

# Expanding Eastwards

**After a year which showed a continual expansion in its export network, Thermoseal Group, has launched Chinese Mandarin additions to its Thermobar and Thermoflex warm edge technology multilingual websites writes Samantha Hill, head of marketing and communications**

We began developing satellite websites as an informational and promotional tool for our two warm edge spacer bars. The websites – [www.thermobarwarmedge.com](http://www.thermobarwarmedge.com) and [www.thermoflexwarmedge.com](http://www.thermoflexwarmedge.com) – are now published in seven languages including: English, French, Spanish, German, Italian, Polish and the latest Chinese additions. Both sites host the group's *Warm Comfortable Homes* video which demonstrates the advantages of warm edge technology. The sites provide a range of information on warm edge systems and the group's spacers.

The Chinese market for warm edge spacers is growing and we aim to contribute towards educating the supply chain on the advantages of warm edge technology whilst increasing our share of this market. With two of the highest performance spacer systems and the capacity for growth, we are in a great position to become a leading supplier in this market.

With comprehensive information for IG manufacturers, window installers, specifiers and homeowners, both sites have been praised by our distributors and have become key information points for their own promotion throughout the supply chain. The latest additions have been launched to support our Chinese distributor. [www.thermobarwarmedge.com](http://www.thermobarwarmedge.com) was instrumental in our promotion at China Glass in Beijing earlier this year and now with [www.thermoflexwarmedge.com](http://www.thermoflexwarmedge.com), we demonstrated both sites at the recent exhibitions – Fenestration BAU in Shanghai and Glasstech Asia in Singapore.

Thermoflex is becoming more popular in export markets now it has been proven for use on most worldwide brands of robot applicators for automated production, such as those from machinery manufacturers – Bystronic, Forel and Lisec.

The fact that we control the development of our spacer systems and injection-moulded fittings from initial inception of the idea throughout the manufacturing process, means that we are also ideally placed to add and adapt our range to suit market requirements.

Thermobar and Thermoflex warm edge spacers are both highest performance tested and proven products. Both have Bundesverband Flachglas (BF) data sheets for windows and facades. Thermobar has a thermal conductivity value of  $0.14\text{W}/\text{m}^2\text{K}$  and can achieve a window Psi value as low as  $0.029\text{W}/\text{m}^2\text{K}$ . Thermoflex is the highest performance flexible silicone spacer system with a thermal conductivity value of  $0.135\text{W}/\text{m}^2\text{K}$  achieving a window Psi value as low as  $0.027\text{W}/\text{m}^2\text{K}$ . Both spacers have also been rated pH<sup>+</sup> for arctic climates by the Passive House Institute. □



Samantha Hill



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

# Extremely promising

**E**dgetech says it has returned from China's biggest glazing expo with over a hundred promising leads.

Held at Shanghai's New China International Exhibition Centre in early November, Fenestration Bau China drew 100,000 visitors from across mainland China, East Asia and the world to see 635 firms showcase their wares.

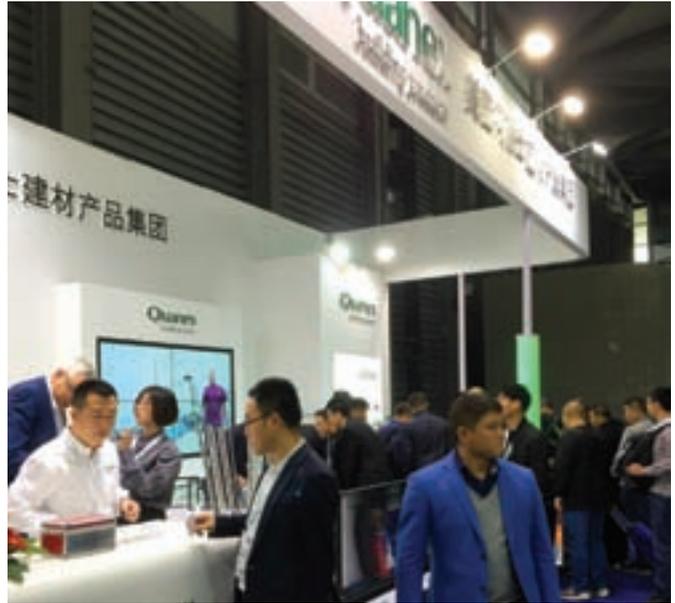
The Chinese construction sector has seen phenomenal growth over the past decade – and while new-build is beginning to slow, domestic and commercial refurbishment is still in huge demand.

Edgetech, which trades under the name of parent company Quanex in China, attracted attention from new prospects and existing customers alike with its warm edge offerings, including its TruPlas, Duralite, and flagship Super Spacer products.

Chris Alderson, managing director for the UK and the Asia Pacific, says: "Fenestration Bau China exceeded all expectations this year. Meeting glass manufacturers from as far afield as Taiwan, Korea, Mongolia, the Middle East and the USA, we were able to walk away with over a hundred extremely promising leads.

"It's clear that not just in China but all over the world, there's huge demand for the sort of speed, efficiency, and outstanding all-around performance that Super Spacer can provide – particularly as more and more glass manufacturers move towards automation."

In 2011, Edgetech was acquired by billion-dollar



building products giant Quanex. Soon after, Edgetech was merged with Truseal to create the world's largest warm edge manufacturing site. In 2017, Edgetech celebrated a decade of manufacturing in the UK, and ten years of partnership with over forty valued customers. □

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

**Swisspacer has added four new sizes to its range of Georgian bar spacer bars. To meet growing demand for heritage-style windows, the company has developed new 12 x 18mm and 16 x 18mm bars specifically for the UK and Ireland. The company has also introduced a new 14 x 24mm and 14 x 30mm size for the European market, bringing the full Georgian bar range to 13 sizes.**

**Swisspacer's Georgian bar enables window companies to create high performance, authentic looking windows. It is ideal for flush sashes, and vertical sliders. Available in Swisspacer's best-selling colours, the Georgian bar enhances the appearance of the window and gives outstanding energy performance. Swisspacer's full suite of Georgian bars now also feature improved bar crosses with an integrated anti-rattle plug and matching end caps for a seamless, high end finish.**

**John Cooper, Swisspacer commercial director (UK and Ireland) says: "Flush sash windows are taking the market by storm. Homeowners love the traditional look and see it as a way of adding character to their properties. But, homeowners also want windows that perform and save money on heating bills. We've responded to demand by developing a wider range of Georgian bar sizes. Our latest additions have been introduced specifically for the UK and Irish markets to fit the most popular sized windows. Together with Swisspacer's top performing warm edge spacer bar, our Georgian bar gives flush sash and vertical sliding windows a seamless finish and outstanding energy efficiency." □**



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

# Who's keeping score?

Coventry based Edgetech routinely approaches a random selection of its clients taken from all spending brackets to ask them a series of questions about their experiences dealing with the company.

The responses are analysed using a measurement system called Net Promoter Score (NPS), a management tool used to gauge the loyalty of a firm's customer relationships. By taking the percentage of customers that rated the business 9 or 10 out of 10, and subtracting the percentage of customers that rated it 6 out of 10 or under, Edgetech was able to arrive at its total Net Promoter Score. NPS can be as low as -100 (everybody is a detractor) or as high as +100 (everybody is a promoter) with an NPS of +50 regarded as an excellent result.

Throughout the year, Edgetech's NPS did not drop below +50 and peaked at +88, an achievement the team is keen to maintain and build on.

In the most recent survey, 91% of respondents said Super Spacer accounted for between 76-100% of the warm edge units they produce. 97% said Edgetech engineers respond quickly to any technical queries and all customers agreed that Edgetech's territory sales managers are making a positive contribution to their business.

"We're delighted by the results of the customer survey," says managing director Chris Alderson. "Our Net



Promoter Score is particularly encouraging – the average company scores just +10, while the highest-performing businesses usually register between +50 and +80. Our scores give us a fantastic base to build on as we strive to become even more customer-focused in the months and years ahead." □

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



**Morley Glass & Glazing has funded new personalised hoodies for the team at North Leeds Dance Academy to help keep them warm before, during and after rehearsals.**

**NLDA dance instructor Olivia Choi was recently partnered with Morley's MD Ian Short for a charity event, which saw them romp home to victory following an expertly executed samba. The evening itself raised almost £14K to help the charity Variety continue its charitable work.**

**Short says: "The team at North Leeds Dance Academy never stop, their passion for dance is infectious and they've even inspired me to continue competing in future dance events. We're delighted to be able to help them continue their mission to get everyone in North Leeds dancing." □**