



Our overall objective is to deliver sustainable growth in Shareholder value by increasing sales and profits at above our market level growth rates through leadership in products, operations, sales, marketing and distribution.

STRATEGIC PRIORITIES



TARGET GROWTH IN MARKET SHARE

Increase market share of PVC rigid and foam profiles to utilise spare manufacturing capacity.



EXPAND OUR BRANCH NETWORK

Investment in new branches to drive sales and medium-term profit growth.



DEVELOP INNOVATIVE NEW PRODUCTS

Maintain market leadership by offering the latest in product innovation.



INCREASE THE USE OF RECYCLED PRODUCTS

Increased use of recycled material will help to mitigate raw material pricing pressure, enhance product stability and reduces the carbon footprint of our manufactured goods.



EXPLORE POTENTIAL BOLT-ON ACQUISITIONS

Consider acquisition opportunities when they arise.

PROGRESS IN 2017

- Organic sales growth of 8%.
- Specifications team successful in generating demand for our products, particularly in the private new build sector.
- Sales now started from customers moved on to our systems in H2, with more new accounts contracted for 2018.
- 31 new branches opened.
- New and improved branch format, with more products on display.
- Significant investment in supporting infrastructure and management teams.
- Growth in sales of windows through branches.
- StudioGlide bi-fold door, aluminium bi-fold door.
- InSite construction hinge.
- Slateskin.
- Modus and Skypod continuous development.
- Increased use of recycled material to 17% (2016: 14%).
- Waste collections increased by 15%.
- Integration of Security Hardware now substantially complete (acquired in February 2017).
- Several bolt-on opportunities reviewed and developing pipeline.



We intend to leverage the Eurocell brand, and the advantages that our vertically integrated business model with local distribution offers over our competitors, in order to grow our market share. We have five key strategic priorities:

14% Profiles

20% Building Plastics
estimated market shares

£7.0m

growth in revenue from new
branches opened in 2016/17

13

new product ranges launched

20.5k

tonnes processed in the
recycling plant

2,000

Security Hardware product codes introduced
into the Building Plastics branch network

FOCUS IN 2018

- Continue to build and exploit prospect pipeline.
- Seamless new account on-boarding process.
- Expect approximately 15 new branches in 2018.
- Consolidate existing estate:
 - Implement measures to reduce time to break-even for new branches.
 - Maximise sales of value added products.
- Further development of complementary product offerings.
- Further investment to deliver step change in use of recycled material to > 20%.
- Continue to develop acquisition pipeline and consider acquisition opportunities that arise.