

# Profile

NEWS, VIEWS AND FEATURES FROM THE PVC-U SPECIALISTS



eurocell plc

## SURVIVAL OF THE FITTEST

Practical advice on  
recession survival

- **ROUGH GUIDE TO REGULATIONS**  
know your building laws
- **REVERSIBLE REINVENTION**  
new window for multi-storey safety
- **PIONEERING PRODUCTS**  
innovations to boost your business

PLUS! ALL THE LATEST BUSINESS AND PRODUCT NEWS FROM EUROCELL

# Looking for a better value 'A'-rated window system?



## Save your energy - choose Eurocell

When it comes to energy efficiency, your customers can't afford to compromise – and neither can you. Which is why the Eurocell 'A' rated window system is your natural choice. Combining 100% recycled PVC-u Thermal Inserts with advanced six-chamber outer frames, Eurocell 'A'-rated windows lead the market in performance and value. More efficient. Slimmer sight lines. Totally recyclable. Better value. You've found the perfect window system.



**A+9**

**BFRC Energy Index Rating -  
energy gain of 9kWh/m<sup>2</sup> per year**

**20%**

**Zero steel - 20% lighter weight  
than traditional windows**



**BS7950 specification - for  
PVC-u reinforced windows**



**Made from up to 100%  
recycled material components**

**30%**

**Up to 30% structural  
performance improvement  
over unreinforced windows**



the **complete** solution

To find out how Eurocell 'A'-rated windows  
could improve your sales, call us now on:

**0800 988 3051**

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

A member of  
**PVC**  
aware.org





**EUROCELL ACQUIRES  
LEADING RECYCLER** 2

The acquisition of Merritt Plastics reinforces our environmental credentials

**LATEST NEWS** 3

Round up of achievements, branch openings, acquisitions and innovations

**NEW PRODUCTS** 6

The latest enhancements and additions to the Eurocell product range

**SAFER BY DESIGN** 8

Advanced Eurocell reversible window design offers multi-storey safety

**EASY-FIT DOORS  
THE EUROCELL WAY** 8

Your simple, seven-step guide to fitting Dales Collection composite doors

**SURVIVAL OF THE FITTEST** 10

Our top tips for business survival in the current economic downturn

**MIND THE GAP** 12

Discover the benefits of 100% post-consumer recycled cavity closers

**THE SOAP BOX** 14

Mark Brown, Managing Director of CR Windows in Bristol, shares his views

**ROUGH GUIDE TO  
BUILDING REGULATIONS** 16

Helping you to keep pace with the laws on window and door installation

**SALT 'N' SAUNDERS** 18

Our directors highlight the benefits of product development in troubled times

**DEAR BILLS** 20

Our resident agony uncles provide answers to all your PVC-u problems

**SOMETHING YOU WANT TO  
SEE IN THE NEXT MAGAZINE?**

Then why not drop  
[marketing@eurocell.co.uk](mailto:marketing@eurocell.co.uk)  
an email and let us know all the details

Welcome to the second edition of Profile magazine, once again packed with news, views and advice from the world of building plastics.

The topic foremost in everyone's mind at present is the recession. It dominates the press and media and is a primary concern for businesses and individuals across the UK, with many firms in our industry feeling the pinch. That's why we have made recession survival the key theme for this edition.

As always, this edition of Profile offers plenty of practical tips and advice. On page 16 you will find our rough guide to the Building Regulations and other legislation relevant to window and door installations. Even if you know these by heart, our accessible guide might help you to explain them in simple terms to your customers. On page 8, we offer a seven-step guide to fitting our Dales Collection composite doors.

# WELCOME

Our feature article on page 10 offers some practical tips that may help to put your business in a stronger position. One of the firms that is succeeding despite the downturn is CR Windows in Bristol, and its Managing Director Mark Brown gets to share his views in this edition's Soap Box on page 14.

At Eurocell we're doing all we can to support our customers by increasing and improving our product range to help you attract new business. That's the subject of conversation for David Salt and Martin Saunders in our regular Salt 'n' Saunders feature on page 18. You can find a full round-up of our recently launched products on pages 6 and 7.

As well as expanding our product range we're expanding our business with strategic acquisitions and new Eurocell branch openings. Find out more in our news section on pages 2 to 5.

Further wisdom is dispensed by our resident agony uncles, Bill Devitt and Bill Jowett in our regular 'Dear Bills' column on page 20. If you have any questions for our experts, please do send them in.

I hope you find this edition interesting and informative. We always aim to address the issues that are most important to our customers, so if you have any suggestions for future articles, please email them to us at [marketing@eurocell.co.uk](mailto:marketing@eurocell.co.uk).

Happy reading! Enjoy!



Patrick Bateman, CEO Eurocell plc



# EUROCELL ACQUIRES LEADING RECYCLER

Eurocell has reinforced its environmental credentials and made recycling more attractive than ever for its fabricators and installers, with the acquisition of Merritt Plastics Ltd.

Merritt Plastics is a post-consumer PVC-u recycling and extrusion company based in Ilkeston, Derbyshire. As a Recovinyl certified recycler it has recently invested significantly in new plant and equipment at its 60,000 sq. ft. facility, enhancing its ability to recycle PVC-u frames that would otherwise be sent to landfill. Its Recovinyl certification enables Merritt to offer financial incentives to installers and fabricators who deliver post-consumer frames to its site for recycling.

The acquisition of Merritt offers Eurocell fabricators and installers a cost-effective

way to improve their carbon footprint and sustainable credentials by recycling more old PVC-u frames, at the same time as reducing their landfill costs.

“This acquisition further strengthens our recycling operations and demonstrates our commitment to helping customers fulfil their environmental responsibilities,” says Patrick Bateman, Chief Executive Officer of Eurocell. “It also complements our recent acquisition of Cavalok Building Products by supplying materials for its 100% recycled cavity closer systems.

“Merritt’s recent investment in new generation recycling technology will complement our advanced PVC-u extrusion and distribution operations perfectly. This acquisition further confirms our commitment to being an environmentally led business.”

Simon Readman, founder of Merritt Plastics, will remain with the business to guide its future growth. He adds: “This is an exciting new era for us. We’ve built a successful company and now, with the resources of Eurocell behind us, the future for our staff and customers looks better than ever.” ■



## THE RECYCLING PROCESS



### 1 MATERIALS

Waste is taken from 3 sources:

- Post-consumer windows
- Fabricator off-cuts
- Bar length



### 2 SHREDDING

The waste is shredded into processable pieces.



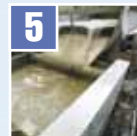
### 3 SEGREGATION

Using a magnetic process, metal is separated from the rest of the waste and recycled separately.



### 4 GRANULATION

The waste is granulated into a uniform size. At this stage rubber from gaskets is still present.



### 5 WASHING

Using a series of water tanks, contaminants are ‘floated’ out.



### 6 COLOUR SORTING

An advanced process utilising high speed cameras, ultra-violet light and jets of air - filters out the granules of rubber leaving only clean, colour sorted PVC-u.



### 7 MICRONIZATION

The PVC-u granules are now ‘micronized’ into a fine powder ready for extrusion.



### 8 EXTRUSION

The process begins again as recycled PVC-u is manufactured into new products.



### FINISHED PRODUCTS

### 9





# ACQUISITION EXTENDS CAVITY CLOSER RANGE



In December 2008, Eurocell acquired the assets and operations of Cavalok Building Products. Cavalok is the only manufacturer of BBA-accredited cavity closer systems made entirely from post-consumer recycled PVC-u.

Cavity closers have become a critical and compulsory building component used in all commercial and residential new-build projects to seal apertures in cavity walls.

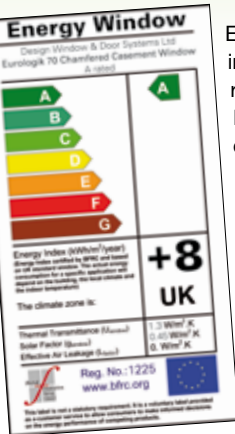


The Cavalok product range includes BigBlok, Trade and Cavalok closers, which speed up window installation on site and improve the energy efficiency of buildings. To find out more about Cavalok cavity closers, take a look at our feature article on page 12 or visit [www.cavalok.com](http://www.cavalok.com)



# 'A' RATINGS

## MADE EASY WITH PVC-U THERMAL INSERTS



Eurocell has launched an innovative new range of 100% recycled PVC-u Thermal Inserts for window profiles, delivering significantly improved thermal performance for better-value 'A' rated windows.

PVC-u Thermal Inserts enable windows to achieve lower U-values and higher BFRC Energy Index Ratings. They can also remove the need to use

more expensive low-iron glass in energy-efficient windows, making the highest energy ratings more cost effective to achieve.

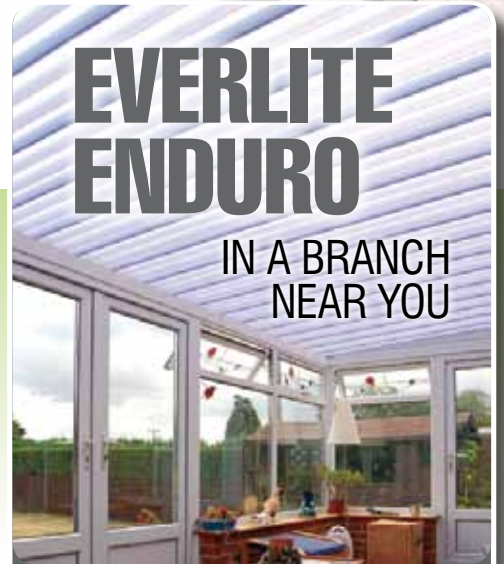
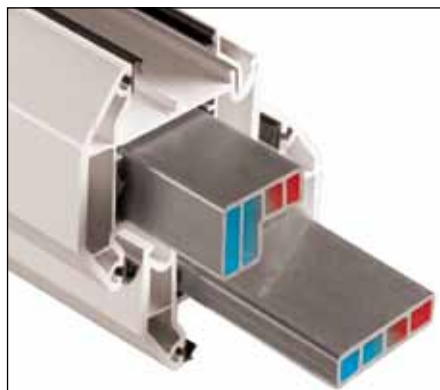
The multi-chambered design of PVC-u Thermal Inserts improves thermal efficiency compared to traditional reinforcements. Performance modelling and extensive trials have demonstrated that an 'A' rating can be achieved in a window using these inserts with 4mm standard float glass.

The new profiles have been tested by the BBA to BS EN6375 and achieved impressive results. They can be used in casement windows up to a maximum height of 1500mm and a width of 750mm for single side-hung

windows, which is a significant increase over the previous maximum possible.

Eurocell inserts are manufactured using 100% recycled PVC-u, enhancing the sustainability of window frames and reducing the carbon footprint of any building project. Choosing windows with Eurocell PVC-u Thermal Inserts also means that the entire window frame is easily recyclable.

Martin Saunders, Sales Director at Eurocell Profiles, explains: "This is an exciting innovation. In simple terms, it now puts 'A' rated windows within reach of many more developments, which can only be beneficial for everyone."



# EVERLITE ENDURO

IN A BRANCH NEAR YOU

Following the acquisition of Plastmo Profiles by Eurocell, the popular Everlite Enduro conservatory roof system is now available in all 95-plus Eurocell Building Plastics (EBP) branches nationwide.

Launched almost 30 years ago, the Everlite Enduro system can claim to be the original translucent roofing system. Its versatility, strength and ease of installation mean it is widely used by professional installers and DIY enthusiasts alike.

The system consists of triple-skinned extruded tubes of PVC-u, joined by locking bars to form flat or curved panels. The panels are ideal for conservatory roofs, porches and car ports. Ahead of its time when introduced, Everlite Enduro still offers exceptional U-values.

David Salt, Sales and Marketing Director at Eurocell Building Plastics, says: "Everlite Enduro remains a preferred conservatory roof system with many installers, which is why we decided to offer it through our branches. We've already had a tremendous response from customers, and the fact that we manufacture the product ourselves ensures optimum service levels, along with fantastic value for money."

# NET GAINS FOR PLASTMO



An exciting new user-friendly website has been launched by Eurocell's sister brand, Plastmo Profiles. It gives homeowners and fabricators easy access to comprehensive information on the full range of Plastmo windows, doors and conservatory products.

The site, [www.plastmo.co.uk](http://www.plastmo.co.uk), features separate homeowner and trade sections, plus downloadable literature. It enables homeowners to quickly identify the best

solution for their home. The dedicated trade section gives busy fabricators an at-a-glance view of the full range of



Plastmo profile systems, and enables them to download technical product information. ■

# BROCHURES TO BOOST SALES



Two new brochures from Eurocell have been specially designed to help fabricators and installers impress their customers with our range of conservatory and door systems.

The Lifestyle Collection highlights the complete Eurocell range of bi-fold, French and patio doors, while The Conservatory Collection showcases our attractive and versatile conservatory styles. Both brochures feature stunning photography

and inspirational design, making them an invaluable addition to any showroom or sales portfolio.

To get your copies, contact Eurocell customer services on 01773 842222. ■





# ACCESS ALL AREAS AT ALFRETON

Improving the shopping experience in our branches, as well as opening more outlets nationwide, is proving a winner with customers.

Innovation and expansion are central to the success of the Eurocell Building Plastics branch network. Expansion continues apace with new branches opening across the country, while innovation takes the form of refurbishing and redesigning our branches to deliver an improved, accessible shopping experience for customers.

The most recent branch to undergo major redevelopment is our flagship store in Alfreton. Improving shopability was a priority

for this branch, and resulted in a complete redesign of the sales area. The new-look trade counter now has an open-plan format, with products displayed on all four sides. This gives customers direct access to merchandise and more freedom to browse.

Fraser Watt, EBP Midlands Regional Manager, says: "We have had a tremendous response from customers to this open-plan model used in other branches as it creates a much more shoppable environment. It also lets customers browse in their own time, which means they can evaluate all the different options." ■



## NEW LOOK FOR PENINSULA PLASTICS

Following their acquisition by Eurocell at the end of last year, Peninsula Plastics branches across North-West England have been rebranded with new EBP livery, helping to grow Eurocell's presence in this key region. ■



## CONSERVATORY CENTRE SETS LINCOLN APART

Eurocell has opened a unique new branch near Lincoln. As well as the usual range of 3,800 building plastics products, this Eurocell depot features a full conservatory roof centre and fabrication service.

Located in North Hykeham, just outside the city, the depot occupies a large, modern, easily accessible building with ample parking. As well as showcasing our conservatory roofs, the showroom allows customers to choose from our range of exactly colour-matched window board trims and rainwater systems to complement their conservatory. ■

## OUR LATEST BRANCH OPENINGS

### MANSFIELD

With one of the largest trade counters in the region, this new depot is proving a haven for installers, contractors and DIYers in Nottinghamshire. Making full use of its floor space, the depot has created an impressive showroom displaying new cladding finishes and our composite door range.

### CHELMSFORD

Famous for being the centre of Essex, Chelmsford is an ideal location for a new depot due to its relatively high population and proximity to major housing areas. With existing branches at Basildon, Romford, Colchester and Southend, customers in Essex are now never more than 15 minutes away from a branch.

### WICKFORD

Located at the centre of the Essex triangle of Basildon, Southend and Chelmsford, our new branch strengthens Eurocell Building Plastics' presence in the county. It gives customers easy access to our products, enabling them to avoid traffic congestion in the bigger towns nearby.

### BOW

Our new branch in Bow is located strategically in East London, close to Stratford, Bethnal Green, White Chapel and West Ham. This area is undergoing major regeneration due to a huge capital investment programme, creating plenty of demand for Eurocell products.

### GLASGOW

Trade and DIY customers in Glasgow have welcomed the opening of Eurocell Building Plastics' latest branch on Rutland Way. Customers in Glasgow previously had to travel many miles for their building plastics, which goes to show that Eurocell reaches the parts of Scotland that others can't.

### DUMFRIES

Opening a new Eurocell Building Plastics branch on Dumfries Enterprise Park means finding the new depot couldn't be easier – just look out for the signs to Dumfries and Galloway Aviation Museum.

### SELBY

The location of our new Selby depot makes it a hub for customers travelling between York, Leeds and Doncaster. Selby has evolved into a commuter town for York and Leeds, which means there is plenty of refurbishment and building work going on in the area.

### MEDWAY

Medway Industrial Estate in Kent is well known to tradespeople and DIYers in the area, so it's the perfect place for a new Eurocell branch.

### SHEFFIELD COLLECT

Access to building plastic products in Sheffield has never been better since Eurocell moved to new premises on Rutland Way. The new site is perfectly located within the centre of Sheffield's building trade sector, which includes Wickes, MKM, Speedy Hire and Tile Centre – all within yards.



Coming soon...  
Halifax, Sunderland

# INNOVATION EXTENDS PRODUCT RANGE

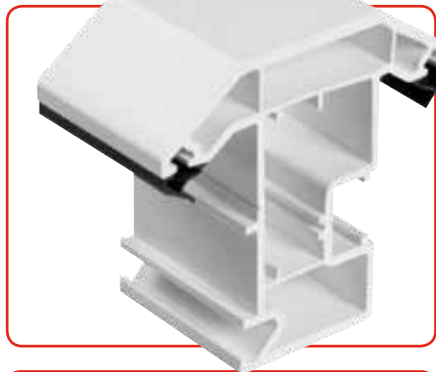
Here's a round-up of the latest products to enhance the Eurocell Profiles and Eurocell Building Plastics ranges

## WINDOW AND DOOR PRODUCTS FROM EUROCELL PROFILES...

### PVC-U THERMAL INSERTS

After 12 months of testing, Eurocell has launched its new range of PVC-u Thermal Inserts. Offering a genuine alternative to steel and aluminium reinforcements, they help to create windows that far exceed not only current Building Regulations but also proposed legislation for 2013 and beyond. Thermal Inserts enable 'A' rated windows to be fabricated using standard off-the-shelf glass – achieving U values as low as 0.8W/m<sup>2</sup>K.

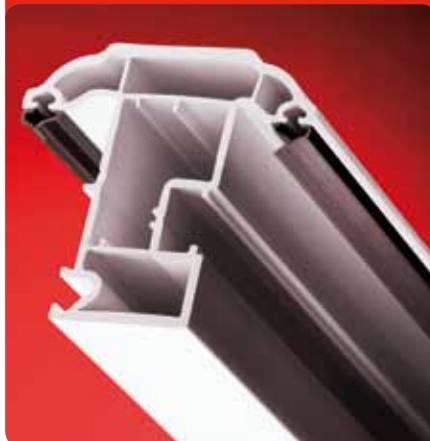
The profiles make exceptional energy efficiency much easier to achieve, without compromising on rigidity, strength or hardware screw retention. Windows using our thermal inserts have been fully tested by UKAS to BS6375. What's more, thermal inserts make any window 100% recyclable at the end of its lifespan. Once the glass has been removed there are no steel elements to extract, so the entire frame can be recycled.



### NEW EUROLOGIK SYSTEM GASKET

This new co-extruded gasket has been designed to offer improved adhesion, weather-proofing and lifelong performance. The intelligent design features a two-leg profile connection system and a one-way support arm, providing excellent adhesion properties.

The gasket has been independently tested to BS6375 for air, water and wind-loading, achieving market-leading performance and helping to improve energy ratings. Fabricators will benefit from a consistently accurate product, larger compression tolerance and ease of cleaning the gaskets around welded corners.



### REVERSIBLE WINDOW

This innovative window design has been developed by Eurocell with multi-storey buildings in mind. By rotating fully through 180° it enables the outer window pane to be cleaned and maintained safely from within the building – removing any need to access windows from the outside. The window sash is designed to rotate outside the building line, so it does not disrupt curtains or ornaments on the window cill. It's the ultimate safe, practical window solution for high-rise buildings. Find out more in our feature article on page 10.





**PLASTMO 62MM VOGUE LOW PVC-U THRESHOLD**

This new product has been specifically designed to provide a low threshold option for PVC-u door frames, as part of the Plastmo Vogue range. It offers an attractive alternative to aluminium low thresholds, and is available in our full range of colours and woodgrain finishes – white, golden oak, rosewood and mahogany.



**3D MODELLING MACHINE**

This is not strictly a new product, but an innovation at Eurocell that is helping us to deliver fully tested, viable and precision-engineered new products to our customers. Our 3D modelling machine allows us to experiment with designs and gain feedback before committing to investing in expensive tooling. Once a new profile shape has been

designed, the three-dimensional modeller can produce a shaped scale model in a matter of hours. These models are then presented to our stakeholders and customers for feedback. Since the new modeller was installed, it has proved to be a cost-effective way of developing new products, quickly and accurately.

**ROOFLINE PRODUCTS FROM YOUR LOCAL EBP BRANCH...**

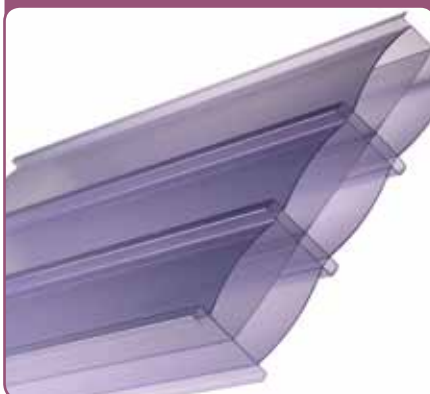
**135° CAPPING BOARD CORNER TRIM**

This new corner angle of external capping board has been introduced to meet customer demand. Installers are reporting that many buildings feature a 135° angle in their roofline. This new corner trim will enable them to finish every job perfectly. It is available in white, golden oak and rosewood, to match our roofline range.



**EVERLITE ENDURO CONSERVATORY ROOF**

The original translucent roofing system developed by Plastmo Profiles is now available in all our branches. It has proved popular with architects and installers for its versatility, strength and ease of installation. The system comprises triple-skinned extruded tubes of PVC-u, joined by locking bars to create flat or curved panels ideal for conservatory roofs, porches and car ports. Everlite Enduro roofs offer exceptional U-values.



**CREAM LAMINATED WINDOW BOARD**

These stylish window boards have been introduced to complement our range of cream conservatory options, which are becoming increasingly popular. It means that customers can now choose exactly colour-matched window boards as the ideal finishing touches to their cream-coloured conservatories.



# SAFER BY



Eurocell thinks outside the box to design a reversible window that's safe and easy to maintain on multi-storey buildings.

# DESIGN

Multi-storey buildings account for almost half of all new build projects in the UK today. They present architects and specifiers with the particular challenge of specifying windows that are easy and safe to clean and maintain at height. It's an alarming fact that falls from height result in around 50 deaths and several thousand injuries in the UK each year, according to the Health and Safety Executive (HSE). The HSE report into these incidents highlights the fact that window cleaners are particularly vulnerable, since most accidents involve the use of portable ladders.

## QUALITY DOORS INSTALLED IN NO TIME



## EASY-FIT DOORS

### THE EUROCELL WAY



Dales Collection composite doors from Eurocell are the clear first choice for high-quality, attractive and robust entrance doors. They're highly secure, hard-wearing, weather-proof and available in a range of styles and colours. What's more, they're easy to fit.

Just follow our simple seven-step guide for smooth and accurate installations.



#### STEP 1: PRE-INSTALLATION CHECKS

Before beginning any installation work, check the sizes, type and condition of all doorsets against both the survey sizes and the actual aperture sizes. Also, check that you have all the ancillary components required before removing the existing doorset.



#### STEP 2: POSITIONING

It's important when installing the outer frame that it is plumb and square within the aperture, without twist, racking or distortion of any member. Carefully position the new frame into the aperture, making sure that it bridges the cavity, covers the DPC (damp proof course) and is set back as far as possible in the aperture to minimise exposure to the elements.



#### STEP 3: FIXING

Through-frame fixings should be plastic sheathed, with a minimum length of 100mm, and should penetrate at least 50mm into the substrate. Generally all four sides of the frame should be secured using the manufacturers' guidelines to determine fixing spacings and positions. Use appropriately sized installation packers adjacent to fixing positions to prevent the outer frame distorting during installation. Installation packers should be incompressible, resistant to rot or corrosion, and span the full width of the outer frame profile.

Apply a small amount of silicone mastic to the shanks and head of fixings that pass through the outer frame to ensure that no water penetrates into the frame.





#### REVERSIBLE REINVENTION

In response to the need for a safer window solution for high-rise buildings, Eurocell has developed a new concept in reversible windows. The company's reinvented reversible window design allows the sash to slide and tilt through 180°, enabling the outer window pane to be cleaned from within the building. This innovative solution removes any need for windows to be accessed from outside the building, facilitating totally safe and cost-effective cleaning and maintenance.

Internal glazing ensures that if the glass ever needs to be replaced, this too can be done from within the building. Where windows are fitted at ground floor level, internal glazing also improves security, since burglars cannot remove the glass from outside.

#### INNOVATIVE SASH DESIGN

The sash on our reversible windows has been cleverly designed to tilt and pivot outside the line of the building, so that it can be reversed without snagging on curtains or blinds or disrupting ornaments on the window cill.

Steve Brown, Product Manager at Eurocell, says: "It is a shocking fact that each year several thousand people are killed or injured as a result of falls from height, which is why we are encouraging all our fabricators to explain the benefits of our reversible windows to their customers. Our goal is to try and reduce these appalling statistics by creating a window system that has 'designed-in' safety."

#### BUILT-IN SAFETY FEATURES

An additional safety feature on the new

reversible window is the child safety catch, which prevents accidents by restricting the aperture when the window is opened for ventilation. This is particularly important on a window designed for multi-storey buildings.

The window system is available in white, rosewood, oak and mahogany effect finishes, to suit a variety of building styles.

#### DESIGN OUT THE DANGERS

The reversible window from Eurocell gives building designers an exciting new option when specifying windows for high-rise buildings. It enables them to 'design out' potential hazards in relation to maintenance and cleaning, helping to meet HSE Work at height guidelines and Construction, Design and Management (CDM) regulations.



#### STEP 4: FINISHING OFF AND MAKING GOOD

Remove all protective films on the outer frame profiles as soon as the installation is finished.



#### STEP 5: PERIMETER SEALING

Sealing the perimeter prevents water and air leaking between the aperture and the doorset. Gaps can be sealed with a ribbon of silicone sealant, ensuring it fills the gap to a depth of no less than the width of the gap. Sand and cement or plaster should not be used to fill the gap between the frame

Eurocell Product Design Manager, Ian Kernaghan guides you through the simple installation process for Dales Collection composite doors...

and the building structure. When sealing the perimeter joints, take care to ensure that any drainage channels are not blocked or obstructed.

#### STEP 6: HINGE ADJUSTMENT

Hinges on the Dales Collection are designed to offer three-way adjustment, which allows the door to be adjusted for compression as well as vertically and laterally. Only Allen keys are required.



Any adjustments should be made gradually and equally on all hinges. If the compression of the door needs to be adjusted along the lock side, this can be done by adjusting the keeps.

## STEP 7: FINAL INSPECTION



After installation, an inspection should be carried out to ensure accuracy of fit. A checklist is provided with the Dales Collection to help you do this easily and efficiently.

# SURVIVAL OF THE FITTEST

An economic downturn is no time to stand still and wait for things to improve.

Our top tips for business survival in these challenging times will help you to steer your business in the right direction.

As the global recession bites harder, businesses across the UK are bracing themselves to weather the economic storm, hoping to emerge leaner and stronger at the end of it. But how exactly do you guide your business through the most volatile and uncertain economic conditions in living memory? Clearly every business faces different challenges and some sectors are hit harder than others by falling demand and increasing competition. However, there are a few key principles that any business should follow to ensure they are in the best possible shape to see out the recession and position themselves to take advantage of the recovery when it eventually begins.

We've scoured the many recession survival guides available online and in print to bring you the ultimate eight-step guide to surviving the downturn.

## 1 GET THE FACTS

**Accurate financial information about your company and its position is essential.**

Find out exactly what you have to pay out, how many orders you have and what money you are owed. It's more important than ever in a recession to have a clear picture of your company's financial position. The decisions you make now need to be based on reliable facts, not assumptions.

Regrettably you may have to look at your staffing levels. Businesses have a tendency to over-recruit during the good times. Perhaps you could hire people on short-term contracts as you need them, agree a temporary pay cut across the board to avoid redundancies or move to a four-day week.

Try to avoid making sweeping cuts for short-term survival, as this may damage your business in the longer term. Instead, focus on areas that are critical for your business and think about any activities you could stop temporarily. Think carefully before reducing your marketing spend, even though it may seem like an easy area to cut back on. Experience has shown that firms that succeed in a recession are those that continue to invest in their reputation and brand.

You could also make savings by making sure you're paying the right amount of tax. Make sure you're claiming all of your capital allowances and expenses, as well as taking the maximum benefit for any losses.

## 2 REDUCE YOUR COSTS

**There are many ways you can make savings in your business.**

Look at whether you are spending unnecessarily, perhaps travelling to meetings when a telephone conversation or videoconference would do. Are you renting premises when you could work from home? Look at ways to be more efficient. Cutting energy usage can be quite simple and could lead to significant savings.



## 3 MAXIMISE YOUR PRODUCTIVITY

**Focus more than ever on bringing in a constant supply of work.**

If you're busy now, don't become complacent – always look ahead and think about where the next jobs will be coming from. In a competitive market you need to keep your customers happy – so you can't afford to let service and quality standards slip. Remember that word of mouth and recommendations are a powerful source of new business, and doing more work for existing customers is cheaper than going out to find new ones.

## 5 KEEP CASH FLOWING

**Cash is the lifeblood of any business.**

Focus on invoicing customers promptly, adopt strict financial control systems and follow up invoices rigorously to make sure they are paid on time. If you spot a potential cash flow problem, act quickly to resolve the issue. It's worth speaking to your bank as soon as you spot any potential cash flow difficulties, as they may be able to help. Look at ways of improving your cash situation, perhaps by reducing stock levels to boost your available funds.

## 7 TAKE ADVANTAGE OF FREE ADVICE

**There are plenty of professional organisations out there dedicated to helping businesses survive and thrive in difficult times.**

It's well worth seeking their advice and guidance. Getting someone else's perspective on your business can be invaluable – they can often spot opportunities that you may have missed. Try consulting the likes of the Federation of Small Businesses, your local Business Link or the Health and Safety Executive.

## 4 KNOW YOUR COMPETITORS

**Keeping an eye on the competition and knowing what they're up to can help you stay one step ahead.**

During a recession, skilled people who have been made redundant often start up their own businesses, meaning that the market can become flooded with small enterprises all competing for diminishing demand. You need to maintain your competitive advantage at these times, and that doesn't necessarily mean cutting prices – quality and service are key differentiators too. Customers are always willing to pay a little more for a good job done by a firm with a proven track record, rather than risking a lower price and poor workmanship from an unknown entity.

## 6 INVEST IF YOU CAN

**If you're fortunate enough to be in a position to invest, now's the time to do it.**

Many capital items, stock and premises will be cheaper than ever at the moment. You can also invest in recruiting the talented people that other firms have had to let go. Investing now will put you in a strong position to take advantage of the economic recovery when it comes.

## 8 PLAN AHEAD

**Resist the temptation to focus on short-term quick fixes at the expense of long-term planning.**

As well as dealing with the immediate challenges facing your business, it's well worth taking time to look at your growth plans, investigating potential new opportunities or incentive schemes and how you could take advantage of them. Think about potential new markets, as well as expanding in your existing ones. Where are your key markets likely to be in future? Are you over-reliant on one large customer or market? Can you diversify?

### FACING THE FUTURE

**Although it may seem optimistic, thinking about the future now and putting some plans into action will help to better position your business for the eventual economic recovery.**

After all, it's strong, ambitious and forward-looking businesses like yours that will be key to driving and accelerating the economic revival.

**Sources:** ICAEW, *Surviving the Downturn*, 2009; PricewaterhouseCoopers, *Managing in a downturn*, 2009; British Bankers' Association, *Surviving the downturn*, 2008; [www.bbc.co.uk/business](http://www.bbc.co.uk/business)

# MIND THE GAP

Rigid frame-forming cavity closers from Cavalok are essential components for every new build – and they're 100% post-consumer recycled too.





PVC-u cavity closers are the simplest, most effective way to seal cavities around openings in masonry walls. They are now a compulsory building component used in all new-build projects with cavity walls.

The clip-together system from Cavalok requires no tools, screws or adhesives to assemble or install, assuring you of

consistent performance every time. It's a far cry from the time-consuming and inaccurate process of fitting timber dummy formers, and delivers a host of energy-saving benefits for the life of the building. What's more, Cavalok cavity closers are manufactured from 100% post-consumer recycled PVC-u – so they're good for the environment too.

### RIGID TEMPLATE

Cavity closers create a rigid template for brick and blockwork, speeding up bricklaying and providing a guaranteed opening size.

Cavalok cavity closers are designed to accept most window systems. Once in place, pre-glazed windows can simply be clipped into position. Windows can be fitted from either inside or outside the building, helping installers to comply with HSE guidelines on working at height.



### THERMAL EFFICIENCY

Cavalok cavity closers even incorporate a pre-installed polystyrene insulation core, which not only improves the system's thermal efficiency for Part L Building Regulations compliance, but also saves time on site since no additional insulation is needed.

Using rigid PVC-u cavity closers instead of wooden dummy formers ensures you achieve

a close fit around all building apertures with no gaps, creating an effective damp-proof barrier and preventing cold-bridging, condensation and mould growth.

### 100% RECYCLED MATERIAL

One crucial benefit of Cavalok PVC-u cavity closers is that they are manufactured entirely from recycled post-consumer waste derived from old PVC-u windows and doors that have been removed from buildings.

Today, with the Code for Sustainable Homes offering credits to builders who use sustainable materials and energy-efficient products, Cavalok cavity closers are the obvious choice for every new build. They are the only 100% post-consumer recycled, BBA certified cavity closers on the market.

### SIZES FOR ALL BUILDINGS

Cavalok offers a range of cavity closer types and sizes to suit all residential and commercial building projects. Our standard, pre-insulated cavity closers will fit cavities between 50mm and 100mm wide. In recent



years, cavity sizes have been increasing to accommodate more insulation and meet regulatory requirements on thermal efficiency in new buildings. For these larger cavities, we offer the Bigblok cavity closer in sizes ranging from 125mm to 300mm.

We also offer the Trade closer, which is a simple design, typically used to close cavities in refurbishment projects where the wall has already been built.

### GUARANTEED PERFORMANCE

When it comes to guaranteeing accurate, consistent performance every time – as well as a speedy build programme – there's no substitute for pre-engineered PVC-u cavity closers. Essentially they put control of building performance into the hands of the specifiers, not the fitters and builders working on site.



**“PVC-U CAVITY CLOSERS PROVIDE A RIGID BRICKLAYING TEMPLATE, DAMP-PROOF COURSE, WINDOW ACCEPTOR AND THERMAL BREAK, ALL IN ONE INNOVATIVE, EASY-TO-FIT PRODUCT”**

# THE “” SOAP BOX

Mark Brown, Managing Director of CR Windows, has his say ...



When three new directors – including the founder's daughter Karen Wadham – took over the running of CR Windows a year ago, we were continuing our tradition as a family firm, at the same time as opening a new chapter in the company's 31-year history.

## SPREADING THE WORD

It's been an exciting first year for us, despite an inauspicious start with news of the credit crunch and imminent recession breaking just weeks after we took charge. However, we were determined to build on the firm's reputation and success, so we ramped up our marketing activities, targeting new publications

# QUALITY

and areas outside our core region, began redeveloping our website (still in progress) and worked hard to promote our trusted name to new audiences.

We are well-known around Bristol and in fact are the only local firm to combine manufacturing of windows and doors with a full installation service. We've got 13 installation teams to keep busy, so we really needed to keep the work coming in.

## ENERGY-EFFICIENT OFFER

The introduction of 'C' rated windows as standard and 'A' rated windows at a premium has proved really popular with our retail customers.

People want to be seen to be doing their bit for the environment, and our 'C' rated windows exceed all current Building Regulations for energy efficiency. They are offered at no extra cost, so customers can achieve the desired environmental benefits without breaking their budget.

Many customers have been attracted into our showroom by our extensive advertising of 'A' rated windows. That gets them in front of our salespeople who can then explain the options available. Customers may end up buying a 'C' rated window instead, but without the interest created by our 'A' rated window advertising campaign they may never have entered our showroom.

The 'A' rated windows themselves have been popular with many people who can see the energy-saving benefits and are willing to pay a premium to achieve them.

## PREMIUM PRODUCTS

Another extremely popular product has been the vertical sliding sash window, which many customers have chosen for its traditional looks, combined with durability and ease of cleaning. It enables them to maintain the character of their old wooden sash windows without the maintenance worries.

In fact, February 2009 was our best sales month since August 2008, thanks in large part to a huge demand for these vertical sliding windows.

## QUALITY AND SERVICE SET US APART

It goes to show that, even in a recession, if you have the right products and offer a good quality service, customers are still willing to spend. We have resisted the temptation to cut prices as an easy way to attract more business. We believe our quality and service standards set us apart, and price cuts and other gimmicks, such as free







# KEEPS CUSTOMERS COMING BACK

giveaways, would damage our credibility. We believe that if a customer wants new windows, they are going to look for quality products and professional installation, as well as good value. Another factor in our success has been the increasing tendency for people to buy locally, with many customers keen to support local enterprises like ours. As an added reassurance for customers, all our products and workmanship are backed by a solid ten-year warranty.

## PUBLIC SECTOR FOCUS

We're always looking for new markets for our products, and by targeting public sector housing providers we've secured a steady supply of work.

These organisations have to meet strict deadlines for upgrading their housing stock and we have a long-running contract with Merlin Housing to supply C-rated windows for their properties as part of their ongoing refurbishment programme.

Building up our public sector work helps to offset diminishing demand from the new-build sector, where many new developments have been put on hold. Nevertheless, we have secured a new contract with Redrow Homes, which is about to resume work on a major development in our region.

## INVALUABLE SUPPLIER SUPPORT

The backing of a good supplier is essential for us to ensure we maintain the product quality our customers expect. We have been very pleased with the products supplied



by Eurocell – and the company's technical support has been second to none.

As an example, we recently submitted a tender for a new-build Housing Association project. The Association wanted windows with a U value of 1.2W/m<sup>2</sup>K. Our 'A' rated window had value of 1.3W/m<sup>2</sup>K, so I called Eurocell to find out how I might reduce this figure. Within the hour, Eurocell sent me a report detailing the required specification for a 1.2W/m<sup>2</sup>K window and how to fabricate it. I was able to use this detailed report directly in the tender document, which really impressed the client.

Such back-up from an experienced supplier is invaluable in helping us to win new work. It's great to know we can tap into the knowledge and expertise of Eurocell to help support our business. Such assistance is eventually repaid to Eurocell by more orders for its products

from us when our tenders are successful. It's a mutually beneficial relationship that makes a real difference to us and is helping to see us through the difficult times. It's reassuring to know we're not alone and have the support of a supplier that shares our commitment to quality.

## LOOKING AHEAD

We've got some exciting initiatives ahead in the coming year. With Eurocell's help we're working towards achieving BS7412 and BS7590, as well as Secured by Design certification, all of which are increasingly important for winning new-build work.

We hope that by putting in the hard work now, we will be in a strong position to grow quickly when the economic recovery finally begins.



# ROUGH GUIDE TO REGULATIONS

Keeping pace with Building Regulations for window and door installations can be challenging. Phil Parry, Accreditations Manager at Eurocell, presents our guide to trouble-free compliance



For anyone choosing windows and doors for replacement projects or new-build homes or commercial properties, the raft of applicable Building Regulations and Standards can seem daunting.

It's true that windows and doors, depending on their location and function, may have to meet strict thermal efficiency, ventilation, fire resistance, disabled access and other

regulatory requirements. However, in this article, we hope to demonstrate that the regulations are nothing to fear. Simply by selecting the right products and the best-qualified fabricators and installers, customers need have no concerns about complying with current legislation.

Here's our rough guide to Building Regulations and how to meet them...

## PART L – CONSERVATION OF FUEL AND POWER

This regulation relates directly to all windows and doors. It sets minimum levels for thermal transmittance – that's the amount of heat allowed to pass through the glass and framework of a window or door – expressed as a U-value. Low U-values indicate the lowest levels of heat transmittance and therefore the most thermally efficient windows and doors. There are different rules for replacement and new build projects and for commercial and residential properties.

The current levels were set in April 2006. For residential properties they are:

### Extensions to existing dwellings:

Window U-value – 1.8W/m<sup>2</sup>K  
Window energy rating – D

### Replacement windows:

Window U-value – 2.0W/m<sup>2</sup>K  
Window energy rating – E

These levels are due to be reviewed in April 2010 and are expected to be tightened.

The PVC-u industry has been working hard to improve the thermal efficiency of its products – and Eurocell is leading the way. PVC-u is less conductive than steel or aluminium, making it – along with timber – the best choice framing material for thermal performance. To enhance the inherent properties of PVC-u, Eurocell has employed sophisticated thermal modelling software to develop a profile system that balances thermal efficiency with cost effectiveness. The result is the advanced six-chambered Thermalogik profile, which offers outstanding thermal efficiency for the same price as a standard Eurocell 70mm profile. What's more it has achieved an 'A' rating in the British Fenestration Rating Council's (BFRC) certification scheme – the highest energy-efficiency rating possible.

By specifying such a thermally efficient profile for windows or doors, you are well on the way to meeting the requirements of Part L. In fact, Thermalogik is so energy efficient that, by using it in conjunction with PVC-u Thermal Inserts in other parts of the frame, fabricators can create 'A' rated windows more economically. The system enables the use of standard float glass on the external pane instead of using low iron glass which normally has to be specified for 'A' rated windows, saving up to 25% on the cost of the double glazed unit.

That's a window that far exceeds all the requirements of Part L.

## PART F – VENTILATION

Permitting an adequate air supply into buildings is essential to limit condensation and improve indoor air quality.

Part F sets out background ventilation requirements for existing dwellings and new builds. The requirements depend on the type of room concerned, with different ventilation performance dictated for habitable rooms, kitchens and utility rooms and bathrooms. In practice, the regulations mean that trickle ventilators need to be fitted to all window and door profiles. Ventilator performance is measured in terms of Equivalent Area (EA), which is denoted in mm<sup>2</sup>. The EA performance of any ventilator will be marked on it by the manufacturer.

The regulations do not favour one ventilator type over another, and slot, over-glass and over-frame ventilators may all comply. For replacement projects, the regulations state that ventilation in the new window must be at least as good as in the old window. Where there was no ventilation in the original window, the new ventilator should offer a minimum of 5,000mm<sup>2</sup> Equivalent Area for habitable rooms and 2,500mm<sup>2</sup> for kitchens, bathroom and utilities.

Eurocell is happy to provide more detailed advice and guidance, as well as technical information on the requirements of Part F.

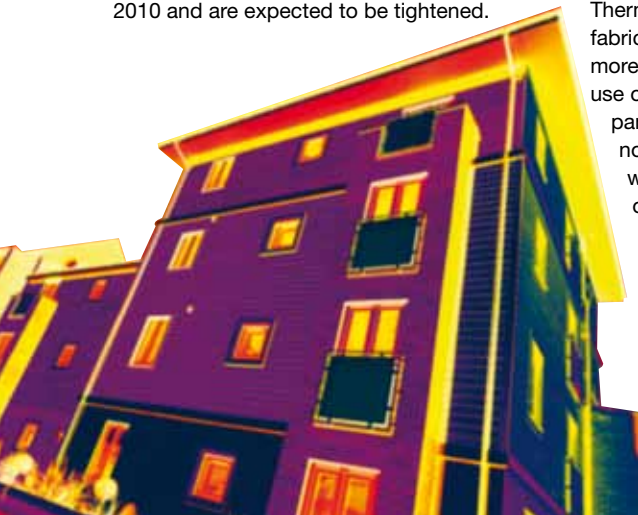
## PART B – MEANS OF ESCAPE IN FIRE

This regulation states that all windows to habitable rooms above ground level must allow occupants to escape in the event of a fire. A suitable escape window is defined as one with an openable area of at least 0.33m<sup>2</sup>, at least 450mm high and 450mm wide (a 450mm wide opening will need to be 735mm high). The bottom of the window opening must be no more than 1100mm above the floor. This regulation is most relevant to designers and architects, but is also important when choosing suitable replacement windows.

In certain areas of a building, fire doors may be required. These help to contain any fire and prevent it spreading into, for example, corridors which may be the means of escape for building occupants.

## PART M – ACCESS FOR PEOPLE WITH DISABILITIES

Part M of the Building Regulations requires housebuilders to construct new housing to standards that enable disabled people, particularly wheelchair users, to visit a house and have access to a ground floor living space and toilet. That means having doorways with a clear opening width of at least 775mm. Exterior doors also need to have low thresholds or incorporate low ramps to enable easy wheelchair entry. Through its EBP depots, Eurocell offers a Part M compliant aluminium ramp to help you meet regulatory requirements when fitting exterior doors.





# FENSA

## FENSA FITTERS KEEP IT SIMPLE

For householders, all of this regulation may still seem bewildering. However, the message for them is simple. Choose a FENSA-certified installer and you have nothing to worry about. FENSA (Fenestration Self Assessment scheme) certified members are approved to carry out work in accordance with all relevant regulations, without the need for inspection by the council. They inform FENSA of every installation and random inspections are carried out to ensure high standards are maintained.

Householders who do not use FENSA registered installers or who carry out the work themselves must ensure they meet all relevant regulations and must have the work inspected for Building Regulations approval.

## CODE FOR SUSTAINABLE HOMES

Originally introduced as a voluntary guide for architects and designers wanting to develop sustainable buildings, the standards set out in the Code for Sustainable Homes are due to become mandatory for all new homes built in the coming years.

Introduced by the Government in 2006, the Code is a rating scheme for new-build housing in England. Homes are star rated, from one to six, according to the impact they have on the environment. Six-star homes have the lowest impact, with zero net carbon emissions.

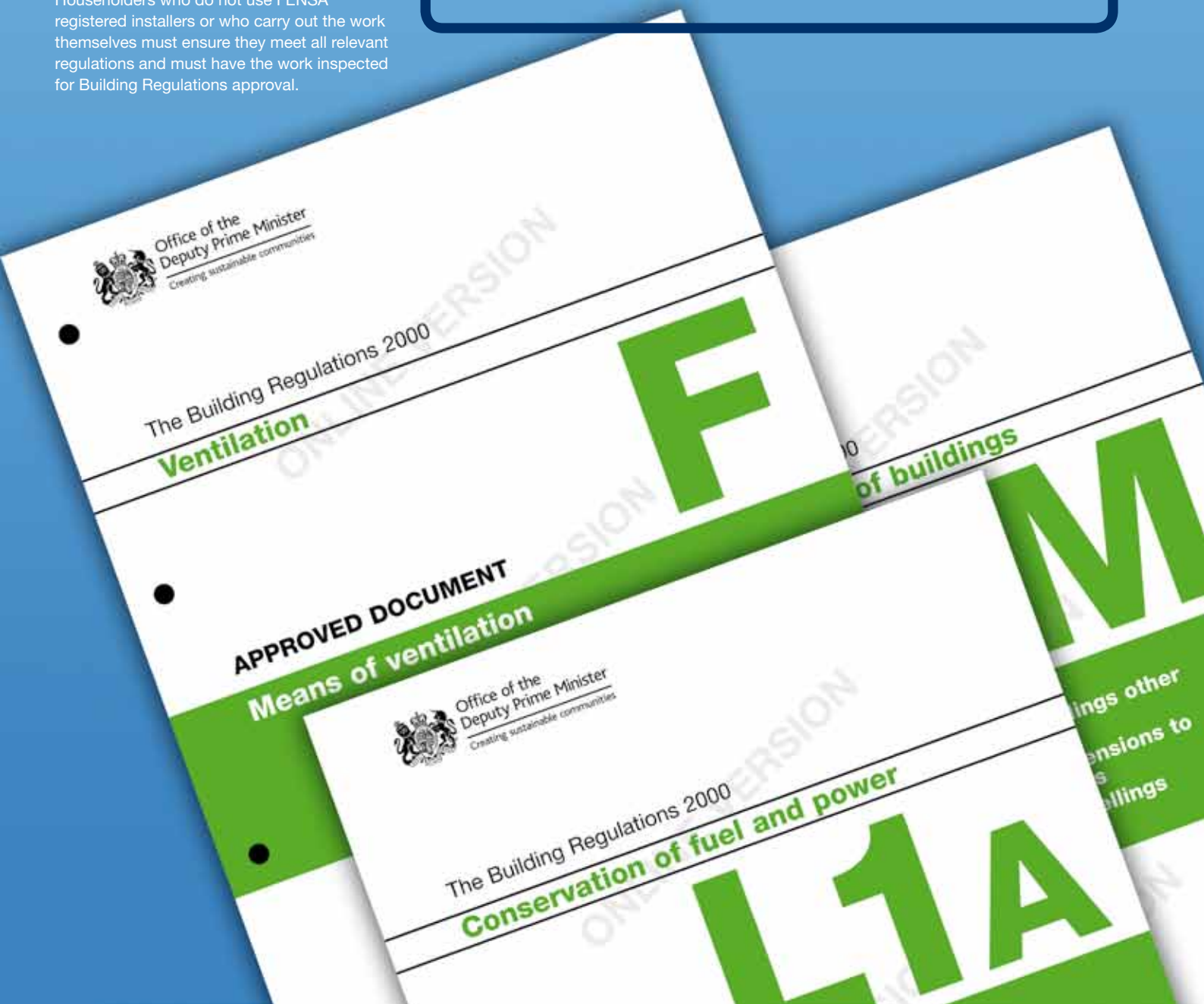
Each star rating represents a percentage improvement on the current CO<sub>2</sub> emission rates set out in Part L1A of the Building

Regulations, as follows:

Star rating:	Energy efficiency improvement over Part L1A:
★	10%
★★	18%
★★★	25%
★★★★	44%
★★★★★	100%
★★★★★★	'zero-carbon' home

By 2016 all new homes built in England must achieve a six-star rating. Since May 2008 all new homes have been measured and given a star rating. Minimum mandatory star ratings will be introduced over the coming years:

2010	all new homes to achieve a three-star rating (minimum)
2013	all new homes to achieve a four-star rating (minimum)
2016	all new homes to achieve a six-star rating (zero-carbon)



**David Salt**, Eurocell Building Plastics Sales and Marketing Director, and **Martin Saunders**, Eurocell Profiles Sales Director, explain how our product development programmes can help customers to combat the downturn

### Saunders.

"Product development and innovation is ongoing at Eurocell. We're always looking at ways to develop our existing products or introduce new ones to improve performance, comply with the requirements of new legislation or meet the changing demands of customers. Every year we add new products or accessories to our range, helping our customers to be the best in their markets."

### Salt.

"For our part, at Eurocell Building Plastics, we're working hard to increase the range of products available through our branches across the country. We know that many customers are now under severe pressure and we're hoping to relieve that a little by finding new products that may help them to generate new sales, perhaps enabling them to take on different types of work."

### Saunders.

"One of our most innovative new products launched recently is the reversible window. This has been developed in direct response to the need for windows for multi-storey buildings that are safe and easy to clean and maintain. Our new reversible window means that there is no longer a need for windows to be cleaned from the outside. The window sash tilts through 180°, allowing the outer glass pane to be cleaned from within the building. Uniquely, the sash pivots entirely outside the building line, so there's no disruption to furnishings or ornaments inside the home."

### Salt.

"That really is an impressive product. We are also doing all we can to set Eurocell apart from the competition. We are running a series of trials of new products in certain regions to see how popular they are with customers. In the north of England and the Midlands, for example, we now offer robust underground drainage pipes (pic 3). These help to enhance our one-stop shop package for roofline and guttering installers. If they prove popular they'll be rolled out to all depots nationwide."

### Saunders.

"One of our newest products is already proving extremely popular with fabricators and architects. It's our new PVC-u Thermal Inserts (pic 1), and we're not surprised it's doing so well because it is an innovation that's way ahead of the competition. It's a PVC-u alternative to the steel reinforcement inserts used in window frames. It's cheaper than steel, offers proven thermal efficiency gains, is easy to install and enables the entire window frame to be easily recycled at the end of its life. It also enables windows to achieve an 'A' rating for energy efficiency without the need for expensive low-iron glass. It really is an outstanding new product and one that's creating a real buzz."



# SALT 'N'





## SAUNDERS

## SUPPORT FROM THE INNOVATORS



3.

**Salt.**

"Our EBP branches are thinking outside the box too. Following market research, we have decided to introduce a new product - outdoor floor tiles (pic 4).

These are 30mm outdoor foam floor tiles for playgrounds and school yards. These are currently on trial in our Southern branches. It's an entirely new venture for us, but the early signs are encouraging."



4.

**Saunders.**

"As well as introducing new products we're constantly refining our existing ones. A good example of this is our new improved co-extruded gasket (pic 2) on Eurologik profiles. It is manufactured from a specially developed compound, which provides a consistently high-quality surface finish, essential for minimising air and water ingress. The flexible gasket is designed to work effectively within a wide tolerance band and to provide a tight seal, regardless

of the hardware chosen. It's been independently tested to the highest level and offers a real enhancement to our standard profile range."

**Salt.**

"As well as our own innovations, we've been delighted to see that our suppliers are busy innovating and developing new products too. It all helps to strengthen our offer to customers."

**Saunders.**

"It's good to see so much determination to combat the recession out there, with some really pioneering products being launched onto the market. Hopefully this activity will help to stimulate demand and generate more business for our fabricators and installers."

**Salt.**

"Working in partnership with our customers is essential, in good times and bad. We hope that by expanding our product range we give our customers the opportunity to bring something new to customers that will help increase their sales and see them through the recession."



BILL  
JOWETTBILL  
DEVITT

# DEAR BILLS

THE ANSWERS TO ALL  
YOUR PVC-U PROBLEMS

Once again our resident agony uncles, Bill Jowett and Bill Devitt, are here to solve your PVC-u conundrums, answer those questions that have been keeping you awake at night and give you the low-down on everything Eurocell. With their vast industry expertise they're sure to have the answer to all your PVC-u problems.

Take a look at their responses to the latest round of questions from customers. If you have concerns or queries of your own, why not ask our Bills for advice by emailing them at [dearbills@eurocell.co.uk](mailto:dearbills@eurocell.co.uk)

## BILL DEVITT OFFERS SOUND ADVICE...



**I want a low-pitch conservatory roof quickly, can you help?**

We have two options for you. The IQ750 lean-to "roof in a box" is readily available at all of our Eurocell Building Plastics (EBP) branches in modular sizes. It's available in white, golden oak and rosewood finishes. We also have the Everlite Enduro roof which has a 60mm-thick roof panel with no rafter bars. This is ideal for conservatories, porches or car port applications.



**We are starting a house refurbishment project next week and want to fit Eurocell cream windows. Do you offer any other cream products?**

Yes we have a variety of fascia and soffit boards in cream, as well as cream rainwater products which can be supplied to order. All are precisely colour-matched to our window profiles.



**The entrance door to my house is an old wooden type and has been patched up several times. Can you suggest a modern replacement?**

Eurocell manufactures the new hard-wearing composite type of door. Our Dales Collection gives you a great choice of door types and glazing options. You can order these from any Eurocell branch. They are made to order and we can deliver to your premises, or to a site address. Your local branch can also help if you require PVC-u panel doors, garage doors or patio doors.



## I'm looking for a suitable silicone product to seal around my windows, what do you recommend?

Eurocell offers a wide choice of silicones and adhesives in our Silversil range, available at all EBP branches. They are suitable for both indoor and outdoor use and we will always offer advice on the best products for your application.

## Is there a fire rating on your products?

Eurocell boards and trims have been tested to BS476, Part 7: 1997, Class 1 for surface spread of flame.

## There is an area of timber cladding on my house that needs to be replaced, what can you offer?

All Eurocell branches keep PVC-u shiplap cladding in stock. It is available in two sizes – 125mm and 150mm. We also have open 'V' cladding, which is 100mm and can be fitted horizontally or vertically.



## 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 842222**

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 842100**

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

### Credit control call **01773 842200**

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.

## BILL JOWETT SHARES HIS KNOWLEDGE...

### How can we achieve an 'A' rated window using your Thermalogik 'A' rated profile?

Thermalogik is our slimline, multi-chambered outer frame. The name applies only to this one profile but used alone it will not guarantee an 'A' rating for thermal performance. The profile was designed to allow our customers to achieve good energy ratings while taking advantage of lower priced glass options. Improved thermal ratings can be achieved with the remainder of the Eurologik profile suite by using our new PVC-u Thermal Inserts. These products are also multi-chambered and, when inserted into the outer frame, help to reduce thermal transmittance. Whilst 'A' ratings can be achieved using any of our other profiles, these new and innovative products allow you to achieve them most competitively.

### Do you still sell a stick-on astragal or Georgian bar?

Yes. However, our old product – coded EWS 320 – had to be stuck to the surface of the glass units using double-sided tape along the whole length of the bar. This meant that the glass has to be cleaned using methylated spirit before application and the frames had to be factory glazed because the bars had to be cut precisely to size. This was very time consuming and expensive. By contrast, our new range of astragal bars are all clipped onto the units and only require tapes at cruciform joints or on

retaining clips on long bars. The range of end caps available for these products means that, in most cases, the bars no longer need to be milled and can simply be square cut.



### I need to find a robust curtain walling system. Can you help?

Yes we can. Our product is designed for use on office frontages, showrooms, etc. It is for use only where it can become a part of a building and be fixed to the fabric of that building. It is not suitable for stand-alone structures, such as atriums. The design of the sections means that they can withstand high wind loadings, but they are not intended to support loads imposed vertically. When installed, the sections form a strong aluminium grid that will support PVC-u frames, which are fitted into it. The whole grid is then covered using dedicated PVC-u cladding sections. The curtain wall sections can also be used as heavy-duty couplers for long runs of frames, in applications such as school classrooms.

# NEED ROOFLINE?

BUY DIRECT FROM YOUR LOCAL EXPERTS

FREE DELIVERY WITHIN 24 HOURS  
TO ANY SITE IN THE UK\*



## EUROCELL BUILDING PLASTICS MANUFACTURES, DISTRIBUTES AND DELIVERS FOR YOUR COMPLETE PEACE OF MIND

- ▶ Complete control over **product quality** - to reach you in **perfect condition**
- ▶ Guaranteed **exact colour match** of products across the whole building envelope
- ▶ **Knowledgeable**, friendly staff able to offer free expert advice and support
- ▶ **Free next day delivery** on all orders over £50 including direct to site if required\*
- ▶ **Over 3800 products** - be sure to find what you want
- ▶ **95+ UK branches** means we provide a local service wherever you need us

FASCIAS, SOFFITS, DRY VERGE, CLADDING, GUTTERING, TRIMS, DOORS, CONSERVATORIES, SEALANTS, FIXINGS AND MUCH MORE!



For your free catalogue and details of your local branch, call  
**0800 988 3044**  
or visit [www.installroofline.co.uk](http://www.installroofline.co.uk)

\*Free delivery available on orders over £50 exc. VAT. Please note free delivery covers mainland UK and excludes northern Scotland.