

deceuninck



Why Deceuninck?

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."

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

HELD BACK BY YOUR SUPPLIER?



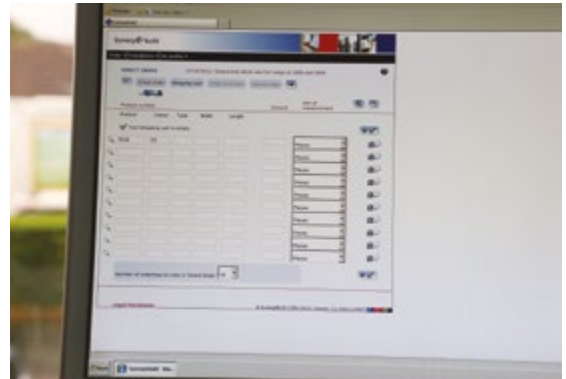
Systems companies are spending more acquiring competitors than on new products and support for customers.

Where will your supplier be in 3 years?

Deceuninck is different. Deceuninck is a 76 year old global PVC group in the top 3 in all major markets.

We won't buy to grow. We aim to grow organically in long term partnerships by helping customers grow.

100% ONLINE, 100% ON TIME



Online SynergieBuild 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.

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

3 SYSTEMS NOT 2



- **Traditional 2500:** Chamfered system, with a neat putty line
- **Heritage 2800:** Sculptured system echoes original timber windows
- **Contemporary 3000:** UNIQUE cool contemporary-styled pencil-round profile
- **Classic 3000 [Autentica]:** UNIQUE system with classical looking decorative additions and mouldings
- **Unique Monorail** sliding door system spans 4.5 metres with just two panes

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.

LEADING IN COLOUR



- **2,000+ coloured stock keeping units ready for your next delivery.**
- 9 foil variants and 9 colours of ancillaries and add-ons in stock so we deliver 100% on time, in small order quantities and short lead times.
- **NEW Colour360 Omnirial** is the first of a new generation of 'all over' colour. Your window looks as good open as it does closed.
- 6 NEW popular 'Farrow & Ball' type colours in Colour360 Omnirial 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 patented new 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 - 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

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.

BESPOKE MARKETING



We understand the importance of sales and marketing support.

Brochures or bespoke literature, showroom point-of-sale material, product samples, corporate branding 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.

WEBSITE 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.

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.

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.

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!

RELEASE YOUR HERO WITHIN



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

If you believe you have a 'hero within' with the ambition and potential to build a serious business, your time is now.

Talk to Deceuninck.

Follow our campaign on Twitter [@DeceuninckUK](#), on www.AskRoyFrost.com or call Roy on **07808 365234** if you want to become a Deceuninck Partner and grow.

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

"Deceuninck offers superior quality - others just don't compare. In a recent healthcare project where quality and aesthetics were essential, Deceuninck products helped us clinch the deal, knocking other suppliers off our client's approved supplier list. That's the power of Deceuninck's quality and good looking windows."

Arif Roker, MD, Arctic Glass

"With three different systems and a wide colour range, Deceuninck stands out head and shoulders above the rest. Since choosing Deceuninck we've had excellent marketing support and expert technical help to get our machinery up and running."

John Wood, MD, Colour4you

"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

"There are two main reasons why we only use Deceuninck. Firstly, Deceuninck offers a range that's individual and unique. Others just don't have the variety or high quality finish that we see with their products.

"Secondly, we value Deceuninck's approachable, personal touch. They make us feel part of the Deceuninck family and we enjoy a great working relationship with everyone there."

Peter Willemse, MD,
Ryburne Windows

"Deceuninck has great quality products. It offers three very different profile suites, which makes their range unique and is a huge advantage to fabricators and installers.

"Deceuninck also leads in colour with the development of Colour360 Omnirail. Colour choice is an important aspect of our business and Colour360 Omnirail will help us take colour into the retail sector in a big way."

"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

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Deceuninck Limited

Stanier Road • Porte Marsh • Calne • Wiltshire SN11 9PX

T +44 (0)1249 816 969 • F +44 (0)1249 815 234

deceuninck.ltd@deceuninck.com • www.deceuninck.co.uk