



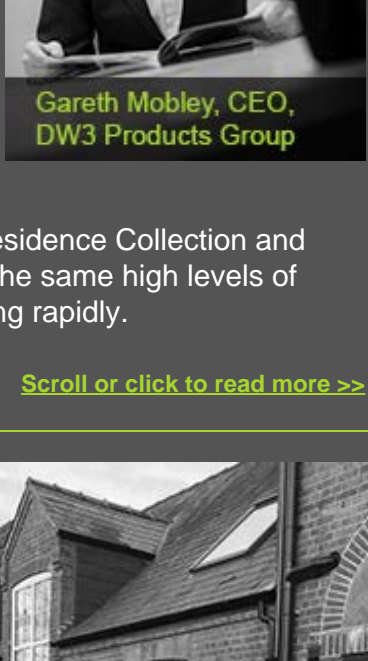
DW3 NEWS

Innovation • Quality • Design

Beautiful brands make beautiful homes

The momentum we created last year with DW3's investment in people, processes, products, systems and world class manufacturing, service and support has continued with equally fast growth in the first two months of 2017.

In Solidor Group (Solidor, Residor and Nice Door Panels) our world-class team turned our operations into a world-class centre of excellence. The result is 37% year on year growth while delivering 99.8% of products on-time and in-full (OTIF). This sustained high level of OTIF enables customers to grow and is reflected in consistently high levels of customer satisfaction.



Gareth Mobley, CEO, DW3 Products Group

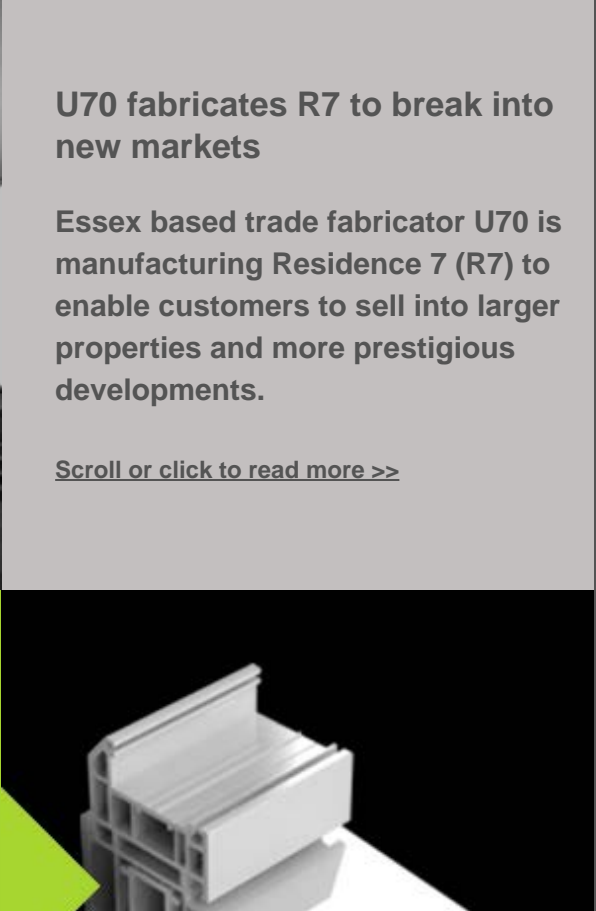
Now our world-class team aims to repeat its success at Residence Collection and Window Widgets where we're already working to achieve the same high levels of service and satisfaction, so customers can continue growing rapidly.

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Truglaze transforms derelict orphanage transformed with Solidor

A derelict building in Hampshire has been transformed by 14 stunning anthracite grey Solidor composite doors.

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U70 fabricates R7 to break into new markets

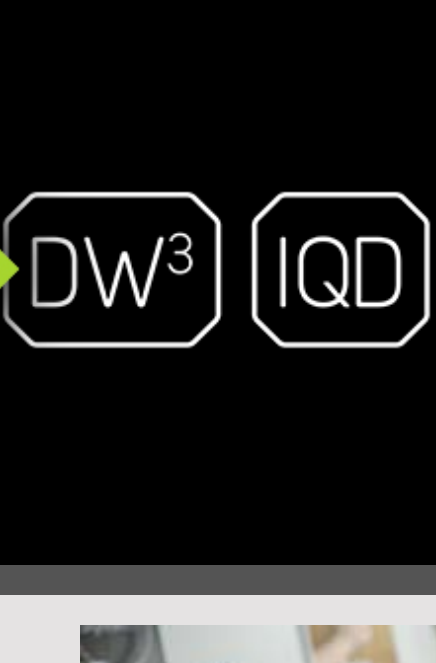
Essex based trade fabricator U70 is manufacturing Residence 7 (R7) to enable customers to sell into larger properties and more prestigious developments.

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Classy traditional windows look perfect with classy cills

The market for traditional-looking, 'heritage' windows is growing rapidly. Homeowners love the look of traditional timber windows, but they don't want the burden of a lifetime's high maintenance that comes with them.

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Get excited about style and colour

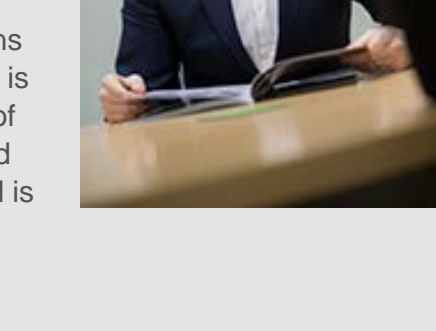
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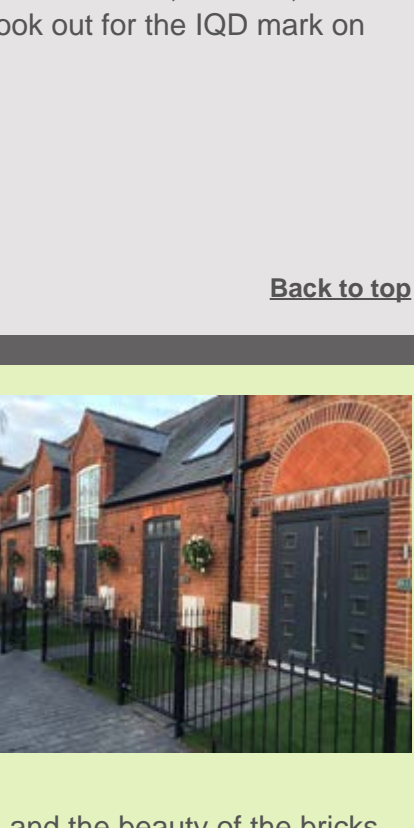
DW3 Products Group has launched a new IQD Quality Mark to mark its brands' commitment to innovation, quality and design.

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Now our world-class team aims to repeat its success at Residence Collection and Window Widgets where we're already working to achieve the same high levels of service and satisfaction, so customers can continue growing rapidly.

We have a new MD Martin Dickie at Residence Collection and Window Widgets. Martin will drive the window division through its next stage of development.

We've also appointed Gareth Busson as Head of Group Marketing. Gareth will use his extensive experience in strategic marketing to integrate the marketing across DW3.

This year is shaping up to be a big one. DW3 and our customers are riding a powerful wave: the strongly growing, premium home improvement market. More about this in a month or two!

In this issue, read about Truglaze's stunning Solidor centrepiece in a regeneration project that turned a derelict orphanage into 14 high-spec homes; why U70 has started fabricating R7; why beautiful cills make beautiful installations; and how selling composite doors with outstanding performance is much easier when they have a look that homeowners can fall in love with.

And find out about the new DW3 IQD Quality Mark that links Solidor, Residor, Residence Collection and Window Widgets together. Look out for the IQD mark on our advertising and marketing material.

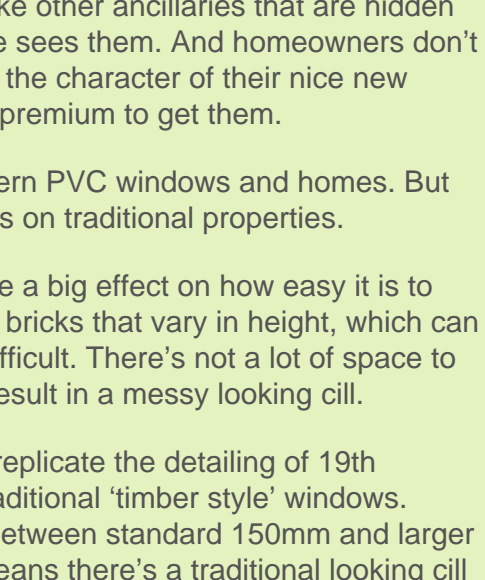
Happy reading!

Garth Mobley
CEO, DW3 Products Group

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Truglaze transforms derelict orphanage transformed with Solidor

A derelict building in Hampshire has been transformed by 14 stunning anthracite grey Solidor composite doors. The building, which used to be an orphanage, has been developed into fourteen separate homes and given a new lease of life with beautifully secure front doors.



In this development, a contemporary design and colour were chosen to enhance traditional features and the beauty of the bricks, giving the whole building a high-end feel.

Rob Gaunt, Director of Truglaze, the company that installed the doors says: "Solidor works perfectly in a high end development like this. The doors complete the look, and add to the quality feel of the properties. We find homeowners can feel the quality and security when they open a Solidor, and with their stunning looks, they add a lot to new developments. That's why we don't sell anything else."

Solidor CEO Gareth Mobley says: "We make doors that homeowners fall in love with. Homeowners demand the best security but they won't fall in love with security; they will in love with the way Solidor transforms the look of their home."

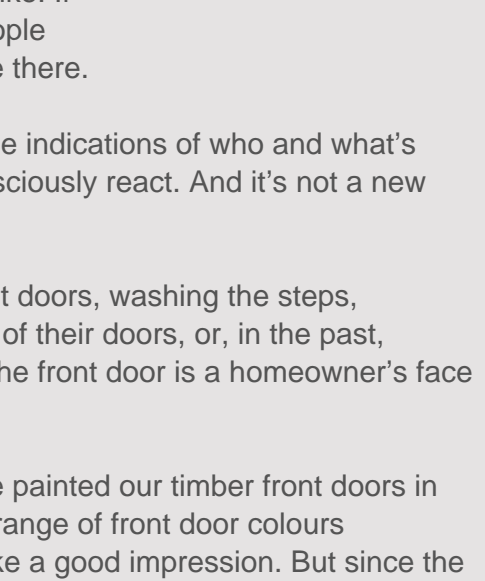
"This development is absolutely stunning," Gareth adds. "It shows how important the right style and colour is. In this case, the anthracite grey and bold design add incredible kerb appeal, giving the property real wow-factor."

To find out more about the most beautiful and most secure composite door on the market visit the [website](#), call 01782 950 941, or follow [@SolidorLtd](#) on Twitter.

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U70 fabricates R7 to break into new markets

Essex based trade fabricator U70 is manufacturing Residence 7 (R7) to enable customers to sell into larger properties and more prestigious developments.



R7 is the stand-out 75mm premium flush system from Residence Collection. It's flush on the inside so it looks like traditional timber windows, but it's also flush on the outside, giving it a sleek modern feel perfect for most types of home.

U70 Sales & Marketing Manager Allan Wilding says: "R7 is a great addition to our customers' ranges, and it's proving very successful in attracting new customers. High profile installers are very interested, so we make it easy for them to add R7 to their upmarket showrooms."

U70 already fabricates Residence 9 (R9), and has a loyal customer base. It's added R7 to open up a larger market for flush sash windows.

"R7 opens up new avenues for us because it's a very different product. It looks the same as R9 from the outside, but it doesn't carry the same premium as R9," adds Allan. "R7 is very competitive, and, like R9, transforms properties in a way that other PVC windows can't."

Residence Collection CEO Martin Dickie says: "R7's flush look means it can be used as a timber alternative, or as an aluminium alternative with its internal flush look. It suits homes looking for beautiful, high quality windows. R7 and the other Residence Collection systems, R9 and R2, are opening up new markets for fabricators like U70 because they offer the look and quality that no other systems can."

For more about U70 call 01376 511360 or visit their [website](#).

To expand your markets and find out more about Residence Collection visit the [website](#), call 01452 300 912 or follow [@Residence9](#) on Twitter.

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Classy traditional windows look perfect with classy cills

The market for traditional-looking, 'heritage' windows is growing rapidly. Homeowners love the look of traditional timber windows, but they don't want the burden of a lifetime's high maintenance that comes with them. And if you forget to maintain them, they will soon look terrible.



So traditional looking PVC window sales are soaring. Most PVC systems companies have launched, or are launching traditional-look flush profiles with coloured woodgrain foils to go with authentic looking hardware to satisfy the demand.

A bigger market

Installers are finding that the market for traditional and 'heritage' windows is a lot bigger than they first thought. There's listed buildings and conservation areas of course, but outside conservation areas there is also a larger market of older, traditionally built properties. This market is also growing as housebuilders are building new, often larger homes in 'the style of', and private developers are converting and refurbishing older properties with character. That word character, along with authenticity is the point, because that is what people value. It's what they have fallen for.

Completing the look

The industry tends not to think too much about cills – a cill is just a cill – but the right one makes a big difference to an installation. Unlike other ancillaries that are hidden in the architecture of windows and bays, everyone sees them. And homeowners don't want a functional but utilitarian cill detracting from the character of their nice new windows, especially when they've willingly paid a premium to get them.

Modern PVC cills are thin and narrow to suit modern PVC windows and homes. But they don't look right under traditional-style windows on traditional properties.

Aside from appearance, the right cill can also have a big effect on how easy it is to install. Older homes were built with imperial sized bricks that vary in height, which can make installing standard, narrow PVC cills very difficult. There's not a lot of space to fill gaps to make the installation level, and it can result in a messy looking cill.

That's why we created the Radlington cills. They replicate the detailing of 19th century bricks, so they look absolutely perfect for traditional 'timber style' windows. They're generous 165mm cills to bridge the gap between standard 150mm and larger 180mm cills. They fit 70-100mm frames, which means there's a traditional looking cill for all window systems. They're also easy to install because they're deeper than modern cills. And they look stunning in a range of foiled finishes and matching foiled endcaps to complete the look.

Stronger, longer lasting installations

But traditional windows need more than just looks to keep homeowners happy, they need to perform and keep on performing so the installers who sold them can sleep comfortably at night. The ancillaries, mostly the hidden components that make installations better and stronger so they last a lifetime, need to meet all the relevant standards too.

Window Widgets makes those ancillaries, the products that solve installation problems. And because all our products are designed to be universal, fabricators who dual source don't need to hold as much stock. So homeowners get the strong, long lasting installation they want, and installers know their installations look perfect and will stand the test of time.

Homeowners know they want beautiful, traditional looking windows to make their home look beautiful. Installers know that a cill can make all the difference to the effect a window has on the overall appearance of the property. And the right cill can cut installation time and costs too.

For cills that transform your windows and your customers' homes, visit the [website](#), call 01452 300 912 or follow [@WindowWidgets](#) for more information.

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Get excited about style and colour

Homeowners don't change their front doors very frequently, and when they do it's often for practical reasons. They want to feel secure, improve the energy efficiency of their home, or their old door is broken so they have no choice. And a new door has to meet those needs, particularly security – 85% of homeowners say security is top priority when buying a new door. But after the door ticks all those 'need' boxes, it's all about looks – the colour, style, and hardware.

People have always perceived front doors as something special. If it's drab and dull, people will think that's what the inside of the house and the homeowners are like. If it's flimsy and cheap, or tatty and uncared for, people assume the same about the homeowners that live there.

These assumptions may not be particularly reliable indications of who and what's inside the home, but it is how most people unconsciously react. And it's not a new phenomenon.

People have always taken great pride in their front doors, washing the steps, sweeping their path, adding pot plants either side of their doors, or, in the past, polishing the door handles and brass knockers. The front door is a homeowner's face to the world.

Before PVC, aluminium, and composite doors, we painted our timber front doors in strong 'front door' colours. Dulux created its own range of front door colours specifically to meet the consistent demand to make a good impression. But since the rise of non-timber doors, colour has taken a back-seat. Manufacturers had to offer some colour choice, but counted on people buying the limited range that was available, happy choosing their doors for performance rather than looks.

But the market has changed as some companies started to sell on looks and homeowners increasingly expect high performing, highly secure doors that look simply stunning, so colour choice is now more important. They're more likely to fall in love with a beautiful door than with its U-Values, so with needs more easily satisfied, it's beauty and colour that drives their buying decision.

Solidor's extensive range of 20 colours are available in any combination inside and out, so making a bold choice outside doesn't have to conflict with the decoration inside. Homeowners are picking colours like Chartwell Green, Duck Egg Blue, Aubergine Purple, or Peacock Blue. They absolutely love them! At the moment Anthracite Grey is very fashionable – our bestseller. The robust thermoplastic skin that protects Solidor's unique laminated-hardwood timber core has a realistic woodgrain effect that looks lovely. We have 18 door styles to choose from and a wide range of stylish hardware, so there's something to suit every type of home.

Not only do we make the most secure composite door, we make the most beautiful door too. With our huge choice of designs and colours, Solidor is a door homeowners really fall in love with.

For more about Solidor, the most beautiful and most secure composite door on the market call 01782 950 941, visit the [website](#) or follow [@SolidorLtd](#) on Twitter.

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DW3's new Quality Mark for Innovation, Quality and Design

DW3 Products Group has launched a new IQD Quality Mark to mark its brands' commitment to innovation, quality and design. DW3 brands Solidor, Residor, Window Widgets, and Residence Collection will display the QualityMark on their marketing communications.

IQD stands for innovation, quality, and design, the three values shared by all DW3 brands. DW3 has created its Quality Mark to underline the synergy in its brands, and to highlight their commitment to these qualities. The IQD Quality Mark looks like a hallmark that's been used over the centuries to signify the quality and source of precious objects made from silver, gold and platinum.

DW3 Products Group specialises in premium and super-premium quality products and are designed to be the best in the market.

DW3 CEO Gareth Mobley says: "People know us for style, looks and choice, but DW3 makes the most secure composite door and the most secure GRP composite door in Solidor and Residor. It includes the transformative systems company in Residence Collection, and the most popular maker of ancillaries in the market, Window Widgets.

"Every product in the group is designed to be the best and set industry benchmarks by which others are judged. They're designed to be innovative, and are premium or super-premium quality. They're simply the best!

"Increasingly, fabricators and installers are partnering with more than one DW3 brand so they can offer their customers innovation, quality, and outstanding design," adds Gareth. "When the complete suite of brands are used together on one project, the result is simply stunning. They're transforming buildings around the country! DW3 fabricators and installers are gathering an enthusiastic and committed band of followers and advocates – from installers and homeowners to planners, private developers and architects. The Quality Mark means they can link brands in the group very easily. If it doesn't have the Quality Mark, it isn't DW3."

For more about DW3 Products Group and its brands visit the [website](#), or follow [@DW3Products](#) on Twitter.

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