

03 Trade News



Take a tour of our three factories and showrooms!

At Tradesmith we're delighted to be opening our doors to offer official tours of our factories and two new showrooms.

Based in Hailsham, we have three factories dedicated to Residence, to WarmCore and aluminium doors, and our main PVC-U plant.

Over the last 18 months, we have significantly increased our range of high-end products and now manufacture Deceuninck Heritage flush sashes, ultra-premium Residence windows and aluminium systems as well as VEKA Halo windows and doors.

The top floor of our new double-decker showroom is for conservatory roofs and patio doors including an Ultraframe Ultrasky and a classic Stratus roof, with VBH Invisifold patio doors and bifold WarmCore doors incorporating built-in sliding blinds. From this showroom visitors can look through a top-of-the-range R9 casement into the Residence factory to see R9 and R7 windows being made.

[continued on the back page...](#)

Summer 2019

Page 2
Invisifold windows

Page 3
SBD licence renewed
Big demand for colour

Page 4
Spectral
Installers of the month

Page 5
Hardware Heaven

Pages 6 & 7
FIT Show



Invisifold installation creates panoramic views for Golf Club

Earlier this year, installer Energy Saving Double Glazing fitted six 4-pane Invisifold windows in the Royal Eastbourne Golf Club. Manufactured in Deceuninck's chamfered 2500 profile by Tradesmith, the windows fold and slide back to create an unobstructed, panoramic view of the club's two courses, set among the rolling chalk hills of the South Downs National Park. The biggest window is 3.4m wide, allowing club members to watch players on their first few tees from the comfort of the lounge.

Two matching casements were fitted on either side of the Invisifold windows, featuring complementary hardware from VBH's greenteQ range.

Established in 1887, the Royal Eastbourne Golf Club boasted Prince Albert as its Club Patron and was one of the founding members of the Ladies Golf Union (now merged with the R&A). The traditional members' clubhouse is more than 100 years old and had been extensively and sympathetically modernised to ensure it retains many of its original features and charm. The Club was delighted with its new folding windows, with very positive feedback from members.



"I've never seen windows open like that!"

For more information about Invisifold windows and doors call 01323 849123.

Open up a new market with Invisifold training

This innovative system allows homeowners to give their existing windows and doors a new, stylish way of opening.



VBH GB's Invisifold system is designed to convert standard welded windows and doors into sliding/folding/swing systems, giving homeowners the choice of opening some or all of the sashes and arranging them to suit.

A smooth, snag-free installation is vital for a strong customer experience and paves the way for future business. **That's why we're offering free, 2-hour training workshops for installers who like to 'get it right first time'.**

Every installer that completes the seminar receives a certificate which can be displayed in showrooms or used in marketing materials.

Places on the workshops are available on a first-come, first-served basis.

To book your place call Tradesmith on 01323 849123.

Tradesmith renews SBD licence after soaring security sales

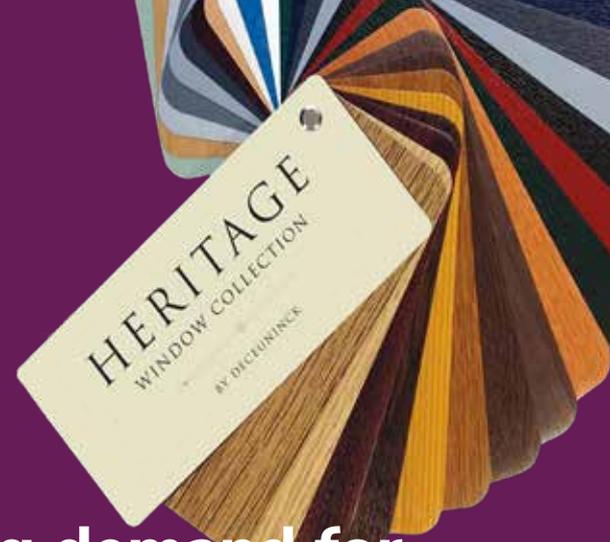
In June Tradesmith confirmed its Secured by Design (SBD) licence for the next three years. The requirements and recommendations in the SBD toolkit are based on verified research and have been proven to achieve a reduction in crime risk of up to 87%.



Secured by Design is a police initiative, and only accepts products that have been tested and independently certified to the new enhanced security standard PAS 24:2016. This succeeded the 2012 version and includes more robust requirements for letter plates among other changes.

“The best way to reduce burglaries and break-ins is to cut the chances of them happening,” says SBD Development Officer Lyn Poole, who presented Mark Hutchinson, Tradesmith MD, with the new certificate. “Tradesmith is at the forefront of this long running campaign in the South East which helps installers protect their customers’ homes with the very best, most secure windows and doors.”

“Security has always been one of the top priorities for people purchasing new windows and doors, as this is where most burglars enter,” explains Mark. “Our high security options sell well, but with police and politicians openly concerned about crime-rates increasing after a 20-year decline, we’ve seen a big increase. This market will only get bigger.”



Big demand for Deceuninck colours

Tradesmith has seen a boost in orders and enquiries for Deceuninck’s colour window options in the last quarter.

“Anthracite Grey is particularly popular, but it’s the flexibility to combine different options that installers say homeowners really love,” explains Mark Hutchinson, Managing Director of Tradesmith. Because Deceuninck offers 26 colourways from stock, including cills, trims and ancillaries, our installers can sell colour with confidence.”

“Over half of Deceuninck’s sales are colour now, and by the end of the year it will be selling 30 colourways from stock and have an additional 20 colours available on a low turnaround time. It’s something we hope to take full advantage of!”



Mark and Chairman Jason Smith present Greg Hart with a 25-year service award. Window and door fabricator Greg chose a top-of-the-range new laptop.

Congratulations Greg and thank you for all your hard work over the years!

See new Spectral windows first at Tradesmith!

The recent FIT Show saw the launch of Spectral, an exclusive system developed by VEKA using patented technology to create an ultrasmooth, ultramatt finish, with the highest performance benefits.

Tradesmith's showrooms are the first to display Spectral French Doors in Spectral Umbra Grey with Platinum Grey on the inside of the frame, and a HALO Flush Sash window finished in Spectral Platinum Grey.

Scratch-resistant, anti-fingerprint, and resistant to UV, harsh chemicals and extreme weather, the new material is designed to absorb light to create denser, richer colours. It's also fully recyclable.



VEKA partnership confirmed

At the FIT show Tradesmith MD Mark Hutchinson signed another supply contract with VEKA. After 26 years of working together Tradesmith will be continuing its successful partnership with the systems company.

Installers of the month

It's always hard to choose our favourite projects from the pictures sent in by installers, but we're delighted to showcase the three winners for April, May & June (l-r): a Sussex door (using the VEKA Halo system) in Chartwell Green; an 'Edinburgh' Solidor with R9 windows; and VEKA Halo System 10 windows in White.

For a chance to win £100 Screwfix vouchers send pictures of your best installations to sales@tradesmith.co.uk or tag us on your pictures on Twitter [@TradesmithLtd](https://twitter.com/TradesmithLtd) and [Facebook](https://www.facebook.com/TradesmithLtd). We announce our Installer of the Month on all our social media channels and include a picture in the quarterly newsletter. Happy snapping!



Is this your door? Get in touch!



J.E Construction



MC Glass

Hardware Heaven

New, hand-forged ironmongery by From the Anvil

Tradesmith has added a new, premium range by specialist ironmonger 'From the Anvil' to its extensive hardware collection. Tradesmith offers the widest choice of hardware of any trade fabricator in the South East, including greenteQ, Ultion, Traditional Window Fittings and more. The latest addition includes hand-forged matching handles, knockers and more in a variety of finishes suitable for period properties through to high-end contemporary new builds.

Tradesmith MD Mark Hutchinson comments: "From the Anvil's quintessentially beautiful, handmade hardware really allows installers to stand out from the crowd. The new range even includes hand-forged items for true character. Traditional methods of shaping the base metal, using fire and an anvil mean that each piece is a work of art; unique, but also offering strength, security and durability that match the highest specifications."

Tom Underhill, Managing Director of From the Anvil, comments: "I am excited to be working with Tradesmith. Being family-owned and concentrating on manufacturing high quality products are some of the many similarities between our businesses."



Mark adds: "The PVC-U window and door market has changed a great deal in the last five years, with a shift towards colour foils, flush profiles and timber-look products. Higher quality hardware can change the whole aesthetic of these products, adding an important profit margin for installers."

"Good quality hardware often makes the sale. Premium quality hardware such as From the Anvil appeals to 'the Haves' – the mortgage-free over-55s who have the money to improve their homes, and the time to research the look they want. It's a lucrative, growing market, with good margins for those who can offer the right products and service. Our hardware collection gives installers the pick of the crop."

Call 01323 849123 for more details on the new 'From the Anvil' range, or follow @TradesmithLtd to see some of the products on offer!

'Probably' the two most interesting windows at the FiT Show



Tradesmith, the Hailsham-based trade fabricator, displayed 'probably' the two most interesting windows at last month's FiT Show.

The first was an 'A' rated acoustic Deceuninck window on Bluesky Certification's stand. Two identical samples formed part of a unique soundproof booth. Designed for superior acoustic effectiveness, the windows created a corner of near-silent tranquillity in the hustle and bustle of the exhibition.

Certification body Bluesky used the show to highlight the impact of noise on our everyday lives - and how fitting the right windows can make a big difference. Similar to the familiar energy-rating system with its rainbow labels, Bluesky rates windows according to their effectiveness in blocking out noise. Windows are graded E up to A++ for the most effective at reducing sound, so homeowners can buy the right level of protection. The Tradesmith windows used for the booth were both acoustic 'A' rated.

"It was amazing to see the reactions of people going into the soundproof booth."



“Few people are aware of the harmful effects of noise...

...on our health and well-being, but the impact can (literally) be deadly according to the latest research,” says Bluesky Managing Director Simon Beer.

“It was amazing to see the reactions of people going into the booth. They could hardly believe windows could make such a big difference. With urban areas getting busier – and louder - noise cancelling products will become more important in the future.”

The second Tradesmith-fabricated window was featured on hardware-supplier VBH’s stand.

The Invisifold casement window was fully operational, so visitors could see its unique benefits in action. Invisifold is a revolutionary system that converts existing windows and doors into individual panels that can slide and fold to leave a large unobstructed opening. It’s quite unique.

“Tradesmith supplied us with a stunning 3-pane Invisifold window”

Gary Gleeson, Marketing Manager of VBH says: “When we needed a window for the FiT Show to demonstrate our new concealed greenteQ Invisifold casement hinge, Tradesmith was only too happy to help. We were supplied with a stunning 3-pane Invisifold casement window in Deceuninck profile, which saw a lot of action over the three days of the show.

“VBH and Tradesmith have a healthy relationship that goes back over 20 years. As well as Invisifold, Tradesmith uses furniture from our mainstream greenteQ suite of products and our Coastline stainless steel range with its 25-year guarantee. It’s a strong partnership.”

Tradesmith Managing Director Mark Hutchinson comments: “People couldn’t leave either window alone. They’d never seen anything like the Invisifold window, and they’d never come across acoustic windows that really did block out loud noise. We got a lot of interest in both!”



For more information call 01323 849123, visit www.tradesmith.co.uk and follow @TradesmithLtd

Lights, camera, action!

Tradesmith Managing Director Mark Hutchinson features in VBH's latest video, which was shown at the FiT Show.

Mark talks about Invisifold and the benefits of this unique slide-and-fold system, which is suitable for windows and doors. [Check it out on VBH GB's YouTube page!](#)



Take a tour of our factories and showrooms!

(...continued from front)

On the ground floor there is a collection of stunning R9 and R7 windows, popular Deceuninck Heritage flush casements, and Masterframe sliding sashes. An extensive collection of Tradesmith's hardware range includes new hand-forged options by From the Anvil. The new VEKA ultramatt Spectral system is also on display.

In the second showroom, specialist Spitfire doors sit alongside composite doors from Solidor and Calibre, and double-rebated options from The Door Factory.

The display area also includes Tradesmith's own popular Sussex Door range, as well as an Invisifold window and the UK's first set of Bluesky-certified acoustic windows.



Visit us and get £100 off your order!

We're always happy for our customers to bring homeowners here to help them sell, but now we're opening our doors to all installers. Companies who visit will receive an £100 voucher towards their order!

Arrange your visit today by calling John Lindsay and the sales team.

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