

# PROFILE

NEWS, VIEWS AND FEATURES FROM THE PVC-U SPECIALISTS

ISSUE 5 SUMMER 2011

## ASPECT BI-FOLD DOORS BROADEN HORIZONS

INDUSTRY ACCOLADE  
FOR ECO-CHAMPIONS

MORE NEW  
PRODUCTS INSIDE

### ARE YOU BEING SERVED?

Why customer service matters more than ever

### BRANCHING OUT

Update on our fast-growing branch network

**eurocell**

All together better

ALL THE LATEST BUSINESS AND PRODUCT NEWS FROM EUROCELL

EUROCELL.CO.UK

NEW

The WOW factor

THE HOW  
FACTOR

DESIGN  
RIGHTS

Unique D-handle for  
smart looks and operation

PATENT  
PENDING

Equal sightlines –  
no dummy mullion

PATENT  
PENDING

Concealed gaskets  
give better aesthetics

## Visually stunning bi-fold doors have never been so easy to fabricate and fit

As home owners and house builders seek to improve their homes and inject that elusive 'WOW' factor, the stunning panoramic style of door has become an increasingly popular choice.

To help fabricators and installers meet this growing demand, Eurocell has developed the NEW! Aspect panoramic door system – an ultra slim, high-performance, secure

PVC-U system, designed for hassle-free fabrication and fitting.

With its patent pending design features and built-in on-site adjustment capabilities, Aspect sets new standards for PVC-U bi-fold doors.

Bespoke British designed hardware and stunning new D-handle – exclusive to Eurocell – complete the package.

To find out why you should offer your customers Aspect panoramic doors from Eurocell, and to get your **FREE** Aspect DVD, call us now

**0800 988 7304**

or visit [eurocellaspect.co.uk](http://eurocellaspect.co.uk)

**eurocell**®

All together better



# WELCOME

Foreword by **Patrick Bateman** CEO, Eurocell plc

Welcome to another edition of Profile magazine, packed as ever with product news, industry insights and expert advice from the building plastics specialists. In recent months, we have been busy expanding our network of branches across the UK, bringing our extensive product range closer to more customers nationwide. You can find out about the most recent branch openings on page 7. The benefits of our branch network to installers and fabricators alike are the subject of discussion in our regular 'Smith 'n' Saunders' feature on page 16. The Eurocell product range is also expanding fast, as we continue to develop new products and enhance existing ones to meet market demand. The latest products to be released include a fabulous new bi-fold door system that makes this exclusive door style more affordable than ever for your customers. Find out more on page 8. An exciting new development announced in this issue is the new-look Eurocell brand. Our new logo and strapline is being rolled out across all areas of the business, unifying the way we present our business to all market sectors. The new brand will build on our strengths and, we hope, become synonymous with our partnership approach and extensive product range. Full details are on page 12.

The reputation of the Eurocell brand is based on providing exceptional levels of service to all our customers. That's why we take great interest in the results of our customer satisfaction surveys. You can find out how we've been doing on page 11. On page 13, Darren O'Reilly, Procurement Manager for one of our major customers, Miller Homes, outlines his company's expectations of fabricators and installers as the company recovers from recession and builds for the future. A round up of other news from across the Eurocell business can be found on pages 4 to 7, while on page 10 we debate whether windows will make it into the Government's eagerly-awaited Green Deal.

Our ever-dependable agony uncles, Bill Devitt and Bill Jowett provide solutions to all your PVC-U problems on page 18. On page 14, our Accreditations Manager, Phil Parry, brings you up to speed with the latest ways to achieve Window Energy Ratings for your products.

Your feedback on this edition and any of the issues raised is always welcome. If you have any suggestions for future topics, please send them to [marketing@eurocell.co.uk](mailto:marketing@eurocell.co.uk). We're keen to ensure that this magazine continues to address the issues that are important to you.

Happy Reading

Patrick Bateman CEO, Eurocell plc

## IN THIS ISSUE...

### LATEST NEWS

4

Eurocell to the rescue for Melinda Messenger! Roofline gets enhanced colour range. Persimmon picks Eurocell for energy-rated value. Branch network growing fast.

### NEW PRODUCTS

8

Bi-fold doors broaden your horizons. New canopies and recyclable roof tiles. Underground range goes nationwide. Plastmo profile improvements. New nails get the nod.

### FEATURES

10

Green Deal or No Deal. How happy are your customers? Brand new look for Eurocell

### THE SOAP BOX

13

Housebuilder's call to arms

### PHIL PARRY'S ROUGH GUIDE TO REGULATIONS

14

Simplified window energy rating scheme

### SMITH & SAUNDERS

16

Martin Saunders, Eurocell Profiles Sales Director, and Tony Smith, Eurocell Building Plastics Commercial Director, ponder the benefits of Eurocell's extensive branch network for installers and fabricators alike.

### DEAR BILLS

18

Bill Jowett answers your window, door and conservatory queries. Bill Devitt replies to your roofline and building plastics problems.

### WHO TO CALL AT EUROCELL

19

At Eurocell, help is always at hand for our customers. Whether you want to ask about product specifications, place an order or seek advice, please get in touch with our specialists...

# LATEST NEWS

ALL THE LATEST BUSINESS AND PRODUCT NEWS FROM EUROCELL

## EUROCELL TO THE RESCUE FOR MELINDA MESSENGER!

IT'S NOT OFTEN THAT MELINDA MESSENGER VISITS OUR HAYES BRANCH, BUT HERE SHE IS SHOWING HER APPRECIATION FOR THE EUROCELL PRODUCTS DONATED TO COWBOY BUILDERS, THE POPULAR CHANNEL 5 TV PROGRAMME.

Melinda and her co-presenter Dom Littlewood set about helping distressed homeowners in Guildford who had been on the receiving end of botched £53,000 extension project. At their wits end, the couple had turned to Cowboy Builders for help.

The homeowners had simply been trying to make her home as comfortable as possible by building an extension, but ended up being forced to sleep in a temporary bedroom that was freezing cold due to the roof not being secured properly. Once Melinda and Dom saw the problem they approached several local companies,

including our Hayes branch for help. Our Southern Regional team kindly agreed to donate a French door, two windows and a glass lantern style conservatory roof, as well as fascias and soffits.

Commenting at the Hayes branch, Melinda said "A big thank you for making the Guildford show such a great success. The house looks amazing and the new conservatory, windows and doors really create a wow factor. Well done to all of you!"

The programme is due to be screened in the Autumn.



Irish Oak is one of the latest finishes available for Eurocell roofline products

## ROOFLINE GETS ENHANCED COLOUR RANGE

THE COMPLETE ROOFLINE COLOUR RANGE NOW COMPRISES WHITE, ROSEWOOD, GOLDEN OAK, BLACK ASH, BROWN, CREAM, WHITE ASH, IRISH OAK AND GREY.

As homeowners begin to take advantage of the wide range of PVC-U window and door colours available, from cream and grey to Irish Oak and Black Ash, there is increasing demand for matching roofline colours.

That's why Eurocell has expanded its roofline colour range to include nine different colour options, enabling homeowners to achieve a unified look across their doors, windows, conservatories

and roofline. And because the new roofline colours are manufactured in the same factory as all our other products, we can guarantee an exact colour match across all products.

To raise awareness of this new range of roofline colours, Eurocell has launched a comprehensive marketing campaign, with leaflets sent out to roofers, builders and existing customers throughout the UK over the past three months.

Persimmon Homes properties will now benefit from Eurocell and Cavalok products.



## PERSIMMON PICKS EUROCELL FOR ENERGY-RATED VALUE

EUROCELL WINDOWS, DOORS AND CAVALOK CAVITY CLOSERS HAVE BEEN ADDED TO THE NATIONAL 'APPROVED LIST' OF PERSIMMON HOMES, THE UK'S SECOND LARGEST HOUSEBUILDER.

Persimmon, which completed around 10,000 properties in 2010, recognised the importance of our £2.5m investment in increasing post-consumer PVC-U recycling capacity and innovative new products using this recycled material. This will give Persimmon access to better value energy-rated products, which is a primary consideration for all housebuilders today.

Housebuilders now have to create homes that offer high levels of energy efficiency to meet Code for Sustainable Homes Level 3 as a minimum. Persimmon Homes frequently exceeds this requirement by creating Code Level 4, 5 and 6 (zero carbon) properties.

Building to this higher specification is more expensive and, with housebuilders already facing pressure on house prices, the opportunity to specify better value energy-rated products from Eurocell was extremely attractive to Persimmon.

"We are delighted to have been specified by Persimmon on a national basis," says

David Deacon, General Manager at Cavalok. "We are now focusing on introducing our products and services to all Persimmon regional offices and helping our fabricators compile competitive tenders so we can convert all of this hard work into orders."

***"We are delighted to have been specified by Persimmon on a national basis."***



Homes in the North East to benefit from Eurocell's zero carbon solution.

# EUROCELL ZERO CARBON SOLUTION SPECIFIED BY GENTOO

EUROCELL HAS DEVELOPED A RANGE OF WINDOW PROFILE SYSTEMS SPECIFICALLY TO MEET THE REQUIREMENTS OF LOW AND ZERO CARBON DEVELOPMENTS



Windows with a U-value of 0.8W/m<sup>2</sup>K, fabricated using Eurocell profile systems, have been specified by Gentoo for its Code for Sustainable Homes Level 6 development in the North East.

Achieving such a low U-value means these homes situated in Houghton le Spring, Tyne and Wear, meet both the energy efficiency requirements of UK Building Regulations to 2016 and the sustainable design criteria of the Code for Sustainable Homes up to Level 6, zero carbon – all in one product.

Eurocell has a range of window profile systems which meet the requirements of low and zero carbon developments, providing flexibility to work with customers to identify the most appropriate solution for each project.

The architects at Sunderland-based Gentoo specified windows fabricated using the Eurocell Eurologik profile system with 100 per cent post-consumer recycled PVC-U Thermal Inserts for the two Level 6 properties on the development.

PVC-U Thermal Inserts enable lower U-values and higher Energy Index Ratings to be achieved. They can also remove the need for more expensive low iron glass,

making the highest energy rated windows more cost effective and therefore accessible for even more construction projects.

As well as maximising thermal performance, the use of post-consumer recycled PVC-U enhanced the development's sustainability. Eurocell is investing £2.5m in closed loop, post-consumer PVC-U recycling that increases its processing capabilities to over 10,500 end-of-life PVC-U window frames per week, or over half a million frames per year.

As part of the comprehensive zero-carbon solution, Eurocell supplied Gentoo with an innovative new cavity closer alongside the 0.8 U-value windows, based on the proven Cavalok BigBlok system. Made from 100 per cent post-consumer recycled PVC-U, it allows the window to be structurally fixed over the wider cavities required on low carbon build programmes, whilst avoiding the need for strapping back over large spans to inner structures.

Walls on the Gentoo Level 6 properties have an overall thickness of 502mm, with 300mm EPS bead filled cavity, which achieve a U-value of 0.10W/m<sup>2</sup>K. Cavalok cavity closers support the triple glazed windows over a 300mm cavity.

"We were extremely impressed with the ease in which we were able to specify a zero-carbon window and structural cavity closer solution from Eurocell," said Verity Moss, Project Architect at Gentoo. "It is pleasing to know that both ranges use post-consumer recycled PVC-U to maximise thermal performance, particularly as creating a sustainable zero carbon development was our main priority."

PVC-U has been awarded an A rating for sustainability in residential and A+ for commercial developments in the BRE Green Guide to Specification, principally because of the work that has gone into recycling.

PVC-U achieves a Reference Service Life (RSL) rating of at least 35 years and can be recycled up to 10 times without degradation in quality - giving the raw material a life expectancy of 350+ years.

The Eurocell windows were fabricated and installed by Sidey. Securiframe supplied and installed the cavity closers.

To find out how Eurocell can help you deliver low carbon homes, call 0800 988 3049 or visit [eurocell.co.uk](http://eurocell.co.uk)



Scott Coles, Eurocell Regional Manager (left) with Councillor Ian Roome, the Mayor of Barnstaple.

## BRANCH NETWORK GROWING FAST

AS WELL AS EXTENDING OUR BRANCH NETWORK, WE'RE ALSO ENHANCING OUR EXISTING FACILITIES.

The network of Eurocell branches continues to expand, bringing our unrivalled range of products closer to trade and DIY customers throughout the UK. We have recently opened new branches in Nuneaton, Barnstaple, Basingstoke, Accrington, Reading, Bedford, Trowbridge and Sutton Coldfield.

The Barnstaple branch, which was opened by The Mayor of Barnstaple, Councillor Ian Roome, is the first Eurocell branch in this part of Devon and has been welcomed by customers in the area.

The new Reading branch is conveniently located just minutes from Junction 11 of the M4, strategically positioned mid-way between our Swindon branch to the west and Hayes to the east. Our Accrington branch makes Eurocell products much more accessible for people in the town, who previously had to travel more than an hour away to our nearest branch.

As well as extending our branch network, we're also enhancing our existing facilities. Our established Norwich and Chester branches are relocating to larger premises, while our Coventry branch has expanded with a new showroom.

"Our new and improved branches are designed to provide customers with even better accessibility," says Tony Harrison, Eurocell's UK Business Development Director. "We are also implementing a strategy of increasing space and light at our trade counters. This provides a much more customer-friendly environment, allowing us to promote products with better displays that grab customers' attention."

Look out for news of a new branch opening in Greenford in the coming months.

*"Our new and improved branches are designed to provide customers with even better accessibility"*

# NEW PRODUCTS

PRODUCT MANAGER IAN KERNAGHAN INTRODUCES THE LATEST ADDITIONS AND ENHANCEMENTS TO THE EUROCELL PRODUCT RANGE



Ian Kernaghan,  
Product Manager

## NEW ASPECT PANORAMIC DOORS BROADEN YOUR HORIZONS

As homeowners and housebuilders seek to improve their homes and inject that elusive "wow" factor, the stunning bi-fold style of door has become an increasingly popular choice. To meet growing demand for these concertina-style folding and sliding doors, Eurocell has developed the new high-performance, secure and visually stunning Aspect PVC-U bi-fold door system.

Ultra-slim frames and unbroken sight lines match any timber or aluminium alternative. Aspect incorporates a host of intelligently designed and precision-engineered bespoke components that enable accurate, consistent, straightforward fabrication and installation. That means Eurocell customers can now offer homeowners

an exceptional level of service and quality on bi-fold door installations, while saving time and money on every job.



Aspect can be used to create door openings up to six metres wide, with up to

six door panels arranged in any configuration. Unique and patented hardware, including D handles, finger-operated shoot bolts, bespoke door keeps and hinges deliver smooth, user-friendly door operation and visual appeal. Security is enhanced with steel-reinforced sashes and integral anti-jimmy pins. For more information, visit [eurocellaspect.co.uk](http://eurocellaspect.co.uk)

EUROCELL CUSTOMERS CAN NOW OFFER HOMEOWNERS AN EXCEPTIONAL LEVEL OF SERVICE AND QUALITY ON BI-FOLD DOOR INSTALLATIONS





## UNDERGROUND RANGE GOES NATIONWIDE

FOLLOWING A SUCCESSFUL TRIAL OF UNDERGROUND DRAINAGE PRODUCTS, WE ARE ROLLING OUT A NEW AND IMPROVED RANGE TO ALL BRANCHES.

These PVC drainage products are suitable for all types of domestic and commercial building work, offering a variety of components ideal for replacement or new-build projects. The system includes a comprehensive range of EN1401-certified PVC-U fittings in a variety of colours, incorporating fixed triple sealing rings for exceptional watertightness. All EN1401-certified products come with a ten-year manufacturer's guarantee.



Flat-packed door canopies. Stylish, hard wearing and easy to install

## RECYCLABLE ROOF TILES

An upgraded door canopy is available from Eurocell branches, incorporating Tapco slate tiles. The Tapco Slate 'Minster' door canopy is designed to be fitted above entrance doors to provide an attractive feature and shelter from the rain.

The canopy kit consists of four pre-drilled components that fit together quickly and easily, allowing the whole system to be installed in around 30 minutes. It's available

THE NEXT GENERATION OF PREMIUM ROOFING MATERIALS IS NOW IN STOCK AT SELECTED EUROCELL BRANCHES.

in three sizes, with a choice of authentic slate grey or brick red Tapco Slate roof tiles.

Tapco Slate tiles are manufactured from an exclusive 100% recyclable blend of limestone and polypropylene. They offer all the natural beauty of slate with the shatter-proof, lightweight benefits of this advanced new material. In fact, Tapco Slate tiles weigh 80% less than their traditional counterparts.

## PLASTMO PROFILE IMPROVEMENTS

An advanced new PCE gasket system has been introduced, providing market-leading air-tightness, weathering performance and adhesion. The new gasket replaces the former Q-Ion system on the 62mm Plastmo Vogue and Index ranges. Non-gasketed profiles will still be available.

A new shade of white is being introduced, to match the whites offered on Eurocell and Deeplas products. This gives Plastmo fabricators and installers easy access to a much wider range of precisely colour-

PLASTMO HAS MADE A NUMBER OF IMPROVEMENTS TO ITS 62MM PROFILE SYSTEMS, WHICH WILL STRENGTHEN FABRICATORS' SELLING PROPOSITIONS.

matched products across roofline, window, door and conservatory ranges.

Finally, PVC-U thermal inserts are being added to the Index chamfered and Vogue ovolo ranges, enhancing thermal performance, simplifying fabrication and creating a fully recyclable window frame. Furthermore, Plastmo PVC-U thermal inserts are manufactured entirely from recycled PVC-U, enhancing fabricators' sustainability credentials.

## NEW NAILS GET THE NOD

We have launched a new range of collated nails for roofers and builders. These nails have been specifically developed for general contractors and perfectly complement the Timco fabricator screws and shield protective surface film already available in our branches. Customer feedback so far has been extremely positive.



# FEATURE

## GREEN DEAL OR NO DEAL?

THE GREEN DEAL AIMS TO DELIVER A NATIONAL PROGRAMME OF ENERGY EFFICIENCY MEASURES TO HOMES AND BUSINESSES.



When the new coalition Government came to power in May 2010, it unveiled plans for the Green Deal which could prove to be a highly significant piece of legislation for the glass and glazing industry.

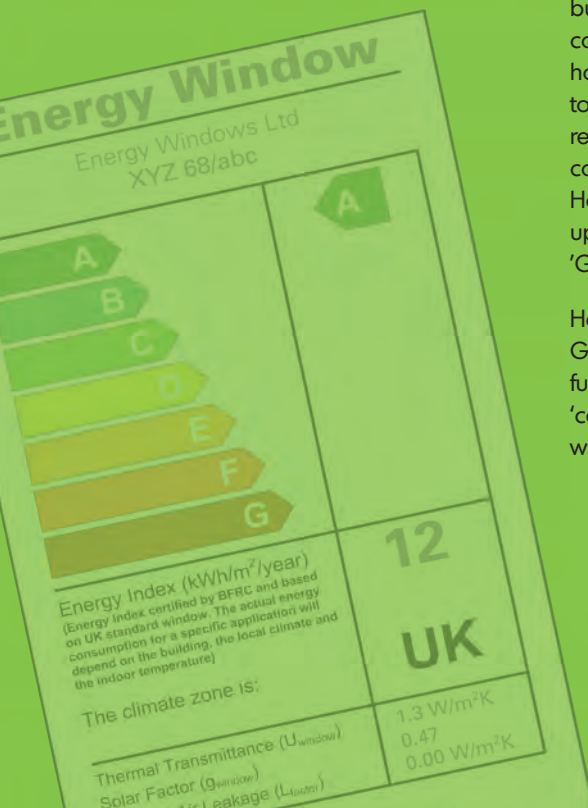
The Green Deal aims to deliver a national programme of energy efficiency measures to homes and businesses. The costs of these measures will not be charged upfront, but will instead be funded by accredited companies who will provide loans to homeowners and businesses. These loans, to a maximum value of £6,500, will be recouped through savings made in consumer energy bills over 25 years. Homeowners won't have to pay any upfront costs and they would simply see a 'Green Deal charge' on their energy bills.

However, it is by no means certain that the Green Deal will make windows eligible for funding – at the moment the Government is 'considering' whether energy efficient windows (EEW) should be included. Other

energy efficiency measures such as insulation and high efficiency boilers will definitely be included.

With the Energy Saving Trust highlighting that as much as 23% of a home's heat energy can be lost through inefficient windows, we are doing everything we can to help get EEWs included as part of the Green Deal. The Glass & Glazing Federation is helping too, and is currently lobbying the Government to include EEW. We have also been asking fabricators to write to their local MP, asking them to apply pressure on the Government decisions makers. Will it work? Well, we certainly hope so as there are an estimated 14m homes in the UK that need some form of thermal upgrade.

The Green Deal will be launched in around 12 months, although we should find out if EEW are included well before that date. We'll keep you posted!





## HOW HAPPY ARE YOUR CUSTOMERS?

IN TODAY'S DIGITAL AGE, CUSTOMER OPINIONS CAN TRAVEL FAST - SO IT'S NEVER BEEN MORE IMPORTANT TO ENSURE YOU'RE KEEPING YOUR CUSTOMERS HAPPY

Most businesses recognise that delivering a high standard of service is essential to keep customers coming back and spreading the word about your business. Today, with the profusion of fast, easy-access communication and social media channels available, opinions about your business – good or bad – can very quickly be spread to thousands of people, worldwide. That's why it's never been more important to keep your customers happy.

It is well documented that winning a new customer is up to ten times more expensive than retaining an existing one. If a customer experiences good service they are likely to tell eight other people about it. If they receive bad service they're likely to tell 22 other people. Bad news travels fast – and that's bad for your business. In fact, seven out of ten customers who switch to a competitor do so because of poor service.\*

Of course, all businesses receive complaints, but it's how you deal with them that matters. Quickly resolving a complaint to a customer's complete satisfaction can actually increase customer loyalty. One simple but effective method of measuring customer loyalty is the Net Promoter Score (NPS). This is calculated by subtracting the percentage of a business's

customers who are 'detractors' from those who are 'promoters' to give a percentage score – the 'NPS'. Promoters and detractors are determined by asking a simple question: "How likely are you to recommend this company to a friend or colleague?" Those most likely to recommend are classed as promoters and those least likely are detractors.

The average NPS score of companies in the US, where this method originated, is less than 10%. Naturally this fluctuates every month, but our average NPS for 2010 was 43%, which is way above the UK average of 11%.

Recognising the value of customer loyalty, Eurocell carries out customer satisfaction surveys with all of its customers. The results are used to help us refine our service and focus on areas for improvement. Over the past 12 months, we've been delighted with the results of these telephone surveys, which show that, on the whole we are providing our customers with a high quality of service across the business.

Eurocell Marketing Manager, Chris Coxon, says: "We are delighted with the results from our customer satisfaction surveys so far. We scored particularly highly in areas

such as product availability, completeness and timeliness of deliveries and overall value for money. Such regular monitoring of customer satisfaction enables us to identify areas for improvement and take immediate action to rectify any issues highlighted by customer feedback. It's proved very successful in raising the profile of customer service internally and ensuring it remains a top priority for everyone in the business."

*We are delighted with the results from our customer satisfaction surveys so far.*

\* Source: Return on Behaviour magazine.



All together better

## BRAND NEW LOOK FOR EUROCELL

EUROCELL IS UNDERGOING A MAJOR RE-BRANDING EXERCISE – GIVING THE BUSINESS A STRONG, UNIFIED IDENTITY THAT CLEARLY REFLECTS OUR VISION & VALUES

Eurocell is getting a new look. A major re-branding process is underway, introducing a new logo and strapline across all areas of the business.

The new brand will provide a consistent corporate identity for Eurocell, helping to strengthen brand awareness among our customers and reinforcing our presence in all the markets we serve, from fabricators, installers and specifiers to housebuilders, contractors and general builders and homeowners.

The new brand has been developed following extensive research and consultation with our customers, which revealed that one of the key benefits of partnering with Eurocell was seen as our ability to offer a single source for all PVC-U requirements. The benefits of this wide product range and of our aim to work in partnership with customers are reflected in the new strapline: "All together better".

The new brand will make its first appearances on our new website and on our marketing communications.

But why is all this so important? Why does our brand matter?

A brand is more than just a logo. It provides a recognisable identity for a business. It helps customers to identify with a business and build a loyalty towards it. The strongest

brands are instantly recognisable and convey immediately the values and personality of a business.

Take Nike, for example, possibly one of the best-known brands in the world. Its swoosh logo has been so successful it has made Nike one of only a handful of businesses that are recognisable by their logo alone, anywhere in the world.

In a business to business market, JCB is another instantly recognisable brand. People associate its strong logo directly with the company's products and its reputation for quality and reliability.

Chris Coxon, Eurocell Marketing Manager, says: "Eurocell is operating in a highly competitive market, so it's essential that we differentiate ourselves and present a brand that reflects our expanding product range and the fact that customer relationships are a key part of our vision. Our re-branding process will be supported by a full marketing communications campaign and will result in increased awareness and understanding of the benefits offered by Eurocell, which should result in more leads for our customers."

# THE SOAP BOX

## HOUSEBUILDER'S CALL TO ARMS

DARREN O'REILLY, PROCUREMENT  
MANAGER AT MILLER HOMES, SETS OUT  
THE HOUSEBUILDER'S EXPECTATIONS OF  
FABRICATORS AND INSTALLERS AS IT  
EMERGES FROM THE DOWNTURN WITH  
RENEWED OPTIMISM

Housebuilders across the UK are recovering from challenging times in recent years. The survivors have emerged leaner, smarter and more efficient than ever. House sale transactions are on the up again after reaching a low of 160,000 in the first quarter of 2009. By quarter four they were up to 277,000. Home affordability has also improved and banks are starting to increase mortgage lending. House prices are expected to fall back marginally in 2011, but then rise in the years up to 2015. From the depths of gloom a year or so ago, there are glimmers of optimism in the housebuilding market.

Miller Homes is keen to seize the opportunities offered by this improving market. To put us in a strong position to do so, we have streamlined our operations, introduced sales incentives, developed a new brand and introduced efficiencies across the business. A key rationalisation decision was to reduce the number of suppliers we work with and to focus on building lasting relationships with a smaller number of trusted supply partners.

As part of his process, in 2009, we decided to partner with Eurocell for the supply of windows and roofline products for our properties. Crucially for us, Eurocell was able to offer consistent-quality, colour-matched products, backed by an approved fabricator network, right across the country. Previously, with many different suppliers in different regions, we had to store stock separately to ensure consistent colour-matching on site, and there was a lot of duplication in

administration and distribution resources. Working closely with Eurocell is an integral part of our plan for the future. We recognise the importance of the zero-carbon agenda for housebuilders, and Eurocell products could play a key role. We have already built our first zero-carbon house on a live site, and we recognise that window specification is increasingly critical in the overall energy-efficiency performance of any home. The required performance levels are achieved not just through lower U-values, but also through the quality of the window installation, which affects air tightness and linear thermal bridging.

To achieve our sustainable objectives in the future, we are looking very much to our suppliers to support us in delivering the required energy and cost savings. We want to work in partnership with Eurocell fabricators to value-engineer better-performing windows that deliver the requirements for zero-carbon homes. We're also looking to our installers to provide the highest quality, consistent standard of installation to deliver the air-tightness and thermal bridging demands of the tough new sustainable building legislation.

For the future, we want a stable supplier base that we can rely on to help us deliver our long-term objectives. We don't want to chop and change our suppliers. We have high expectations of our fabricators and installers, but in return we offer long-term business opportunities, open and honest dealings, best practice procurement and a commitment to managing the supply chain.

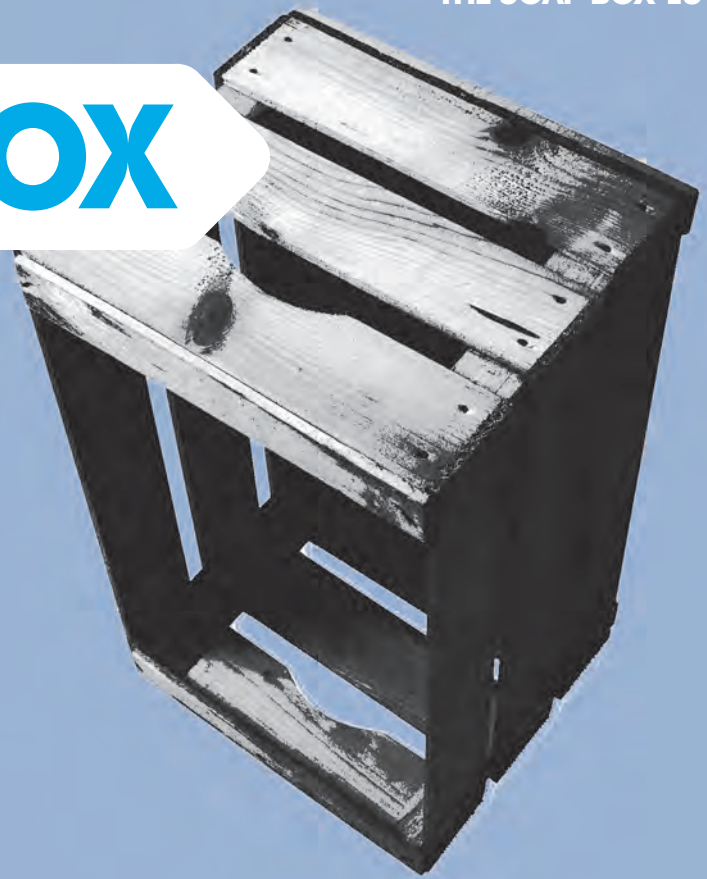
From our suppliers we expect a commitment to perform to our agreed service levels and to explore opportunities for cost reduction and product innovation, as well as a commitment to achieving more sustainable procurement.

The transition to Eurocell so far has gone very smoothly. We are looking forward to working with its fabricators and installers up and down the country to help Miller Homes consolidate our recovery from recession and deliver market-leading sustainable homes for the future.

### Factfile: Miller Homes

**miller homes**  
the place to be™

Miller Homes is part of the Miller Group, the largest privately owned, housebuilding, property development and construction business in the UK. Since 1934, the company has built more than 60,000 homes and has become established as one of the top three housebuilders in Scotland and North-East England, and among the top-ten across the UK. Miller Homes reinvented itself in 2010, with a new image, a portfolio of new house models and a new customer-care programme.



# ROUGH GUIDE

## PHIL PARRY'S ROUGH GUIDE TO REGULATIONS

PHIL PARRY, ACCREDITATIONS MANAGER AT EUROCELL, OUTLINES SIMPLE NEW WAYS TO ACHIEVE WINDOW ENERGY RATINGS AND BUILDING REGULATIONS COMPLIANCE FOR YOUR WINDOWS AND DOORS

### SIMPLIFIED WINDOW ENERGY RATING SCHEMES

Until recently, the only way for fabricators to obtain a Window Energy Rating (WER) for their window designs was via the BFRC (British Fenestration Ratings Council). This involved a time-consuming and often slow process, requiring fabricators to submit their specifications to Eurocell (or other profile manufacturer) so that we could write a report on the performance of the window in question for submission to the BFRC. The BFRC would review this report and award an A to E rating.

Now, a new scheme has been established called the Thermal Rating Register (TRR), operated by Certass. It gives fabricators a more direct route to obtaining Window Energy Ratings for their products. Eurocell, along with other PVC-U and glazing component manufacturers, has submitted performance details for all of its products to Certass, so that when a fabricator applies direct to Certass for a WER, Certass can quickly check the specification against the performance details it holds for all window components, and award the appropriate energy rating.

This provides a much quicker and more cost-effective way for

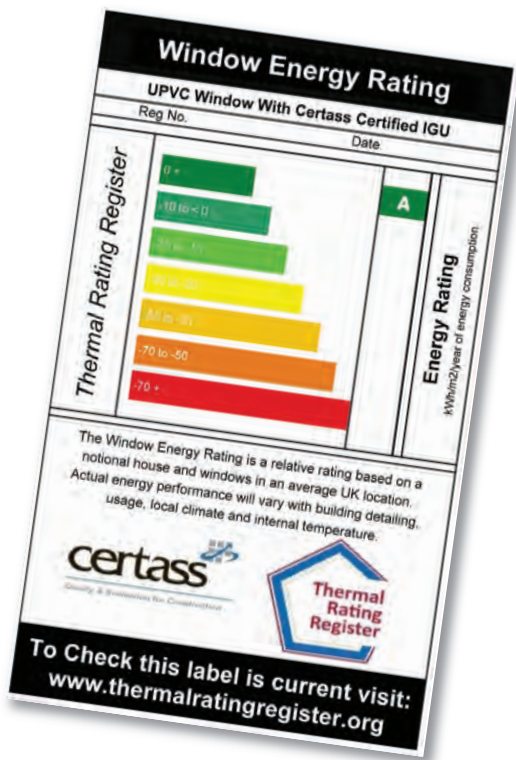
fabricators to acquire accurate energy ratings for their windows.

In response, the BFRC has also simplified its own WER scheme, by developing a SEL (Simplified Energy Label). Like the TRR scheme, fabricators can go direct to the BFRC with their window specifications. The SEL sets out parameters for each A to E banding and, as long as the fabricator's specification falls within these parameters, they are able to label the window with the corresponding rating letter. Again, Eurocell and other manufacturers have supplied their component performance details to BFRC. Each component is associated with a rating band, helping to simplify the rating calculation.

The way that WERs are audited has also changed. Previously fabricators had to be audited by BFRC inspectors to check that windows were being manufactured in accordance with the stipulations of the energy rating awarded for each window. Now, the obligation for auditing fabricators lies with Eurocell, and the other component suppliers. This is good news for fabricators who previously had to pay for the BFRC to audit their systems.



Phil Parry,  
Accreditations  
Manager



## USEFUL NUMBERS



### BFRC

Tel: 020 7403 9200 | [www.bfrc.org](http://www.bfrc.org)



### Certass

Tel: 0845 094 8025 | [www.certass.co.uk](http://www.certass.co.uk)



### Fensa

Tel: 020 7645 3700 | [www.fensa.co.uk](http://www.fensa.co.uk)

## BUILDING REGULATIONS COMPLIANCE

Fabricators can still achieve Building Regulations compliance for their windows or doors on the basis of U-values alone. Eurocell can provide a certificate verifying the U-value of our profile systems for presentation to Fensa, LABC and other organisations. To comply with Building Regulations in England and Wales, windows must have a U-value of  $1.6\text{W/m}^2\text{k}$  and doors must have a U-value of  $1.8\text{W/m}^2\text{k}$ . In Scotland, both windows and doors must

have a U-value of  $1.8\text{W/m}^2\text{k}$  or below.



One simple, cost-effective way to verify

Building Regulations compliance is via the British Plastics Federation (BPF) 'declaration of conformity certificate'. A personalised conformity certificate, showing the fabricator's company name and address, can be downloaded for £50 from the BPF website ([www.bpf.co.uk](http://www.bpf.co.uk)).

Eurocell has submitted performance calculations for all of their profile systems to the BPF. The downloadable certificate simply states that if any Eurocell system is used in combination with soft-coat low-E glass, Argon-filled glazing units and warm-edge spacer bars, then the window will comply with Building Regulations.

Fensa offers a similar "simplified route to compliance" which works in the same way. However, the details of this scheme are still being finalised, so check the Fensa website for the most up-to-date information.

All of these schemes are in their infancy, and Eurocell is busy setting up its own systems and processes to support fabricators. We'll work closely with all our fabricators to help them understand the new opportunities and make the schemes as easy as possible to use.

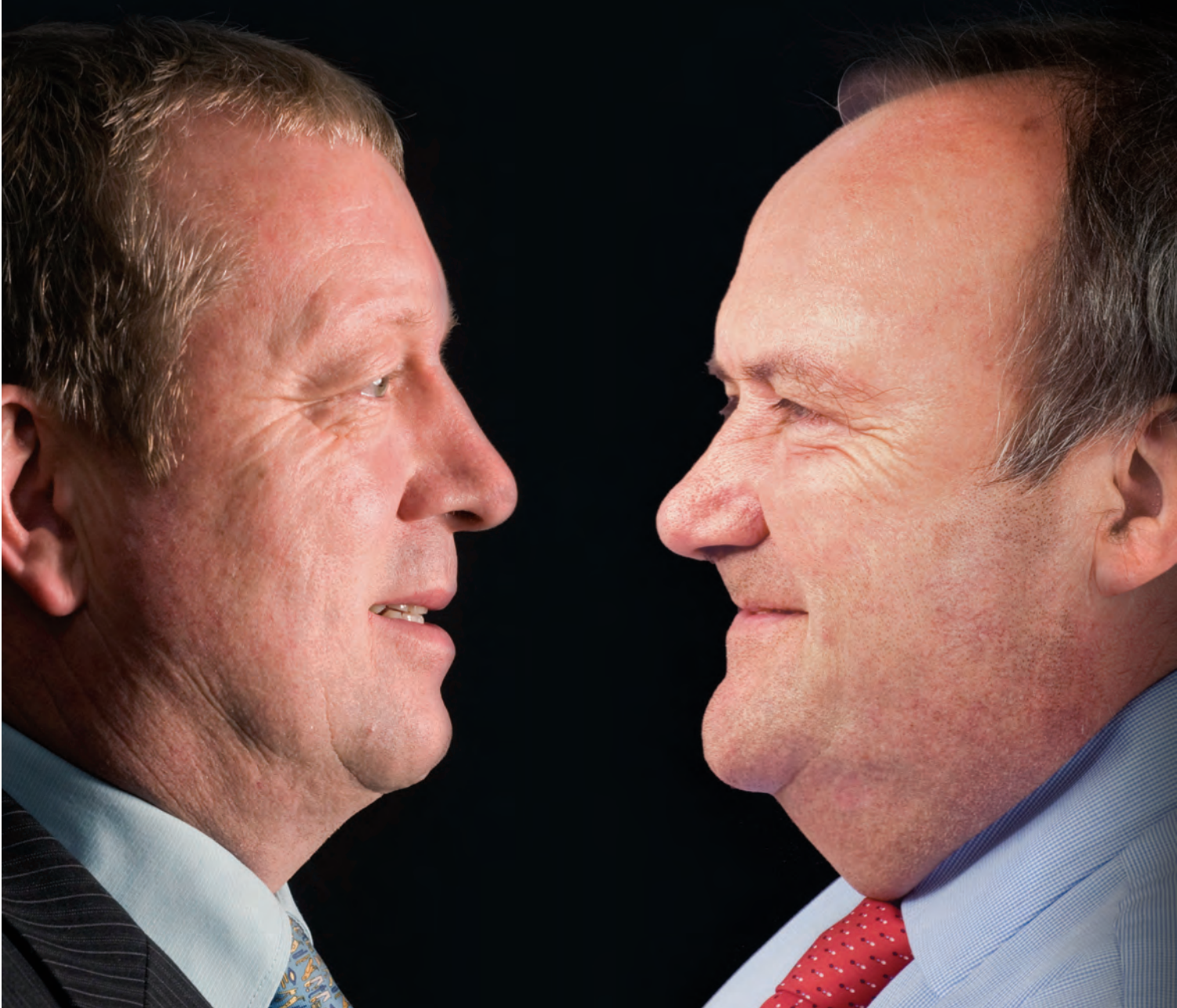


## STOP PRESS:

'A' rated vertical sliding sash windows coming soon. Watch this space...

# SMITH 'N' SAUNDERS

MARTIN SAUNDERS, EUROCELL  
PROFILES SALES DIRECTOR, AND  
TONY SMITH, COMMERCIAL  
DIRECTOR, PONDER THE BENEFITS  
OF EUROCELL'S EXTENSIVE BRANCH  
NETWORK FOR INSTALLERS AND  
FABRICATORS ALIKE





## CONVENIENCE AND QUALITY – AT A BRANCH NEAR YOU

Eurocell is extending its branch network around the UK at an unprecedented rate. Already this year, ten new branches have opened, bringing our extensive range of PVC-U and associated products closer to more trade and DIY customers. The products available in-branch range from roofline, window finishing trims and conservatory roofs to tools, PPE clothing, skirtings, cladding, underfloor heating and much more. With such a vast product range available almost on their doorsteps, fitters and fabricators alike can now enjoy the benefits of our one-stop shops...



### Smith:

Now that our branch total has reached 115, with branches in all parts of the UK, installers can quickly get hold of all the essentials they need for any roofline, window, door or conservatory installation. Most of our branches are located on industrial or commercial sites close to other trade suppliers, so they are always convenient for our customers to visit.

### Saunders:

The branches are extremely useful for our fabricators too. They provide a local source of all the trims, ancillary fixings, silicones and woodgrain foiled products that fabricators need. And because all the PVC-U products are manufactured by Eurocell, they are guaranteed to be exactly colour matched with all Eurocell window and door profiles. Effectively, the branches are local distribution centres for all the little extra items fabricators need for any job.

### Smith:

Customers never cease to be amazed by the variety of products available through our branches. Everything from conservatory roof kits to nails and screws, plus our latest product lines, such as skirting boards, architraves and underground drainage pipes. In fact, more than 4,000 products are available through our branches, most of which are held in stock.

### Saunders:

That vast range of products has recently been enhanced too with a selection of fabricator fixings. These include all the specialist screws required for fabricating windows and doors. It's a real bonus for our fabricators, who can now source these very specialised products from their local Eurocell branch. Like all products in store, they can be ordered for next-day delivery.

### Smith:

The next-day delivery service is invaluable for our installers too. They can get all the products, tools and fixings they need delivered direct to their site, so there's no need to go into the branch to collect them in person. It helps fitters to work more efficiently because they don't have to interrupt their day to go and pick up essential supplies.

What's more, our account customers can order and collect their goods at any branch nationwide. So if they are working outside their usual area, they have the reassurance that the products they use regularly and trust are still available at a Eurocell branch nearby, no matter where they are working.

### Saunders:

The branch network really sets Eurocell apart in the market. No other building plastics supplier can match the number and geographical reach of our branches. It means that wherever a fabricator is located, they will have ready access to at least one Eurocell branch nearby, and usually two or three.

Expanding the branch network is a major business development drive for us this year. We'll be opening more throughout the year, extending our reach and increasing convenient access to essential products for fabricators and fitters nationwide.

# DEAR BILLS

## THE ANSWERS TO ALL YOUR PVC-U PROBLEMS

When you've got a query or problem with PVC-U building products, it helps to have the specialists on your side. Thankfully, we have two such experts at your service in the shape of our resident agony uncles, Bill Jowett and Bill Devitt. They are here to provide solutions to your every PVC-U problem. Once again they have been considering your quandaries and here they share their insider knowledge for the benefit of all our readers.

Don't forget, our Bills are always here to help. If you've got a building plastics problem that's keeping you awake at night, a quick email to Bill and Bill could provide just the remedy you need. Send your concerns, queries and quandaries to [dearbills@eurocell.co.uk](mailto:dearbills@eurocell.co.uk)

### ..... BILL JOWETT ANSWERS YOUR WINDOW, DOOR AND CONSERVATORY QUERIES... .....



#### **Q. How should I go about cleaning substances such as paint, wood preserver or plaster residue from foiled profiles?**

A. I must point out right away that the foils themselves are finished with an acrylic layer which gives the surface its gloss, but more importantly acts as an ultraviolet barrier. Should this layer be damaged, the foil will have a dull appearance and will fade in sunlight. On no account should any abrasive cleaners (e.g. Cif, T Cut, UPVC cream cleaner) or solvents (e.g. white spirit, UPVC solvent cleaner) be used. Normal, everyday cleaning should be done using only soapy water. If you have a particular problem, we can help with information direct from the foil suppliers. Just give our Technical team a call on 01773 842 100.

#### **Q. As a result of high winds experienced this winter, some of my customers have complained about draughts and 'whistling' from windows. Is there anything I can do to prevent this?**

A. Our own technicians have been called out to investigate a number of similar incidents this year. They have found that the problem is usually caused by splits, cracks or other breakdown of the sealant joints. The advice provided by our sealant providers is that the minimum width and depth of the seal joint should be 5mm and, in general, the depth of the seal should be twice its width. It's also worth noting that the sealant will not bond correctly in temperatures below 5°C. If the surface is wet or damp, a specialist sealant (e.g. Silversil MSP) should be used.

#### **Q. Do you have a complaints handling procedure? How can I be sure any issues I raise are dealt with properly?**

A. We take any complaints or issues raised by our customers very seriously and we have a strict complaints-handling procedure in place. We have a very effective in-house system for logging and investigating product complaints from our fabricator network. To raise a complaint, you should first contact the Technical office and provide them with as much detail as possible about the product and the problem. These details will then be logged into our system and an investigation will be prompted. All the data is circulated to our Management and Quality teams for action, so you can be sure your issues are raised at the highest level. Please don't "save up" your reports until you have a visit from your Area Manager or Technician. The sooner you tell us that you have a problem, the sooner we can help.

On the subject of help and support, you might like to know that our main supplier of software packages, Business Micros, has an offer on at present for all customers who subscribe to their support programme. If you renew your support agreement, they will give you a free visit to review how your system is operating and ensure your software is up to date. Call Business Micros on 01925 422 955 for more information.

.....  
 BILL DEVITT REPLIES TO YOUR  
 ROOFLINE AND BUILDING  
 PLASTICS PROBLEMS...  
 .....

**Q. We normally operate within a 50-mile radius of Leicester but one of our clients has asked us to refurbish some holiday homes in another part of the UK. Can you help us out with material deliveries?**

A. Yes we can. As an account customer you can order and collect products from any one of our 115+ branches. These branches offer you the same terms and products that you already get from your local branch.

**Q. I want to buy a door canopy but all I have seen so far are the GRP versions that look like plastic. Do you offer any alternatives?**

A. Yes, you can order a 'flat pack' canopy from any Eurocell branch. Delivery is usually within 48 hours and you can choose a 'lean-to' or a pitched roof version. They are self-assembly and are very fast and easy to erect. They feature very realistic individual slate-effect tiles for the roof, with a white square frame to support the roof panels.



**Q. Our customers are asking for more choice when we quote for roofline replacement contracts. What options do you have?**

A. Traditionally the only option was plain white PVC-U. The UK is now following the rest of Europe and 'colours' are becoming more popular. Eurocell now offers Cream, Golden Oak, Rosewood, Grey, White Ash and the very popular Irish Oak. All of these match perfectly with our window profile colours.

**Q. I have had a few problems with some Rosewood cladding that was fitted last year. The planks are distorting at just one end of the installation. What's the problem?**

A. I get asked about this one all the time. The problem is that most people have installed the 'foiled' products in the same way they would install plain white products, which is incorrect. When installing the white products we recommend that you leave a 5mm gap to allow for expansion of the boards (roofline and cladding). With foiled options, in your case Rosewood, the gap should be increased to 8mm to allow for the extra expansion that occurs with these darker boards. The boards are sold in 5-metre lengths but our recommendation is that they are fitted in maximum lengths of 2.5 metres to allow for the increased expansion. More joints = more expansion gaps.

**Q. I will be fitting your English Oak 'Roomline' skirting board products in a couple of weeks, how do I fix it?**

A. The Roomline product is easily fixed using our 'Never Nails' product on the back surface of the skirting or architrave. There is no need to nail it or drill holes in it. Once you have fitted these products the job is done – no sanding down or painting is required. The finished surface is complete with no fixings to hide.

**Q. What is the best way to fit corner and joint trims to your fascia boards?**

A. When you collect your boards from your local Eurocell branch, pick up some of our super-glue products. Apply this to the trims in question, ON ONE SIDE ONLY. When you place the trims on to the boards you must only glue them to one of the boards you are joining, NOT BOTH. If you glue the trim to both boards you will restrict the movement of the boards when they expand and before too long the trims will crack. If you prefer to nail the trims to the boards the same principal applies, fix to one board only.



## WHO TO CALL AT EUROCELL

.....  
 AT EUROCELL, HELP IS ALWAYS AT  
 HAND FOR OUR CUSTOMERS.  
 WHETHER YOU WANT TO ASK  
 ABOUT PRODUCT SPECIFICATIONS,  
 PLACE AN ORDER OR SEEK ADVICE,  
 PLEASE GET IN TOUCH WITH OUR  
 SPECIALISTS...  
 .....

**Window and conservatory products  
 call 01773 842 222**

For sales, pricing, placing an order or  
 general window-related queries.

**For all roofline products  
 call 08000 77 88 88**

To speak to someone at your local Eurocell  
 branch about product ranges, orders and  
 deliveries.

**Technical support call 01773 842 100**

For technical information about product  
 specifications or for advice on meeting  
 regulatory requirements.

**Credit control call 01773 842 200**

For credit control and all  
 other finance-related queries.

**Send us your comments to:  
 marketing@eurocell.co.uk**

We hope you find this magazine useful  
 and informative. We always welcome your  
 feedback. We want to ensure that future  
 editions continue to meet your needs and  
 address issues that are important to you,  
 so please send us any comments or  
 suggestions for future articles.

**eurocell**®

All together better

# NEW!



## COMPLETE PVC-U PIPE SOLUTIONS from your local building plastics specialists

Now you can buy a full range of underground and soil waste products from our nationwide network of 115+ Eurocell branches.

With our products available for free next-day delivery\*, Eurocell offers the perfect solution to your drainage needs.

- Effective, and robust underground drainage system for all types of UK domestic and commercial building work
- All underground and soil fittings are interchangeable with all leading manufacturer's products made to EN1401
- Unique fixed triple ring seal soil system – no possibility of displacing the ring, so no leaks
- Ideal to replace old systems or for use in new developments
- Supplied with a 10-year guarantee across the entire underground and soil waste product range

**eurocell**®

*All together better*

For more information on underground drainage systems from Eurocell, call

**0800 988 3044**

[www.eurocellpipes.co.uk](http://www.eurocellpipes.co.uk)