

Marketing matters... choose the smart option

Customer literature and website guide

WINDOWS • DOORS • CONSERVATORIES



Websites

Fully personalised websites.

Industry leading marketing support from Duraflex

The following pages outline the options available for developing a professional suite of your own marketing material, including literature, website and showroom graphics.

Profile Sample

Designed to showcase the profile, working mechanisms and hardware options.

Pop-ups

Available in four designs and four colours.



Posters

Available in four designs and four colours.

Dropcards

Available in four designs and four colours.



At Duraflex, we're committed to providing you with the tools you need to grow your business.

We believe that 'marketing matters' which is why we have developed a full range of bespoke and tailor made solutions designed to promote both your company and the products you sell.

From your own content managed website to the latest consumer/market intelligence, whatever you need to help you increase leads, close sales or grow your business, talk to Duraflex today to see how we can help.



Touchscreen

Fully bespoke for you and your business.

Brochures

In a range of colours with bespoke options.

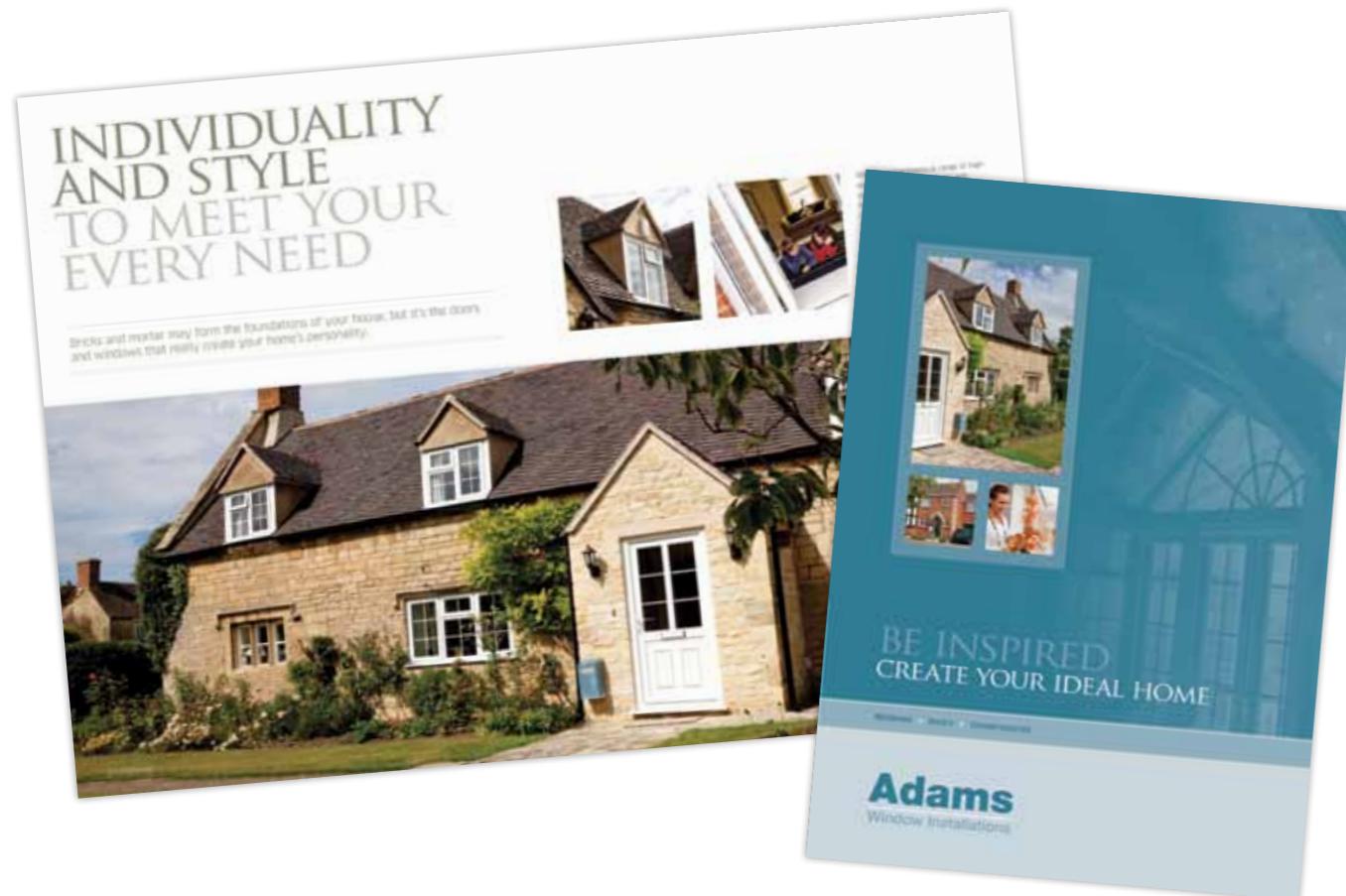
Customer bespoke retail brochure

When it comes to selling windows, first impressions count.

Do you want to leave customers with a generic brochure, and one which might also be used by your competition? Or would you rather have your own personalized marketing literature?

The new 'Be Inspired' range from Duraflex includes a comprehensive 44 page brochure which can be bespoke to suit you, your customer and your own specific needs. Want to show off your stunning installations or your reputation for fantastic customer service?

The new Duraflex brochure allows you to do this whilst still promoting windows, doors and conservatories. To add a further element of personalization, the brochures have areas for QR (quick response) codes to create a truly interactive experience.



Three great options

Choose one and get your brochure started today.

Branded

- Option to include your logo on the front cover and contact details on the back cover
- Choice of 4 cover colours
- Option to have 2 pages of your own Company content - inside front and back covers
- Templated design for ease of use
- All content input by your Sales Manager and the Marketing Department for ease

Full custom

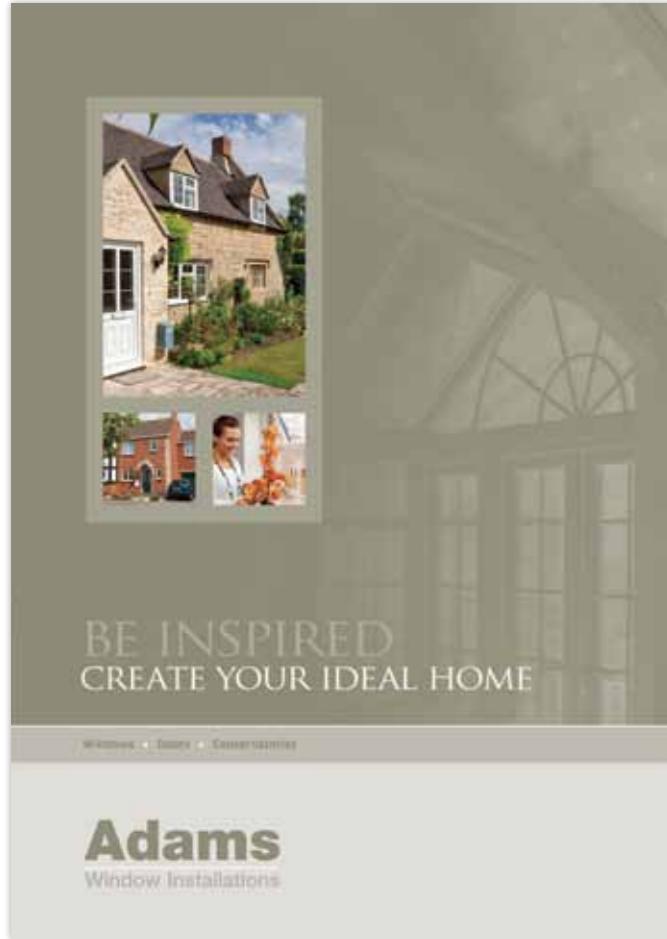
- Option to design your own customised covers
- Option to design and introduce any number of customised pages and populate with your own content
- Option to change colour to suit your branding throughout the brochure
- Fully managed by the marketing department and our design agency

Overprint

- Option to include your logo on the front cover
- Option to include your logo on the back cover and your full contact details
- Utilises Duraflex generic information throughout
- Content input 'handled' by your Sales Manager and the Marketing Department for ease

Branded option

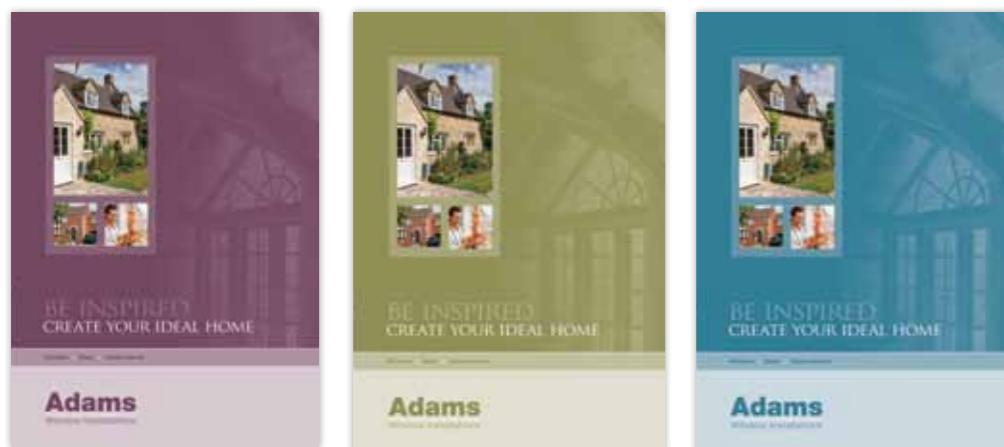
Provides a professional looking brochure which can incorporate your logo on the front cover, provide two pages of your content and your company details.



Above: Branded gold brochure with your logo and contact details



- Examples show Branded options
- Four cover colour options
- Your Company logo and details



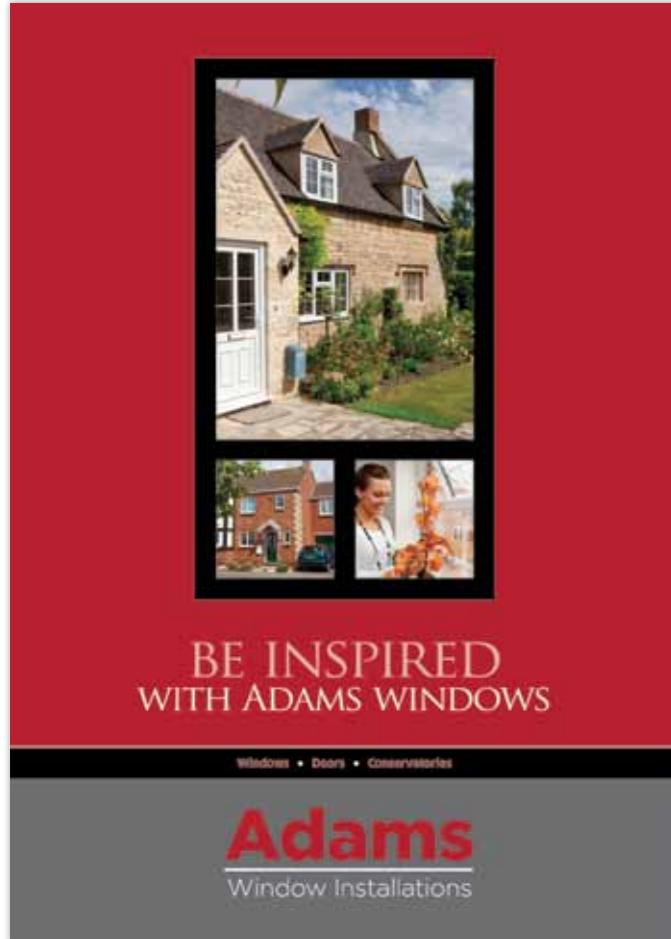
A brochure for 'Adams Window Installations'. The top left features the company logo 'Adams' in red and 'Window Installations' in smaller black text. The title 'BE INSPIRED WITH ADAMS WINDOW INSTALLATIONS' is in large, bold, blue capital letters. Below the title is a large photograph of a house with multiple windows. To the right of the main image are two smaller photographs: one of a window and another of a conservatory. The middle section contains several paragraphs of placeholder text in a small, black font. On the right side, there is a vertical column of text and a small map of a town area. The bottom right corner features the 'Duraflex' logo with the tagline 'making the difference'.

Above: Inside front cover available for you to insert your company logo, image, headline and text.
Below: Inside back cover available for you to insert your company logo, images, text, contact details and location map.

A brochure for 'Adams Window Installations'. The top left features the company logo 'Adams' in red and 'Window Installations' in smaller black text. The title 'THE GALLERY' is in large, bold, blue capital letters. The page is filled with various images of houses, windows, and conservatories. On the right side, there is a vertical column of text and a small map of a town area. The bottom right corner features the 'Duraflex' logo with the tagline 'making the difference'.

Full custom option

Provides a professional looking brochure which can be customised to your specification. This includes any cover design, unlimited customised introductory pages and re-colouring/branding of the entire brochure.



Left:

- Example of Full Custom front cover
- Can utilise the Duraflex image library
- Fully managed by the Marketing Department and our design agency



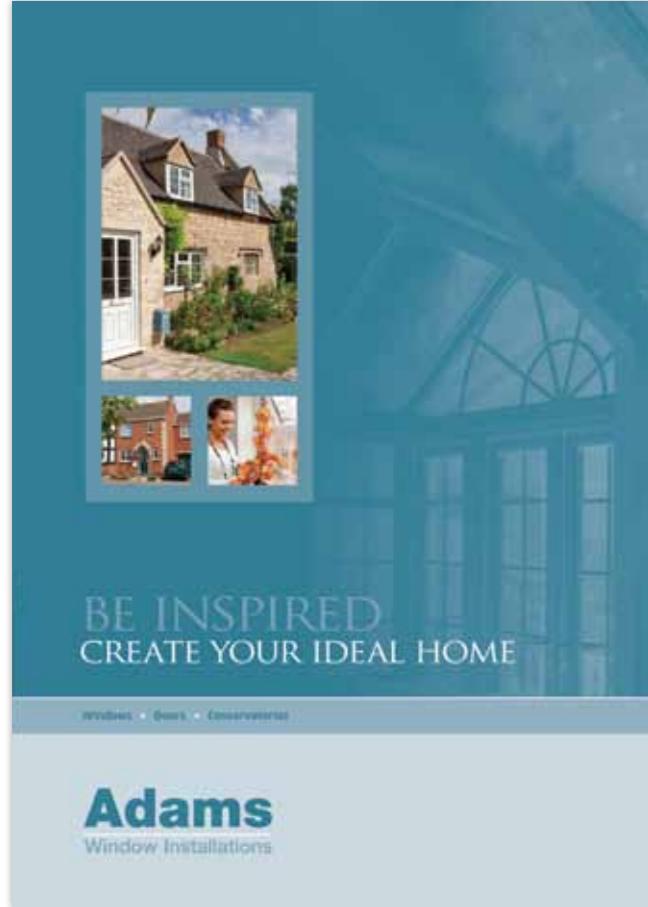
Right:

- Customised introductory pages - unlimited number
- Internal pages stylised with your branding, colours and images
- Option to choose images from the Duraflex library
- Fully managed by the Marketing Department and our design agency



Overprint option

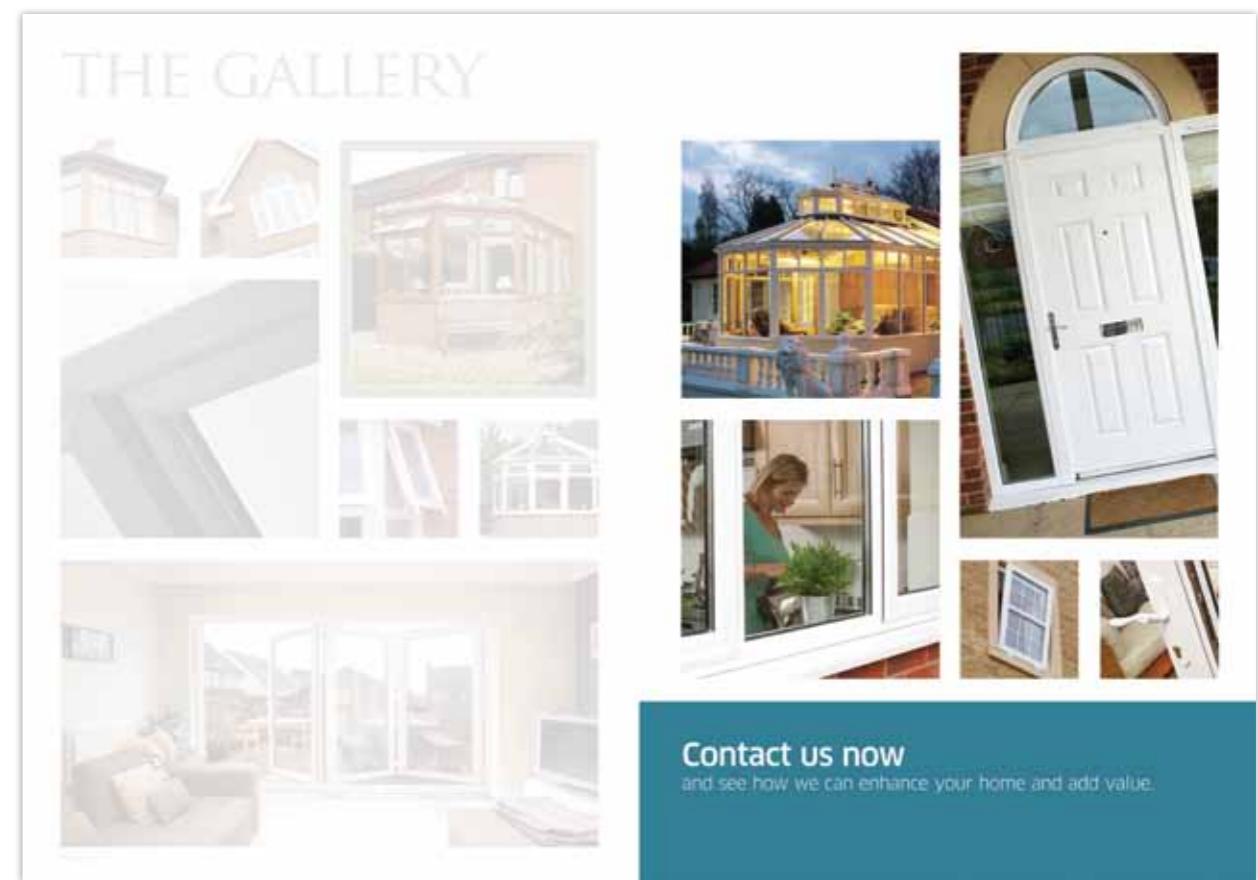
Provides a professional looking brochure which can incorporate your logo on the front cover and contact details on the back cover.



Above: Overprint blue brochure with your logo and contact details

Right: Generic inside front and back covers

- Example of Overprint option
- Your logo and contact details on the cover
- Easy option - uses generic information throughout brochure



Presentation folder

Provides a professional looking presentation folder to match your brochure.
Ideal for holding literature, estimates and other company information.



- Heavyweight presentation folder
- Pocket on inside for business card
- 6mm capacity to hold brochures and other company literature
- Perfect complement to your brochure

Quick Response (QR) code



The 'smart' way to provide your customers more information about you and your products.

QR codes are a variation on the everyday barcode. They are a valuable tool that allows your customer to access information about your company or product via their smartphone, such as an iPhone or Blackberry. They simply scan the code and the website to which it 'points' is instantly visible.

Dropcards and Popcards

Direct mail campaigns are a great alternative to advertising if you're looking to promote your business to smaller, more targeted areas. At Duraflex, we have a range of design templates to help you send a positive and professional message about your company and the products you offer. These templates currently include drop cards and pop cards

Dropcards

If you're looking to send a strong message to your potential customers, drop cards are ideal. Designed as double sided A5 mailers, these can include your own installation images, QR codes, website information and special offers on any new products with a strong call to action



Popcards

If you have a wider area to target, pop cards are the perfect option. Pop cards have been designed to be literally 'popped' through people's doors and can be printed in higher quantities at a lower cost to make your direct mail as cost effective as possible.

- Add your own logo
- Add your own address, phone number and contact details
- Available in 4 colours: Gold, Purple, Green and Blue

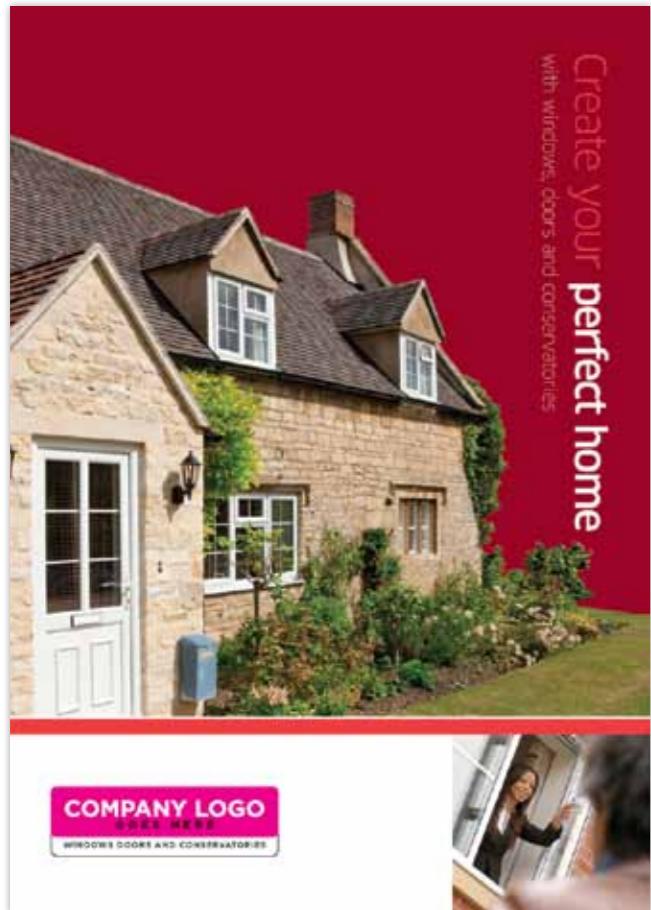
Contact us now

See how Adams can enhance your home and add value.
Address:
35 Your Address,
Glazebury,
Doublegatefordshire,
England,
DG15 3GU
Call: 01234 567 899
Email: email@windowcompany.co.uk
Web: www.yourwebaddress.co.uk



Overprint Installer brochure

Provides a professional looking, but simplified brochure covering the main product areas and giving a general overview of the product offering.



Above: Installer brochure with your logo and contact details.

Right: Sample spreads from the Installer brochure

- Example of Overprint option
- Your logo and contact details on the cover
- Easy option - uses generic information throughout brochure

Open your mind to 21st century style

Give yourself the home you really deserve

Stylish, energy saving and completely maintenance free.
For high quality PVCu window, door and conservatory products, you won't find better choice or value.

First of its kind PVCu windows, doors and conservatories. Our commitment to quality exceeds first class. Our unique range of PVCu windows, doors and conservatories are designed to suit every style of architecture. All of our PVCu windows, doors and conservatories are manufactured using the latest production techniques. We have achieved a Green Guide A rating, confirming the windows' place in sustainable construction.

Quality performance
We believe in a better tomorrow. That's why we offer the best materials and conservatories are related to a cleaner environment. For example, the PVCu centre has been awarded the British Standard for Quality Standard. Our products are manufactured using the latest production techniques. We have achieved a Green Guide A rating, confirming the windows' place in sustainable construction.

Energy services
Our commitment to quality exceeds first class. Our well insulated frames, double glazing, weather tight seals and multi-chamfered profiles ensure that heat loss is kept to a minimum. We have also invested in the latest insulation technology to help reduce energy consumption from the windows.

Customer service
We believe in a better tomorrow. That's why we offer the best materials and conservatories are related to a cleaner environment. For example, the PVCu centre has been awarded the British Standard for Quality Standard. Our products are manufactured using the latest production techniques. We have achieved a Green Guide A rating, confirming the windows' place in sustainable construction.

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Save money
and reduce your energy bills by up to 80%
20%

If your windows consist of single glazed or older double glazed units, replacement with energy efficient windows will save you money. Up to 80% of the energy you spend on heating can be saved by up to 20%.

- Replace condensation in your home
- Reduce your carbon footprint
- Improve your property
- Add value to your property

Reduce condensation
Up to 80% savings on your bills
80%

With single, double or even triple glazing, we increase your comfort in your home, reduce condensation, prevent mould growth and reduce your energy bills.

Our windows are fully T-IT certified, which means they meet strict safety laws, reducing condensation by up to 80%.

Customer bespoke websites

Do you want to improve and update your website but don't know where to start?

The Duraflex range of web templates can give you a new, fully branded, stand alone site within two weeks of you giving us your information.

The sites are built to your own company specifications and can include multiple pages on additional products such as roofline, paving, fencing and even home improvement.

Your website can be controlled and updated by you, so whether you want to add news, customer testimonials, or even your very latest special offers, this can be done with the click of a button.

The Duraflex website templates also allow you to utilize Google Analytics, giving you full access to traffic visiting your site, at which times of day and exactly which products they are most interested in - vital for any window retailer looking to gain intelligence on potential customers



The key benefits

- Professional, scalable website
- Easy to manage content using a Content Management System (CMS)
- News update via CMS
- Add images and product galleries
- Multiple template options (STYLES)
- Choose your own colour option
- Include your Company branding
- Three great options - Skinned, Bespoke and Full Custom
- Hosting and support included
- Competitively priced

Three great options

Choose one and get your website started today.

Skinned

- Your logo and branding
- 6 pages of your own content including 'Introduction', 'About', 'Services' etc
- Pre-loaded and managed product sections
- Choice of style (template)
- Full hosting, maintenance, updates and support

Bespoke

Upgrades from Skinned option:

- Ability to add bespoke content throughout, including promotional boxes etc.
- Ability to add 'own' product ranges and products*
- Ability to add drop down sub-navigation throughout the site
- Ability to add in your latest News and updates

*Cost includes up to 5 additional product groups and a maximum of 20 individual products eg. 4 products in 5 product groups

Branded

Upgrades from Bespoke option:

- Ability to add your own custom style throughout your site
- Ability to add unlimited number of 'own' product ranges and products*
- Ability to incorporate non-standard content eg. video, Flash and more

*Unlimited number of product ranges and products can be included

Three 'Styles' from which to choose:



Honeycomb Style



Sky Style



Snow Style

...a Duraflex 'Skinned' site

Duraflex style - Home screen

Duraflex style - Product screen

- Examples show the Duraflex site Skinned with your logo and contact details.
- Allows you to promote your Company and the Duraflex product range.
- Your contact information on every screen.

NB. Duraflex Skinned site only available with Snow styling

Skinned option

Entry level site - providing a professional looking website, with full range of window, door and conservatory products. Includes your branding, colours and content.

Welcome to Adams Window Installations

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.

Latest News

15/10/2010
At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas.

15/10/2010
At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas.

Our promise

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperient, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae... Dicitur sunt explicaciones aliquando quae voluptates. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid eius committit.

For further information, Call 0845 800 12157 or Email info@adamswindows.co.uk

Snow style - Home screen

- Examples show Skinned site based on Honeycomb style (above and right)
- Uses your branding and colours throughout the site
- Your contact information on every page
- Your content in 6 areas of the site

Casement

The most popular window style installed within the UK, comprising of outward opening, side or top hung vents as single or combined with fixed lights to produce combination frames.

These can also be coupled to produce bay and bow windows. All windows are produced from 100% Calcium Organic material.

Specification

Product

- Manufactured from Duraflex Profile
- Outer frame sizes in White and Satin White
- Outer finished sizes available in Warm White
- Internally Glazed, multi-chambered
- SAC Security Shootbolt locking system (as standard)
- High performance Q-Lon weatherseal gasket
- Plastic handles and friction hinges
- Galvanised steel reinforcement
- Black Locking handles
- 25mm low-level glazing bead

A comprehensive range of frost, feathered and bevelled panesills to cover all building.

Product Options

- Glasses of locking systems
- Security dog bars
- Taps and friction friction hinges
- Gold, chrome locking handle

Finishes

Plain

Brilliant White Warm White Q-Lon

Snow style - Product screen (pre-loaded)

Windows

When choosing any of our windows you'll be benefiting from a range of advanced design features built-in as standard. Our windows use the Duraflex Diamond Suite profile which is manufactured to the highest quality standard and is at the forefront of product development, innovation and hardware design.

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Casement

Tilt and Turn

Vertical Slider

Cavity Closers

Q-Lon **WER** **Frogs** **Security**

Snow style - Product interface screen

How do I get my site underway?

It couldn't be easier - there's just 4 simple steps and your Sales Manager will take you through each of them.

Ideally your information should be provided using the on-line Content Management System that has been developed (see image right). However, a Word document or other electronic media is acceptable - it's flexible so you can discuss the best option with your Sales Manager.

1. Access HEDIT using your personal access code, which will be provided by your Sales Manager.
You can then choose the style of site you would like from the 3 options
2. Provide your Company logo and any specific colours you would like used
3. Provide the words and images you want to be used in the various editable areas of the site
4. Provide any existing website URL that you wish us to use (eg. www.windowcompany.co.uk)

From this point your Sales contact and the web design agency will do the rest.

You will be provided with a test site to review your site and once we have your approval the site will go live.



What exactly do I need to provide?

Home screen

- Your high resolution company logo (should you wish this to appear on the site)
- Your Company colours
- An introduction to your business and product offering (100 - 200 words)
- Up to 4 images of your factory, product range, installations etc. (access to our image library will also be available)

About Us screen

- About the company, history, staff (who's who), accreditations etc. (200 - 250 words)
- Up to 5 images

Product screens

- A list of the products you DO NOT supply (NB. all products inserted and managed centrally)

Service screen

- Service overview, support, delivery, fitting, guarantees, capabilities (factory etc), lead times, etc. (200 - 350 words)
- Up to 5 images

Support screen

- Support overview, marketing, technical, customer services, accreditations etc (200 - 350 words)
- Up to 5 images

Environmental screen

- Your Company specific WER information and label (as high resolution image)

Contact screen

- Contact details, including address, telephone, email and any current website URL

Branded option

Our second tier site - providing a professional looking website, with full range of window, door and conservatory products. Includes your branding, colours and content and additionally allows you to add your own product ranges, products and sub-navigation.

Honeycomb style - Home screen

Honeycomb style - Branded product range screen

- Examples show Branded site based on Honeycomb style, Homepage (left) and your own product (above).
- Uses your branding and colours throughout the site.
- Your contact information on every page
- Your content in all areas of the site including bespoke promotional boxes and offers.
- Your specific product ranges and products (max. five product groups/avenues and/or 20 individual products).

How do I get my site underway?

It couldn't be easier - there's just 4 simple steps and your Sales Manager will take you through each of them.

An easy to use online system has been created called HEDIT - this is the Content Management System and allows you to enter information and images easily and in your own time (see sample image below).

1. Access HEDIT using your personal access code, which will be provided by your Sales Manager. This will allow you to make your choice of website style from the three options
2. Decide on your site structure (we've already pre-loaded in many relevant options and sub navigation to make things easy)
3. Provide the words and images you want to be used in the various editable areas of the site (this is governed by the structure you have decided upon in Step 2)
4. Provide the content and images for the product groups and products you wish to add to the site in addition to the pre-loaded windows, doors and conservatories
5. Provide any existing website URL that you wish us to use (eg. www.windowcompany.co.uk)

From this point your Sales contact and the web design agency will do the rest.

You will be provided with a test site to review your site and once we have your approval the site will go live.



The Branded site content input screen within the Content Management System.

What exactly do I need to provide?

Home screen

- Your high resolution company logo. (should you wish this to appear on the site)
- Your Company colours
- An introduction to your business and product offering. (100 - 200 words)
- Up to 4 images of your factory, product range, installations etc. (access to our image library will also be available)
- Any content for promotional or offer boxes (NB. the agency will discuss your specific requirements and provide a suitable layout etc)

About Us screen

(Including any sub-navigation you have elected to keep from the pre-loaded structure)

- About the company, history, staff (who's who), accreditations etc. (200 - 250 words)
- Up to 5 images

Product screens

- All product information and images for product groups and individual products that you want to include.

NB. The window, door and conservatory product information is pre-loaded. However, using the CMS you can choose which of these you want to show on your site.

Service screen

(Including any sub-navigation you have elected to keep from the pre-loaded structure)

- Service overview, support, delivery, fitting, guarantees, capabilities (factory etc), lead times, etc. (200 - 350 words)
- Up to 5 images

Support screen

(Including any sub-navigation you have elected to keep from the pre-loaded structure)

- Support overview, marketing, technical, customer services, accreditations etc (200 - 350 words)
- Up to 5 images

Environmental screen

- Your Company specific WER information and label (as high resolution image)

Contact screen

- Contact details, including address, telephone, email and any current website URL

Full custom option

Our third tier site - providing a professional looking website, with full range of window, door and conservatory products. This is the full custom version, where we will design a style specifically for you.

It will include your branding, colours, content and additionally allows you to add your own product ranges, products and sub-navigation without restriction. Additionally you can add non-standard information and content, such as video, Flash etc.

Customer specific style - Home screen

Customer specific style - Product screen

- Examples show Full Custom site using customer specific Style
- Structure, content and images all decided by client*
- Utilises CMS for easy population and structuring
- Allows non-standard content to be included eg. video

*Doors, windows and conservatories are pre-loaded
- installer has option to omit any product

How do I get my site underway?

It couldn't be easier - there's just 4 simple steps and your Sales Manager will take you through each of them.

It will include discussions regarding your exact requirement, including your thoughts on style (although you could leave this to our design agency who will provide ideas). Also, you will need to discuss the structure of your site, which will probably be dependent on your product offering and the audience you want to engage.

Once this early stage has been agreed, it's simply a case of gathering the site content and images (again the agency can help you and give guidance on content generation and will give you access to our image library).

Finally, an easy to use online system has been created called HEDIT - this is the Content Management System (CMS) and allows you to enter the content and images easily and in your own time.

1. Access HEDIT using your personal access code, which will be provided by your Sales Manager. This will allow you to make your choice of website style from the three options
2. Decide on your site structure (we've already pre-loaded in many relevant options and sub navigation to make things easy)
3. Provide the words and images you want to be used in the various editable areas of the site (this is governed by the structure you have decided upon in Step 2)
4. Provide the content and images for the product groups and products you wish to add to the site in addition to the pre-loaded windows, doors and conservatories
5. Provide any existing website URL that you wish us to use
(eg. www.windowcompany.co.uk)

From this point your Sales contact and the web design agency will do the rest. You will be provided with a test site to review your site and once we have your approval the site will go live.

The Bespoke site content input screen within the Content Management System.



What exactly do I need to provide?

Home screen

- Your high resolution company logo.
(should you wish this to appear on the site)
- Your Company colours
- An introduction to your business and product offering. (100 - 200 words)
- Up to 4 images of your factory, product range, installations etc. (access to our image library will also be available)
- Any content for promotional or offer boxes
(NB. the agency will discuss your specific requirements and provide a suitable layout etc)

About Us screen

(Including any sub-navigation you have elected to keep from the pre-loaded structure)

- About the company, history, staff (who's who), accreditations etc. (200 - 250 words)
- Up to 5 images

Product screens

- All product information and images for product groups and individual products that you want to include

NB. The window, door and conservatory product information is pre-loaded. However, using the CMS you can choose which of these you want to show on your site.

Service screen

(Including any sub-navigation you have elected to keep from the pre-loaded structure)

- Service overview, support, delivery, fitting, guarantees, capabilities (factory etc), lead times, etc. (200 - 350 words)
- Up to 5 images

Support screen

(Including any sub-navigation you have elected to keep from the pre-loaded structure)

- Support overview, marketing, technical, customer services, accreditations etc (200 - 350 words)
- Up to 5 images

Environmental screen

- Your Company specific WER information and label (as high resolution image)

Contact screen

- Contact details, including address, telephone, email and any current website URL

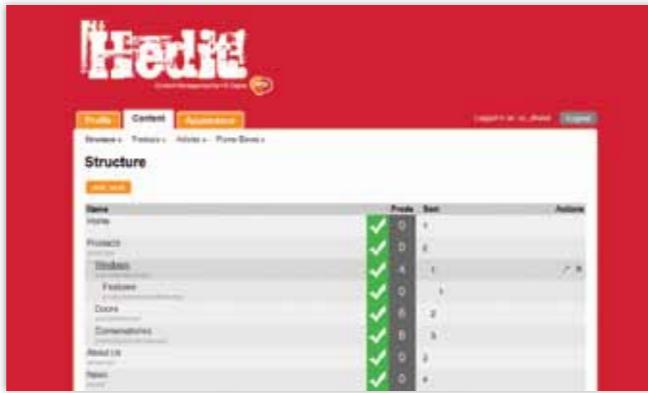
Hedit - CMS

The installer website utilises a Content Management System called 'HEDIT' developed by our web agency (H1 Digital).

It's easy to use navigation and content forms allow you to take control of your site, reducing your on-going costs.

Making changes, adding products and promotions couldn't be easier - ensuring your selling opportunities are maximised.

Simply confirm your required structure, enter your content and drop in your pictures. The process couldn't be simpler - a professional web presence with superb functionality is now available.



Structure Screen

Control your own navigation / page structure.

Keep track of your visitors

Traffic reporting using Google Analytics. We can configure Google Analytics to track keyword and visitor trends for your web site.

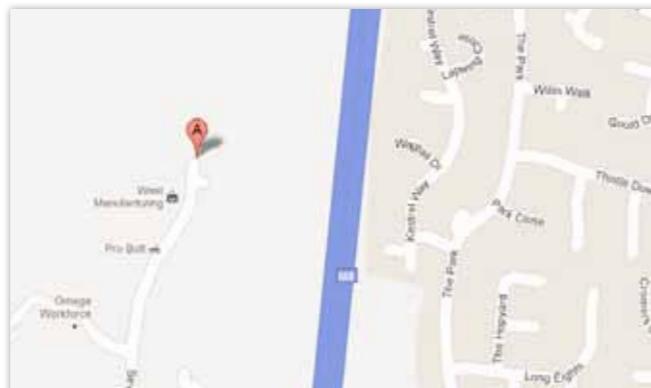
With the information this supplies we can compare your performance with industry benchmarks, suggest improvements to your strategy, spot problem pages requiring attention or popular pages which should be further exploited. In short, Google Analytics enables us to fine tune your web site.



Getting you on the map

Getting your business listed with Google Places is just one of the ways of increasing awareness of your business and increasing traffic to your site.

Duraflex can help create your free listing. When potential customers search Maps for local information, they'll find your business: your address, hours of operation, even photos of your storefront or products. It's easy, and more importantly, free.



Three great options and competitive pricing

Skinned

- Your logo and branding
- 6 pages of your own content including 'Introduction', 'About', 'Services' etc
- Pre-loaded and managed product sections
- Choice of style (template)
- Full hosting, maintenance, updates and support

£500.00 one-off fee

£299.00 hosting, support, updates and maintenance per year

Bespoke

Upgrades from Skinned option:

- Ability to add bespoke content throughout, including promotional boxes etc.
- Ability to add 'own' product ranges and products*
- Ability to add drop down sub-navigation throughout the site

*Cost includes up to 5 additional product groups and a maximum of 20 individual products eg. 4 products in 5 product groups

£2000.00 one-off fee

£499.00 hosting, support, updates and maintenance per year

Full Custom

Upgrades from Bespoke option:

- Ability to add your own custom style throughout your site
- Ability to add unlimited number of 'own' product ranges and products*
- Ability to incorporate non-standard content eg. video, Flash and more

*Unlimited number of product ranges and products can be included

EPOA one-off fee

£499.00 hosting, support, updates and maintenance per year

Showroom support

If you have your own showroom(s), you'll know that space is at a premium. Duraflex have the tools to help you get more from the space you have.

Our new touch screen presentations save valuable floor space and can be 100% personalized for your company, giving your customers a great interactive experience.

Wall mounted product boards can be used to highlight your choice of foil colours, as well as security features and locking mechanisms.



Touchscreen - Above

Gives customer easy access to information on all products available from your company.

Touchscreen - Right

Easy to navigate home page directs the user to all different areas.

Each component of the window is listed and labelled, so customers can learn about your products at their own leisure.

In addition to our interactive showroom support, we can also provide you with a full range of bespoke material including pop up stands, posters and even feature walls - vital for any window retailer looking to gain intelligence on potential customers

A1 wall posters

Our A1 posters are designed to be informative whilst displaying the benefits of PVCu windows.



CHOOSE BOTH ATTRACTIVE & DURABLE WINDOWS

An exciting range of finishes, a vast array of glazing options and door furniture to suit every taste. The choice is yours - make a design statement.

FINISH OPTIONS

The range is available in a variety of finishes including white, rosewood, golden oak, and a range of solid colours, all can be combined with your choice of glass designs, including Georgian, stained, stained or diamond lead.



GLAZING OPTIONS

A vast array of glazing options are available. Patterned, Georgian, Stained and Leaded for example. We can help you through the selection process and ensure you choose the style that suits your requirements best.



Windows • Doors • Conservatories

Adams

Touchscreen

Typical product screen with key information and gallery of images.



Touchscreen

Key benefit screen showing window security information.



Showroom support

Duraflex hardware display boards and pop-ups ensure your customers understand the benefits of the Duraflex product - helping you sell more.



Profile sample

Our 'U' shaped window samples are perfect for showing the window locking mechanisms, hardware and even the Q-Lon weathersealed gasket.

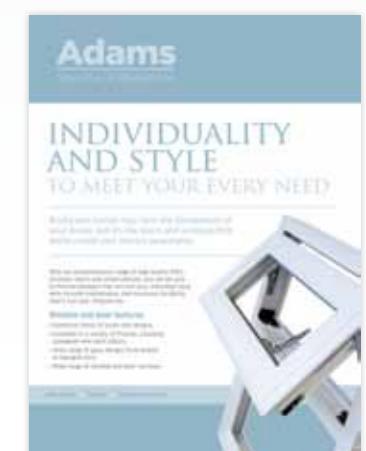


Bespoke Stickers

These can be applied to highlight key components and benefits



Free standing pop-up panels
Perfect for use in showrooms or alternatively for use during open days, in shopping centres and a host of other places.



Window vinyl
Designed for use either in showrooms or as a sales tool.

Inspiring products

It's no secret that windows and doors have become a commodity, with many companies following the 'pile it high, sell it cheap' school of thought.

But if you're looking to increase your margins, then selling higher value products could be the answer.

At Duraflex we not only supply windows, doors and conservatories - bi-folding doors, vertical sliding windows, coloured profile (on standard lead

times) composite doors and many other products are available through Duraflex - all designed to set you apart from the competition whilst offering your customers something a little different



Standard and Prestige foils

The ability to offer a product above and beyond white PVCu windows not only gives you a great competitive advantage, it also gives you potential for higher margins.

At Duraflex, we offer a huge range of foiled products from standard solid colours to more



Accreditations

Our accreditations make all the difference in business, and a partnership with Duraflex gives you the unique ability to sell the benefits of these to your customers.

All Duraflex products are fully approved by the BBA, the UK's major authority offering approval of window systems and installers.

We are accredited with the BFRC and the Energy Saving Trust to ensure our products comply with all new energy rating advancements, giving you the very best in energy rated windows.



Lead Generation

We know how important lead generation is to your business, but we also recognize that generating leads is an incredibly varied medium which can take on many different forms.

Which is why at Duraflex we work to ensure the best methods of lead generation are being used for you and your company. Methods can vary from cold calling and telesales to referrals and loyalty schemes from your existing customer base.

Whether lead generation is something you have tried before (print/radio advertising, drop cards) or something you hadn't yet considered (open days, Google rankings) at Duraflex we have the

knowledge and experience to help you grab a bigger part of the market share.

Call us today to find out why we guarantee to grow your business and consumer confidence. Sell and support the best, only with Duraflex.



Consumer understanding

As part of the Masco Corporation, Duraflex have access to the latest market intelligence, product and market trends and consumer insight.

So if you're looking to get ahead of the competition, to learn which products are the next 'big thing' and to analyse where to take your business in the future, Duraflex can help and assist with this. Our aim is not to simply provide you with a great product, but also the tools you need to sell as effectively and efficiently as you can.



Notes

Our relationships with Secured by Design and Yale can also provide you with great market recognition and consumer confidence. Sell and support the best, only with Duraflex.

Notes

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