

**deceuninck**



Why Deceuninck?

**Building your brand, builds ours**

## A PROMISE AND A PARTNERSHIP



"I promise to help you build your sales and margins.

"I promise to provide the desirable, innovative products consumers want so you stand out and can sell without cutting your prices.

"We'll help you become more competitive so you can build a sustainable business and pass it on to the next generation.

"Deceuninck is a way of doing business - a partnership, not just a premium product range."

## HELD BACK BY YOUR SUPPLIER?



Systems companies are spending more on buying competitors or listing on the junior stock market than on new products and support for customers.

### Where will your supplier be in 3 years?

Deceuninck is different. Deceuninck is a 77 year old global PVC group in the top 3 in all major markets.

We won't buy to grow, and we won't spend to list because we are a fully listed company. We won't compete with you.

**Building your brand, builds ours.**

## PRETTY WINDOWS. STUNNING DOORS



- **Traditional 2500 window system:** Chamfered system, with a neat putty line
- **Heritage 2800 window system:** Sculptured system echoes original timber windows
- **Heritage 2800 Composite Door with low threshold**
- **Unique Slide & Swing New Wave Door.** A new generation multi-pane door that enables homeowners to maximise their living space.

## DESIGNED TO APPEAL



Great looks & kerbside appeal don't happen by chance.

Deceuninck's 'pretty windows' are designed to stand out and sell at sensible prices.

Our symmetrically balanced windows mirror inside and out: Parallel sightlines give a cleaner view from the outside in, and from the inside looking out. Being able to offer a bead with the same shape as an internally beaded sash or an externally beaded frame and not tell the difference is also a big plus.

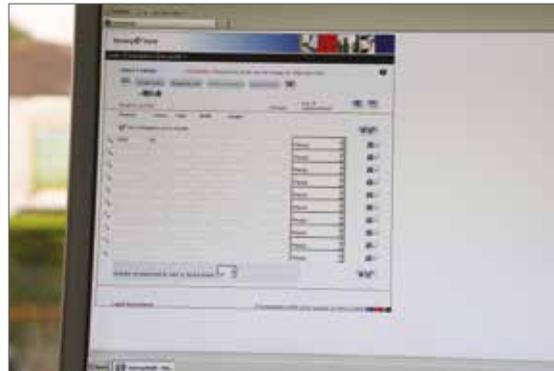
It's a unique Deceuninck perspective that helps customers sell.

## WHY DECEUNINCK?



- Over 30 years in the UK - extrusion in Wiltshire
- We make our own tooling. Profiles are made to a higher standard (+/-0.2mm height and +/-0.3mm width tolerances) than the industry standard (+/-0.3mm height and +/-0.5mm width):
- So what? So customers fabricate better with less waste!
- Unrivalled personal service - efficient and reliable
- Extensive range, innovative products
- Unique sales proposition helps you generate leads and sell
- Better relationships - a personal approach and a partnership.

## 100% ONLINE, 99% ON TIME IN FULL



Deceuninck Online gives you access to your Deceuninck account 24/7, 365 days a year.

View stock levels so you know it's in stock when you order.

You can place and track orders, and monitor your purchase history anytime from anywhere.

Deceuninck Online puts customers in control with the information they need when they need it. They say it makes it easier to run their business.

## NO.1 IN COLOUR



- **2,000+ coloured stock keeping units ready for your next delivery**
- 9 foil colours in 18 colour ways from stock
- **COMING SOON:** Fabricators and installers will benefit from our new 'Heritage Colour Collection' - a premium foil range. Colour outside with white woodgrain inside
- **Colour Express + Heritage Colour Collection = 25 colour ways from stock!**
- All with matching trims, cills, end caps, and mullion end caps - also from stock!

## GLASS FIBRE TECHNOLOGY



**UNIQUE** ground-breaking technology is the first to remove the need for the steel reinforcing at the heart of every window.

Deceuninck's new patented Glass Fibre Linktrusion technology makes windows which are as strong as steel reinforced windows, but 30% more thermally efficient, with up to 40% saving on materials and weight.

100% recyclable at end of life, so it's sustainable throughout the product life cycle.

## PRICEPAD



[www.PricePad.com](http://www.PricePad.com) - exclusive to Deceuninck customers

Revolutionary pricing and electronic ordering program that engages homeowners and makes it easier for installers to sell to them.

Professional quotations can be put together and emailed to potential customers in a matter of minutes.

The App is available for iPad, tablets and smartphones, desktop PCs and to embed on your customers' websites.

## ENERGY SAVING CALCULATOR



[www.deceuninck.co.uk](http://www.deceuninck.co.uk)

It's hard to persuade a homeowner to spend a little more to save money over the life of an energy saving window without proof.

Deceuninck's new **Energy Calculator** gives you the proof - easily, quickly, and authoritatively.

**Energy Calculator** shows them how to save money by spending more with you.

## CUSTOMER SERVICE



We tailor every aspect of our relationship with you to give you the help and support you need to grow.

We have a dedicated customer service team in Wiltshire that is friendly, professional and genuinely committed to helping your business succeed.

We also have a Technical Support team in the field to support customers from fabrication set up and tooling to specification queries and product testing.

## PICK AND DELIVER



We pick and deliver what you want, not what's easier for us.

Whether you order a stillage of white profile or a single length of colour we pick what you order.

We assign you a dedicated delivery schedule to suit your needs and ensure you know your order cut-off time to help you work with your customers.

You can add extra items right up to the day before your delivery arrives!

## MY BRAND BESPOKE MARKETING



We understand the importance of sales and marketing support.

Brochures or bespoke literature, showroom point-of-sale material, product samples, corporate branding, animated videos or vehicle livery, we can help promote your business.

Brochures should help narrow choice, reinforce trust and look good. Ours are best in class. They really help installers sell, with tailored options available from our expert design team to help customers stand out from their competitors.

Find out more at [www.mybrandhub.co.uk](http://www.mybrandhub.co.uk)

## WEBSITES FOR YOU



Our web design experts design websites for customers and their installers that work on mobiles and tablets. They're not cheap templates but proper websites worth £15,000.

**PLUS** we help with your Google Places listing. **And** local online marketing so customers' marketing budgets stretch and are spent wisely.

**Why?** Google likes local companies with a great online experience. So, users will find the information they need, and your business quickly.

## DEDICATED ACCOUNT MANAGERS



Our commitment to you doesn't stop when you place an order.

Customers are assigned a dedicated account manager. It's their job to work with you to make sure we're giving you what you need.

From helping you with your sales and marketing efforts to securing commercial contracts and technical support, they're an extra pair of hands for your business.

## TALK TO DECEUNINCK



Add up these advantages and you have a unique competitive edge for active business builders who know they can do better.

If you have the ambition and potential to build a serious business, your time is now.

Follow our campaign on Twitter [@DeceuninckUK](https://twitter.com/DeceuninckUK), [@RoyFrost1](https://twitter.com/RoyFrost1) or [@Deceuninck\\_Rob](https://twitter.com/Deceuninck_Rob), or visit [www.WhyDeceuninck.com](http://www.WhyDeceuninck.com).

Call Roy on **07808 365234** or Rob McGlennon on **07818 383385** if you want to become a Deceuninck Partner and grow.

## PAS24



Deceuninck and premium hardware supplier VBH have complete PAS24 hardware packages for Deceuninck fabricators and installers to get Secured by Design accreditation.

The packages support a wide range of colours for casement windows, single & double doors, Monorail and sliding patio door, and Slide & Swing New Wave doors.

## NO COMPROMISE ALL-IN-ONE WINDOWS



Achieving highly secure PAS24 and Secured by Design is hard and costly. We partnered with VBH and tested our range so it's easy for fabricators & installers to get and use PAS24 & SBD as sales tools.

Deceuninck windows are renowned for being pretty. Now we've made it easy to get top A\* Certass energy ratings too.

So installers can sell a highly energy efficient window that's also extremely secure and great looking. One window does it all.

## INSTALLERPRO



Deceuninck's InstallerPro gives fabricators & installers a highly cost effective, efficient, easy-access way to prove competence and compliance with CE Marking, Thermal Ratings Register (TRR), Window Energy Ratings, Minimum Technical Competency (MTC) and get mandatory Insurance Backed Guarantees.

InstallerPro stands for trust, reassurance & the professional qualities homeowners expect and respect in installers.

## THERMAL CHAMBER INSERTS



PVC Thermal Chamber Inserts (TCIs) lift the energy performance of our windows. They're lighter and 100% recyclable.

**Using TCIs makes it easy and more cost effective to offer A\* rated windows.**



## WHY WE CHOOSE DECEUNINCK

"Deceuninck works to tighter tolerances than the industry standard: +/-0.2mm height and +/-0.3mm width rather than +/-0.3mm height and +/- 0.5mm width. That's a big difference."

Deceuninck also aims to produce the flattest profiles. "We see the difference in reduced wastage in fabrication, especially when used in high productivity cutting centres."

**Gary Torr, MD**  
**Dekko Windows**

"It's not just great products."

"I've worked closely with Deceuninck for 14 years. Technical and marketing support is exceptional. They've given us a great digital presence. They're always there if we need them."

**Dave Richardson**  
**Managing Director,**  
**Diamond Windows**

"Committed to helping us grow."

"Deceuninck has a clear direction, is extremely supportive and has a great team. They work with us. It's a true partnership. There's no fluff on Deceuninck"

**Tanya Clarke**  
**Managing Director, Welglaze**

"Deceuninck's smart thinking helps fabricators like me save money in the factory. So my cash is not tied up in stock or wasted in inefficiently optimised cutting. We don't have a dedicated French door mullion. We use the standard 70mm window transom instead as a flying mullion. So stock holding is kept to a minimum. Stock holding is also easier with different coloured profiles and foils."

"Deceuninck's Monorail Sliding Door System is available in 6.2 metre lengths so I can optimise better and minimise wastage for cutting and machining centres. We don't have a dedicated door mid rail because we use our open out door sash. That cuts down stock holding and waste."

**Steve Witzak, MD**  
**Connaught Windows**

"Deceuninck has positioned Vale to grow at a whole new level - 30% of our sales are colour compared with the industry average of 20%."

"The new Deceuninck Colour Express range, in stock on a standard lead-time, has fast-tracked this increase."

"We offer a wide range of colours to our installer customers. It makes a big difference to their businesses - it's not something other companies do."

**Rob Clarke and Damon Gilberthorpe,**  
**Sales Directors, Vale Window Co.**

"We've worked with Deceuninck since 1984 and it is a partnership - Deceuninck helps us with leads, has supported us in product development and their back up is great too. They are easy to deal with and have a great team. We look forward to many more years of working together."

"Deceuninck's windows are symmetrical, so they mirror inside and out, which is a huge benefit compared to other systems. The rebate height of the frames and sashes match the height of the glazing bead, so they are not higher or lower than the other. This parallel sightline makes for a cleaner view from the inside out, and the outside in. Being able to offer a bead with the same shape as an internally beaded sash or an externally beaded frame and not tell the difference is also a big plus."

**Peter Dyer, S&M Director**  
**Dempsey Dyer**

"The quality is a shining light."

"And Heritage 2800 is a unique and very attractive profile. Their service has always been there for us."

"Deceuninck really supports customers, and we look forward to growing with them."

**Paul Moody,**  
**Sales Director, FastFrameUK**

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