC-U window and door fabrication and installation company which started out working with aluminium and is now returning to its roots by adding Senior's range of aluminium fenestration systems to its service offering.

Jonny Greenstreet, Senior's marketing manager says: "The launch of our Ali doors and windows range has opened up new opportunities in more ways than one as it has allowed us to increase our own market share and generate new business for our trade fabricators and installers.

"Many of our new customers are experienced at working with aluminium systems and have chosen our products above our competitors, not only as they are easy to work with but also because of our commitment to great customer service. Others have previously only offered their customers PVC-U or timber solutions and now have



decided to move into the aluminium market by working with our Ali range.

"The last few years have marked the start of an exciting journey for Senior and we are well-positioned and committed to supporting our customers every step of the way." □

[www.seniorarchitectural.co.uk](http://www.seniorarchitectural.co.uk)

**Veka Recycling has launched a fresh new website that is in keeping with the continuing construction of what will be Europe's most advanced PVC-U window and door recycling facility.**

Using new photography and graphics the website describes Veka Recycling's role in the reprocessing of virgin offcuts and post-consumer and industrial end-of-life windows and doors and how the company is highly adept at working with fabricators and installers to turn waste products into new.

On the website Veka Recycling emphasises just how simple the company makes it for old frames to be recycled, for the increasingly important benefits to the environment of course, but actually as a sound business proposition too.

Veka Recycling's Wellingborough plant is scheduled to become fully operational from early 2020. Whilst the plant currently recycles material from over 90,000 windows each month, further stages are being added that will enable the full processing and separation of rubber, metals and other impurities from PVC-U, entirely on site. □



[veka-recycling.co.uk](http://veka-recycling.co.uk)



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# IN team management

**P**aul Stevens has joined Independent Network as technical support manager. Stevens says: “I am delighted to be joining the team at Independent Network and I’m looking forward to building fantastic relationships with IN members and driving our businesses forward together. The responsibilities of my new position include offering technical support and running training workshops regionally and at our members’ premises.

“As well as assisting members with installation advice and queries, I’ll be supporting the IN team with homeowner concerns and membership audits.

“I was attracted to the technical support manager position because IN has maintained a fantastic reputation over the years, and the chance to work with the best installer network in the UK was not to be missed! In an ever-changing industry like ours, it’s refreshing to see long-established organisations like Veka Group and Independent Network continue to progress and move forward.”

Stevens has been involved in the window and door industry for 25 years, and served an apprenticeship in carpentry and joinery. He moved into the PVC-U sector as an installer and believes that understanding the fitting process and the challenges that installer members face will be an advantage in his role at IN.

He says: “During my career so far, I’ve worked as an installer alongside small, local fabricators as well as having built relationships with some of the big UK market leaders. My previous roles include service engineer, service manager, installation manager (PVC-U and aluminium), conservatory project manager, surveyor and, more recently, regional operations manager.” □



Paul Stevens

[www.inveka.co.uk](http://www.inveka.co.uk)

**Veka UK Group is offering customers matched solid panels from 3D Laminates, a subsidiary company of Veka AG.**

**3D Laminates provides 28mm silica infill panels for use in doors, sidescreens and windows laminated in the same finish as Veka’s Variations colour options.**

**Veka says the panels are available in all 14 of the ex-stock colours in the Variations collection and can be laminated both sides in different colours each side or laminated one side only with the inside left in base white to match Veka’s white profile. Veka says that panels are also available in its new Spectral finish.**

**Veka claims these panels will not bow, bend or crack. They are also UV stable for a minimum of 10 years on both white and coloured finishes.**

**Panels can be supplied to customers as a full sheet measuring 3000 x 1250 x 28mm, or 3D Laminates’ professional cutting service can cut them to bespoke sizes.** □



[www.vekauk.com](http://www.vekauk.com)