
When the market changes, smart fabricators and installers change to sell to the growth sectors and give what customers want. Early in 2018 we identified strong growth sectors, such as homeowners whose homes have risen substantially in value as house prices rose over the years, and the colours, high-end products and brands they want.

We invested in the factory, and strengthened our line-up to offer a wide range of the best windows and doors and the widest colours for character homes, period and contemporary properties, so installers have all the high-end products and in-demand brands they need to win business and grow.

We’ve sharpened our service, so customers can offer real-time support in keeping with the rapid response homeowners have got used to today. We offer a choice of Standard, 3 Day and Amazon-fast Next Day delivery so they can be even more competitive. And the killer is, we offer the same fast-response service levels in white and colour.

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Our range includes Deceuninck Heritage; Deceuninck Invisifold doors - and windows - with VBH hardware; Residence (R9 and R7); VEKA Halo windows and doors; WarmCore hybrid-aluminium doors and windows; Masterframe vertical sliders; Masterdoor Craftsman precision engineered doors from Synseal; premium Solidor timber-core composite doors; the beautiful traditional PVC-U Sussex Doors; Ultraframe, Stratus and Global conservatory roofs; and a wide range of great hardware from VBH, Ultion, Lock-Lock, Residence Romatopola, Ingenious, and others.

We’re also the first PVC-U fabricator to make a range of Bluesky certified A++, A and B rated acoustic windows that really do solve the problem of unwanted noise. That’s a real door opener when 1 in 5 homeowners suffer greatly from it.

And we’ve refreshed our logo and style, so we look the business too.

The response to this new offer has been so strong we’ve had to take on an extra 20% of people in the factory so we can make it.

Brands that sell...

Windows, the way they’re meant to be

Homeowners and developers have fallen in love with The Residence Collection. The original and best timber alternative, R9 is unbeatable for conservation areas, listed buildings and period and heritage properties.

Uniquely flush inside and out, R7 suits traditional and contemporary properties.

Finely-crafted windows, individually made, with real mechanical joints to give that traditional butt-jointed look, they are glass bonded by hand and immensely strong. Then they’re finished with the traditional monkey-tail or pear drop handles and hardware for the perfect authentic look.

There aren’t many window systems that can claim to have changed the industry. Residence did and – still the best – it created the timber alternative category in a wide range of stand-out colours.

Why Tradesmith?

- new brochure

With so much that’s new, Tradesmith has a ‘Why Tradesmith?’ brochure to help installers sell more to fast-growth market sectors. The brochure, which leads with in-demand brands and products, has stunning imagery.

Follow the money!

Some installers have higher conversion rates, higher order values and better margins, while others fight over every pound. The market is changing faster in these last five years than in the previous 25.

There will always be homeowners, particularly younger homeowners, looking for a like-for-like replacement of white windows with a tight budget. But, at the other end of the market there’s a growing number of homeowners whose spending has driven the demand for colour and high-end windows and doors. Mostly over 55, their homes have been appreciating strongly in value, as house-prices rise, and they want them to look even more beautiful.

Most installers sell to a mix of markets, but installers who sell to these homeowners are doing very well, selling colour and aspirational products, while installers who sell mostly to homeowners on a tight budget often struggle and sell little colour.

In the South East, we have one of the largest concentrations of house-wealthy homeowners in the UK.

So, we’ve invested in a huge choice of colour and in-demand brands, expanded the factory to make them, and invested in marketing to help customers follow the money and sell to this large, growing market of house-wealthy homeowners.

Beautiful windows for beautiful homes

Offering 26 Heritage colourways in the same lead time as white, Deceuninck is No.1 for colour.

The original ‘Pretty Window’, Deceuninck’s Heritage Collection windows, with the award-winning Heritage Flush Sash, have evenly balanced sightlines and a grey gasket for instant kerb appeal.

Deceuninck profiles are made to much tighter tolerances than the industry standard (+/- 0.2mm height and +/- 0.3mm width rather than +/- 0.3mm height and +/- 0.5mm width) and have the flattest surfaces for easier, trouble-free installation.

Deceuninck is #BestInClass and first to market with BlueSky certified acoustic windows so you can help your customers sleep at night.
Unwanted noise is one of the biggest problems of our lives.

Reports from the World Health Organisation say that noise pollution can have a severely detrimental impact on health and well-being and reduces the general quality of life. Recent studies link excessive noise to cardiovascular disease, heart attacks, mental health, and a reduced performance at work and school from interrupted sleep. More than one in 10 house moves is said to be to escape unbearable noise.

Apart from the impact on the health of residents in high noise areas, acoustic windows make for a more pleasant home and work environment. So, demand is on the rise. We’re delighted to be the first PVC-U fabricator to achieve Bluesky acoustic certification – with a 001 designation! – and can supply A++, A and B rated windows which provide effective solutions for unwanted noise. A high proportion of homes and businesses in the South East are impacted by noise from Heathrow and Gatwick airports, road traffic, noisy neighbours and even the sound of the seagulls. The windows, which are suitable for domestic and commercial projects, offer real protection from noise pollution for properties in high noise-pollution areas – near busy roads, airports, train lines as well protection from noisy neighbours, night clubs and schools. Overclaiming and underperforming acoustic solutions in the past produced disappointing results, but we’ve worked with VEKA Halo, Warmcore aluminium and Deceuninck to make a range of windows which are engineered to block excessive sound. Provided they’re installed correctly, these windows make a dramatic difference to the volume of unwanted sound people are exposed to. With so many affected by too much unwanted sound, and with solutions that really do work, we believe sound will be the next big thing in the market.

Simon Beer of Bluesky Certification says: “Our noise rating certification process means that window and door manufacturers now have a clear way of demonstrating the acoustic performance of their products. Tradesmith is able to offer an easy to understand solution to noise problems in the South East – where lots of people need a decent night’s sleep!”

Treadsmith has been certified for three different profiles: A++ rated VEKA Halos Twinsaths, the A rated Warmcore aluminium windows and an A and B rated Decauinck. In total, Tradesmith can supply 14 different windows, guaranteed to reduce noise in the home.

To make a difference to your customers’ health and wellbeing, call 01233 849123, visit www.tradesmith.co.uk and follow @TradesmithLtd on twitter.

We expanded the factory to 18,000ft², and invested £130,000 to upgrade it to make Decauinck Heritage, Residence R9 and R7, and Warmcore aluminium and other doors. We also added Masterframe vertical sliders, Solidor and other higher-end brands to open doors and help installers sell to this attractive market.

We now have three factories, including our main PVC-U factory, an aluminium WarmCore and door factory; and a dedicated Residence factory. Installers who’ve visited say our Residence factory looks like a large joinery workshop with all the benches and milling machines to make timber-look, mechanically-jointed, glass-bonded R9 and R7 windows.

And we’ve built what we’re told is the biggest ‘showroom’ in the South East to show these new products, for our customers to use selling to their customers. In fact, there are three showrooms: Showroom 1 is for conservatory roofs and patio doors, Showroom 2 for Residence, Decauinck Heritage and Masterframe, and Showroom 3 for doors and acoustic windows.

No.1 for colour in the South East

Homeowners have got the colour bug. Given a good choice they choose colour, every time. They’re more demanding too, so you can’t just offer Anthracite Grey. Grey has been the big colour trend on 2018 and we’re seeing demand for all variants for replacement and new.

We’ve responded by upping our game and positioning ourselves as the number one fabricator of colour in the South East with big colour ranges from Deceuninck’s Heritage, Residence, VEKA Halo, the traditional Sussex Door range, WarmCore, and Solidor and the Craftsman range of timber-core doors.

In most instances, we fabricate colour windows and doors in the same lead time as white. We don’t differentiate because you can’t. Homeowners or builders want them delivered in the same lead times whether it’s white or not, because they can’t see any why they should wait any longer. It’s the same if you’re buying a jumper online, you wouldn’t expect to wait two more weeks to have it in red. That’s on-demand colour!

No.1 for Fast Service

Buyer behaviour is changing. Day to day, the pace of change isn’t obvious, but compared with just five years ago it’s dramatic. Most of us buy some things online, and the more we personally buy from companies like Amazon that offer almost instant availability, the more we personally want it. Asked do we really need it now, we may say no. But asked would we like it now, we say yes. We also want it easy, and the slicker and quicker the better. Once we’ve taken the decision to buy, we want it now! Not everyone asks, but the days when we were happy waiting weeks are over.

That’s why Tradesmith introduced a service to make it easy for you to win more business with three levels of delivery.

We offer Standard Fast, faster 3-Day, and ‘Amazon-fast’ Next Day. We aim to meet your deadlines, not ours. You tell us when you want them. What suits you? What suits your customers?

Quality you can rely on

All products are made by our well-trained experienced staff with considerable care in one of our three well-equipped factories. We want our customers back, not our products!
We are door specialists supplying doors of all kinds for every property.

We have PVC-U, classy aluminium and aluminium hybrid doors; composite doors with top-end beautiful premium timber core doors in stunning colours, And standard composite doors, and double rebated doors which are ideal for coastal regions.

Then we have our traditional Sussex Doors, residential and stable doors.

We have panic exit and fire doors, and low-threshold mobility, wheelchair access doors.

And we’ve got all the doors you can sell to make the most of outdoor living with sliding patios, including VEKA Halo’s Imagine, wide multi-pane sliding patios, French doors, bifolds, and the superb Invisifold slide-and-fold doors that open out the property to outside living. We even have Invisifold windows to match.

If you want to help your customers see how their home would look with them, visit our three showrooms at our Hailsham factory. Our suppliers say they’re the best in the South East.

Aluminium, but not just any aluminium!

Homeowners have taken to the look and performance of slim-profiled, strong, trouble-free aluminium bi-folds and sliders. Architects and developers have always loved aluminium’s slim looks and colour choice. Now WarmCore, with its distinctive orange PVC-U core, has redefined thermal performance in aluminium bi-folds, wide-span patio sliders, windows and doors.

And once people see WarmCore installed, they want it too.

Conservatories

Tradesmith conservatories enable your customers to extend their living space and improve their quality of life.

Each bespoke conservatory is individually designed to meet your exact requirements and made to the highest quality standards – in designs and colours to perfectly complement Tradesmith windows and doors.

Ultraframe, Global, Stratus lantern roofs and Orangeries add space and elegance to any home. Call our Conservatory Expert to help with your project.

Pop in to see our finely crafted windows & doors at our new Hailsham trade showrooms, or call 01323 849123.

Mark Hutchinson & Dan Powell of VBH, demonstrating Invisifold.
Our People...

The best team, quality and service in the South East!

This year Tradesmith celebrated 25 years of helping customers grow.

The Tradesmith team has over 100 years combined experience. You won’t find a more experienced, friendly, supportive team in the South East to help your business grow.

Say hello when John calls!

We have the in-demand brands, products, quality and service to boost your sales. Ask John for help with your next project or visit our new showrooms.

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