# **STRATEGY IN ACTION**

# Offering the widest

### MANUFACTURER



STRATEGIC PRIORITY

We sell a wide range of manufactured products: rigid and foam PVC profiles, other PVC building products, and composite and panel doors. We also manufacture certain 'made-to-order' products and we sell a wide range of third-party traded goods. These products are described below.

## **Manufactured Products**

Our rigid PVC profiles are sold to third-party fabricators, who produce windows, trims, cavity closers systems, patio doors and conservatories for their customers. We offer a number of different window systems to our fabricators, including Aspect, Modus, Eurologik and Charisma.

Our foam PVC products are used mostly for roofline and are supplied to customers through our nationwide branch network. Products in the roofline range include soffit, capping and fascia boards.

When we develop new products, we look to include as much recycled content as possible. For example, our Eurologik and Modus window systems contain approximately 44% of recycled material.

Our secure and energy efficient PVC and composite doors are manufactured by Vista Panels, based on the Wirral. Distribution may be direct to trade customers or through our branch network.

### **Made-to-Order Products**

We offer a wide range of made-to-order products, both to fabricators and via our branch network.

The made-to-order offering to our fabricators is a wide range of coloured PVC rigid profile ('foiled' product). All of our manufactured window systems are available in over 30 different colour options, with lead times of just 7 days. Foiling is becoming an increasingly important part of the sales mix, with sales of rigid foiled product up 25% in 2018.

The made-to-order offering through our branches includes windows (which have been fabricated by third parties using profiles manufactured by the Profiles division), composite and panel doors, bi-fold doors, Equinox roofs and Skypod sky-lights.

# Developing innovative new products

All new products go through a new product introduction ('NPI') process with a view to launching the new product as soon as possible ahead of competitors.

When we develop or launch a new product we look to include as much recycled content as possible.

New product proposals and bluesky thinking is generated from the fabrictor forums which we attend.

### Our core product areas:

- Window and door profile
- Skypod pitched skylights
- Aspect and StudioGlide
- bi-folding doorsConservatories and Equinox
- tiled roofs
- Fascias, soffits and cladding
- Traded goods



OVERVIEW

INANCIAL STATEMENTS

