

Business made easy

Buckinghamshire fabricator Garrard Windows has been a customer of hardware distributor VBH for more than 10 years. Manufacturing around 2,500 products a week, including PVC-U and aluminium windows, bifold and patio doors, Garrard uses VBH door hinges and handles, window handles and door cylinders across its whole range.

Adam Webb, director of Garrard, says: "Since we started working with VBH we've seen steady growth in our business. The support we've had from them has been great – their systems make it easy to do business. The greenteQ range has grown considerably, so there is a product to fit every requirement, and using the webshop means we don't have to spend time working out what we need for each job.

"After our initial nervousness – it did seem a bit daunting at first, compared to hand written faxes which we'd been using before – we haven't looked back. In one operation we can see what we need for the job, stock levels, prices and the progress of our orders. It can even help us produce tenders – all we have to do is add the product number and quantity



Left to right: Adam Webb (Garrard) and Dan Powell (VBH)

and it's worked out for us. The favourites list which keeps track of our most regularly ordered items is also really useful. It's a no hassle process that saves us time – and time's money. And of course, if there is any query we can always talk to VBH and know we'll get a swift response.

"Even though VBH is the largest hardware supplier in Europe, the team never loses sight of the customer's need for efficient ordering and reliable deliveries." □

www.vbhgb24.com



Veka now has 16 colour combinations available ex-stock, including anthracite grey smooth. This foil option from Veka's Variations collection, has a smooth finish – unlike the realistic woodgrain options – that makes it suited to projects that demand the look of aluminium, with all the benefits of PVC-U.

With the continuing growth of the vertical slider market, Veka Group has also now made cream and anthracite grey available for Veka and Halo VS systems ex-stock.

Veka Group's marketing director Dawn Stockell says: "Adding more colours to our ex-stock offering is another example of Veka's ability to anticipate – and react flexibly to – trends in the current market. We are continuing to make significant investment in our lamination department because we know that colours are a valuable way in which our customers differentiate themselves and secure more sales. We have the capacity to support new and existing customers with a huge number of colour and woodgrain options, backed up by a reliable level of service, and swift delivery." □

www.vekauk.com

Screwball statistics

Door and window fastener specialist Rapiestar has passed another major milestone on its path to record growth, by exceeding more than £100,000 of dispatches in a single day for the first time.

David Furness, group managing director says: "When you consider the tiny unit price of a screw, £100,000 worth of screws is a huge volume to sell and dispatch in just one day. It's a milestone we've reached ahead of our target and reflects what we are seeing in the market, with fabricators seeking to improve efficiency with a supply chain they can depend on.

"Our £100,000 record was broken with lots of normal customer orders, individually picked and dispatched from



our central warehouse and did not include pre-ordered, direct delivery containers, that create even larger daily sales figures."

The company, which claims to be the fastener supplier of choice for four in every five fabricators, is on track for sales growth of 25% this year as it responds to a customer base increasingly seeking the highest quality screws delivered on time in the shortest lead times.

Furness says: "Rapiestar has invested more than £5m in increased stockholding and in the infrastructure of its 100,000sq ft Cheshire bonded warehouse and distribution centre, and customer order volumes are certainly responding." □

www.rapiestar.com

A clear choice

Tradesmith is the latest fabricator to say “yes” to Deceuninck. The Sussex-based trade fabricator, which recently celebrated its 25th anniversary, identified a growing trend for colour and the need to offer customers more choice for a changing market. According to managing director Mark Hutchinson, Deceuninck was the obvious solution.

Hutchinson says: “After a detailed company, market and product review it was clear we needed to give customers more choice, service and support to help them compete more effectively in growth markets. Colour and heritage windows were the prime areas. We met several systems companies but Deceuninck stood head and shoulders above them. It has an impressive product portfolio, and a simply unbeatable 26 colourways from stock offer with an on-time-in-full delivery policy. It’s a huge selling point because that lets us quote the same short lead times for colour as for white. Deceuninck’s attractive product range puts Tradesmith customers in a great position to capitalise on homeowners’ strong appetite for colour and high-end windows and doors.

“Tradesmith was established 25 years ago and it’s the first time we’ve changed



our line-up. We’ve built a large, loyal customer base giving customers the service and products they want. We even help customers with bespoke specifications such as polished welds and different bead options. If it can be done, we’ll do it. We’re always ready to help, and Deceuninck’s customer-first ethos is the same as ours.” □

www.tradesmith.co.uk
www.deceuninck.com

Kenrick has seen a healthy rise in demand for its Nemesis multi-point window locking system for aluminium profiles. The company has credited its growing sales to the rapidly increasing popularity of aluminium in the domestic market.

Steve Williams, sales director at Kenrick, says: “When it comes to windows and doors, aluminium continues to follow an incredible growth pattern and is

predicted to reach an all-time high of 220,000 frames a year by 2020. This upward trend has driven demand for Nemesis and sales have grown tenfold since the launch, which is a phenomenal result. We have lots of new customers in the pipeline both in the UK and overseas and our forecasts show that this will be a really promising first year for Nemesis.

“The market is moving towards higher value products, but the aluminium sector has been hampered by the lack of choice in multi-point window locking systems for aluminium profiles. Nemesis has attracted this wave of new customers because it brings greater choice, but it also delivers on quality, performance and reliability which are vital at the higher end of the market. For a discerning customer base, it is the ultimate, compromise-free locking system.” □

www.kenricks.co.uk



**Everybody wins
- simple!**

A new upgrade to the Veka Imagine patio door means that a simple, yet innovative locking kit can ensure the door meets all the requirements of PAS 24. This cost-effective lock solution creates additional appeal for consumers – especially in the new build and commercial sectors – and makes it a valuable addition to any Veka Group customer’s sales arsenal. Marketing director Dawn Stockell says: “When choosing a partner for this technical project, Veka turned to the experience of ERA to help develop the upgraded lock.

“Instead of a tricky and unsightly add on, like a plunge bolt, together we designed a simpler means to achieve PAS 24 and compliance with document Q thanks to a lock kit that is contained within the workings of the door.



“Ultimately, this makes the system simpler to fabricate, much easier to install and more attractive to the end user as a finished product.

“We know that the market for traditional sliding patio doors is forecast to maintain modest growth and continues to be heavily dominated by PVC-U at 84% share of the market. For our customers to capitalise on this opportunity, we are proud to offer this cost-effective security upgrade which will help Veka and Halo customers to differentiate themselves from the competition.” □

www.vekauk.com