

What We Do

We operate our business through two divisions that reflect the principal routes to market for our products

PROFILES DIVISION

The Profiles division manufactures extruded rigid PVC profiles and foam PVC products. We make rigid and foam products using virgin PVC compound, the largest component of which is resin. Our rigid products also include recycled PVC compound, produced at our market-leading recycling facilities.

Rigid PVC profiles are sold to third-party fabricators, who produce windows, trims, cavity closer systems, patio doors and conservatories for their customers.

There are broadly four types of fabricator. Trade frame fabricators supply finished products to tradesmen or small retail outlets. New-build fabricators supply and install the products they make for house builders. Commercial fabricators supply and install products used in applications such as office space and education facilities. Finally, retail fabricators make products for sale via their own retail operation, which may be a large national business, or a small company servicing the local community. We are not particularly exposed to retail fabricators.

Fabricators have production facilities which are customised to the window or door system they make. As a result, fabricators predominately buy profiles from a single supplier, which in turn creates a stable and loyal customer base.

Foam PVC products are used for roofline and are supplied to customers through our nationwide branch network in the Building Plastics division (see opposite).

All of our manufacturing margin is recorded within the Profiles division, which therefore also benefits from expansion of the branch network.

The Profiles division also includes S&S Plastics, Vista and Eurocell Recycle North (formerly Ecoplas); businesses acquired in 2015, 2016 and 2018 respectively. S&S supplies plastic injection moulded products and services for use in windows and certain other markets. Vista manufactures composite and PVC entrance doors, which are sold to third parties either direct or via the Building Plastics division. Eurocell Recycle North is a recycler of PVC windows.

BUILDING PLASTICS DIVISION

The Building Plastics division distributes a range of Eurocell manufactured and branded foam PVC roofline products and Vista doors, as well as third-party manufactured ancillary products. These include sealants, tools and rainwater products, as well as windows fabricated by third parties using products manufactured by the Profiles division.

Distribution is through our national network of over 200 branches to installers, small and independent builders, house builders and nationwide maintenance companies. The branches also sell roofline products to independent wholesalers.

The Building Plastics division also includes Security Hardware, Kent Building Plastics and Trimseal, acquired in 2017, 2018, and 2019 respectively. Security Hardware is a supplier of locks and hardware, primarily to the Repair, Maintenance and Improvements ('RMI') market. Kent Building Plastics and Trimseal are small groups of branches distributing building plastic materials in the south-west and south of England respectively, which have been fully integrated into our network.

📍 SEE OUR DIVISIONAL REVIEWS ON PAGES 38 TO 39

Distribution network

We distribute through our nationwide network.

Number of branches

206



Sustainable sourcing

We have two recycling facilities which puts recycling at the heart of our operation.

Recycled product used in our rigid PVC profile

13.4k tonnes



Complementary acquisitions

We have three operating subsidiaries which manufacture and distribute products to complement the Eurocell core business.

Total operating profit (pre IFRS 16) generated from operating subsidiaries in 2019

£2.1m



Manufacturing expertise

We manufacture both PVC rigid and foam products in our centrally located extrusion facilities.

Total amount of profile produced

55k tonnes

