

# Trade News



INDUSTRY

## TOP 10 COMPANIES

BY DGB

### Tradesmith is in the “Top 10 companies in the window industry to watch”

The Tradesmith team has been working flat out on our factory, product range, and stunning new double-decker showroom. People tell us we have the best window, door and conservatory line up of any trade fabricator in the South East. But being named in the top 10 nationally puts us on another level altogether.

See inside and watch out for an official showroom opening invite. Visit us to see how we can help you sell more windows and doors!

Call 01323 849123 now if you'd like to fix a visit.

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# We've expanded to include 'wow factor' Spitfire doors

As part of a continuing push to expand its choice of specialist doors, Tradesmith has added the full range of Spitfire doors.

Based in Hailsham, the fast-growing trade fabricator enables customers to serve the increasing demand for exclusive, beautifully-engineered, residential designer entrance doors.

"We have a lot of homeowners in the South East whose homes have increased greatly in value over the last 20 years," says Tradesmith MD Mark Hutchinson, "and installers are looking to offer them the high-end, high-quality, in-demand products and brands that add more value to their homes."

"They'll love Spitfire Doors! The range includes aluminium and timber-fusion that create an unforgettable first impression. Technical specification options include a digital peephole, plus reliable and totally secure fingerprint and codepad entry options."

"All Spitfire doors feature German-engineered precision locking systems, as standard, to PAS24."



"This year we've added some brilliant brands, including Deceuninck, Residence Collection, Solidor and Masterframe to our core VEKA Halo and Warmcore offer," continues Mark.

"Customers can get technical and project advice and see all of these brands, including the new Spitfire doors, in our recently completed two-storey Conservatory and Heritage showrooms, and in our dedicated door showroom at our factory in Hailsham. We've been told that together they make the best trade showroom for installers, developers and architects in the whole of the South East. Customers use the showrooms to help them sell."

"I have known Mark and his team at Tradesmith for many years," says Spitfire Doors' Chairman David Richards, "and recognise their commitment to providing customers with market leading brands and great service. Spitfire Doors are a natural fit for Tradesmith as they look to supply high-end consumers."

# Tradesmith sees demand rise for Ultraframe conservatories

Sussex window and door manufacturer Tradesmith is seeing demand increase for superior conservatories thanks to its partnership with Ultraframe.

The impressive range includes nine different designs, from traditional lanterns to contemporary orangeries. Each conservatory is individually manufactured by the fast-growing trade fabricator, with full in-house design and support from start to finish.



“Our installer customers are always looking for products that will give them a competitive edge,” explains Mark Hutchinson, MD of Tradesmith, “and Ultraframe’s are hard to beat. It’s been a very successful partnership for us, as the high-end conservatory and orangery products perfectly complement our other ranges.”

“The Ultrasky roof in particular goes down well. It means installers can give homeowners something special for a comparatively small upgrade in cost. The system includes an internal insulated pelmet which creates an orangery feel inside and creates the perfect housing for spotlights and speakers.”

Ultraframe Marketing Director, Alex Hewitt, said: “It’s fantastic to work with forward thinking companies such as Tradesmith who embrace the Ultraframe product range and use it to create stunning living spaces such as orangeries.”

“We constantly invest in our product range and our systems can be used to create everything from flat-roofed extensions to orangeries and modern or traditional conservatories.”

“Tradesmith are huge advocates of our internal pelmet system which allows for an orangery look on the interior - it’s no surprise to us that they are seeing increased demand for these top end products and we wish them every ongoing success.”

Mark continues: “The South East has a large number of homeowners who are looking for a wider variety of high-quality products and services to add value and kerb appeal to their properties. Thanks to our relationships with companies such as Ultraframe, Tradesmith can help installers looking to make the most of this opportunity.”





# #SayNoToNoise

## Tradesmith's video tackles noise pollution.

Tradesmith, the Hailsham based trade fabricator, offers three levels of Bluesky-certified acoustic rated windows from Deceuninck, VEKA Halo and Warmcore to combat the growing problem of noise pollution.

**With the expansion of Heathrow airport's third runway, public awareness of noise pollution is rising. The third new runway at Heathrow is going to affect huge numbers of homeowners across a large part of London and the South. Finding a solution to unwanted noise is crucial to convincing the protesters, media and Government to allow it to go ahead.**

That's why Heathrow executives are going to the FIT Show.

Reports from the World Health Organisation show that noise pollution can have a severely detrimental impact on health and well-being. Recent studies link excessive noise to cardiovascular disease, heart attacks, and poor performance at work and school from interrupted sleep.

**Tradesmith was the first PVC-U fabricator to achieve Bluesky's acoustic certification with a range that includes A++, A and B noise rated windows.**

The windows, which are suitable for domestic and commercial projects, can protect properties in high noise pollution areas – near busy roads, airports, train lines, noisy neighbours, night clubs and schools.

In total, Tradesmith supplies 14 different windows styles that are guaranteed to reduce noise within the home.

Tradesmith has produced a video, with statistics from the World Health Organisation and a powerful message about the hidden problem of noise and its impact on health, to get this story across.

Many homeowners suffering from prolonged noise pollution sell their house to escape, but it's easier and cheaper to stop noise coming in!

Noise mainly enters through windows and doors, so to prevent it Tradesmith offers four A++, A, B certified windows that can be shown to work.

"The video communicates how important and effective acoustic windows are," says Mark Hutchinson, MD of Tradesmith. "Years ago, overclaiming and underperforming acoustic solutions made people think double glazed windows weren't up to the job of preventing noise pollution, but our range of acoustic windows is engineered to block excessive sound."



"Deceuninck for example tests its windows at Sheffield University, one of the leading UK acoustic centres."

"And our windows have been independently certified by Bluesky to verify that the manufactured product is in line with the original tested specification."

"Provided they're installed correctly, the windows make a dramatic difference to the volume of unwanted sound people are exposed to."

"Installers can now #SayNoToNoise and sell effective acoustic window solutions to their customers."

Tradesmith is sharing the video on social media and it's on [www.tradesmith.co.uk](http://www.tradesmith.co.uk).

**To make a difference to your customers' sleep, health and well-being #SayNoToNoise, call 01323 849123.**

# Residence now please, not in 12 weeks!

## Twelve week lead times for Residence windows? What? You must be joking!

One thing Amazon has taught your customers is that days of waiting patiently for around a quarter of a year for their order are over.

They are beautiful hand-crafted windows, so they do take a little longer, but if your customers want to get on with their lives and you want to sell the best in real time, call us. Tradesmith makes R9 and R7 in four weeks flat.

It's not quite Amazon fast, I grant you, but it should keep your customers happy and you can get paid a lot sooner.



## Our new Sussex Door brochure gets the phones ringing!

Installers have always loved the Sussex Door, our hand-crafted range of bespoke doors. We sell a wide range of beautiful composite and aluminium doors, but the Sussex Door range with its authentic butt-jointed mullions and transoms is something else.

Strong and simply stunning, it's built for a long, trouble free life. There are 26 timber effect wood grained profiles available in the Deceuninck and Veka Halo systems and 21 traditional and contemporary door designs to choose from.

There are 35 styles and 17 finishes of drop-dead gorgeous VBH and Traditional Window Fittings hardware and a virtually infinite choice of glass designs. It's the ultimate personalisation.

The day the new 8-page Sussex Door brochure dropped through everyone's letter box the phones in the sales office didn't stop ringing. Call now to get your copies of our stunning brochure of this beautiful door and get selling!



## SWISSPACER Partnership

Sussex-based fabricator Tradesmith chooses SWISSPACER spacer bars for top energy performance and good looks.

Managing Director Mark Hutchinson comments:

**"We believe in giving customers choice without compromise. Our windows incorporate sealed units with SWISSPACER inside, so customers can choose the look and the energy performance they want. SWISSPACER is tried and tested to give outstanding energy efficiency and long lasting results."**

**"Aesthetics are important to our customers and SWISSPACER's attractive, semi-matt sheen finish and choice of colours are big advantages."**

SWISSPACER is the worldwide warm edge leader. Its trusted warm edge spacer bar improves a window's energy efficiency for a comfortable indoor temperature. It comes in a choice of 19 widths and 17 colours, and a range of Georgian bar sizes so windows can be perfect down to every last detail.

# The market is trending strongly to colour, and customers don't want to wait longer for colour than for white. And why should they?



As colour has become increasingly popular, we've widened our colour range so you can give your customers what they want. And we've worked on our lead times so you can sell colour in the same lead time as white.

That's why we are No.1 for colour in the South East.

We invested in our factory units, and in new machinery too in 2018/19. We've strengthened our product and brand line-up to offer the best range of windows, doors and conservatories, and the widest colour range for character homes, period and contemporary properties.

That's because we want installers to have all the high-end products and in-demand brands they need to win business and grow.

We've invested in strong marketing to help you sell, and we've invested heavily in our new double-decker conservatory and heritage showroom, and totally revamped our original door and acoustic window showroom. Visitors who've seen it say it's the best they've seen in the South East.

If you'd like a tour of the new showrooms or the factory, or you'd like to bring customers along to help you sell, don't hesitate. Call the sales office to fix a convenient time. It is for customers like you to use.

I hope to see you using it and boosting your sales in 2019!

Mark Hutchinson, MD

## Installers of the month



Mason Woodbury



RB Developments



Jersey Double Glazing

During the last quarter we had a great response with images of your installations. Picking out favourites has been difficult!

To be in with a chance to have your installation published in our newsletter, shared on social media and getting £100 Screwfix vouchers, send your pictures to [sales@tradesmith.co.uk](mailto:sales@tradesmith.co.uk) or direct message us on Twitter & Facebook!

**Happy snapping!**





## New double-decker showroom

We're open! Come and take a look around our double decker showroom, featuring gorgeous windows from Residence, the unmistakable VBH Invisifold system, Deceuninck windows and doors, a classic Stratus roof and many more great selling products!

The doors are now open so come on in! Call us to book a convenient time for you and your customers to visit. Everyone's welcome - see you soon!



Have you seen our emails about Deceuninck's 26 colourways?



**We're on Instagram!**

Follow us for the latest news and images @TradesmithLtd

# TRADESMITH

makers of finely crafted windows and doors



## 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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