

The Year of the Composite

Welcome to the New Year 2014 edition of Opening Doors. The start of a New Year is the time to reflect on the year that has just gone and look to the future with renewed vigour.



And what a year 2013 was for the door industry. We have seen a phenomenal growth, both within our business, and the composite market in general. But while it is fantastic to see such strong sales, it has admittedly caught many suppliers unaware, ourselves included. You can be assured, however, that we have taken measures to

increase production capacity at our DDP facility in Hawick, and are now back up to full stock levels to meet the incredible demand we have experienced. You can find out more about the latest developments by reading on.

Looking to the future, as demand continues to increase, the composite door takes its place as a standard product. The danger, of course, is if we begin to experience, as seen before, new entrants who decide to try and take volume by selling at lower prices than the established suppliers. The key to preventing this is in differentiation to maintain margins, add value and create a finished product that consumers will pay a price premium for. This can be most easily and effectively achieved by introducing new

glazing styles, hardware choices, decorative glass options or colour.

As well as enhancing our production capacity, we have been working hard behind the scenes to provide new products as well as updates to some existing ranges, which you will find out about in more detail later in this issue. We have also been busy ensuring that we are ready to meet the test standards required for the USA market, as well as hitting the deadline for changes to laminated glass specifications as required Secured by Design in the UK. As ever, we have spent time attending exhibitions overseas, and closer to home, we opened our doors again with the second Open House in September, which saw more than 150 attendees. It's not all work however, a great deal of effort has also gone into supporting our chosen charity for last year, Help for Heroes, and you can find an update of our progress within this newsletter. We hope you enjoy this issue.

Paul Edwards
Business Development Manager

Inside this issue...



DoorColour:
As Easy as DDP
for APC Panels Ltd



GridLite:
Simulated Divided
Light Range Expanded



News:
Composite Door
Debate



Inox Glazing:
Range Extended for
2014



Reflections Glass:
Solidor Offers More
Choice with New Glass



Charity:
A Year of Support
raises £10,000

Open House 2 - A Resounding Success

On Thursday 19th September, we once again opened the doors of our Manchester facility for our second Open House event. It was heartening to see that the typically miserable British weather did nothing to dampen the enthusiasm for the event, with more than 150 visitors taking time out from their own busy schedules to attend.

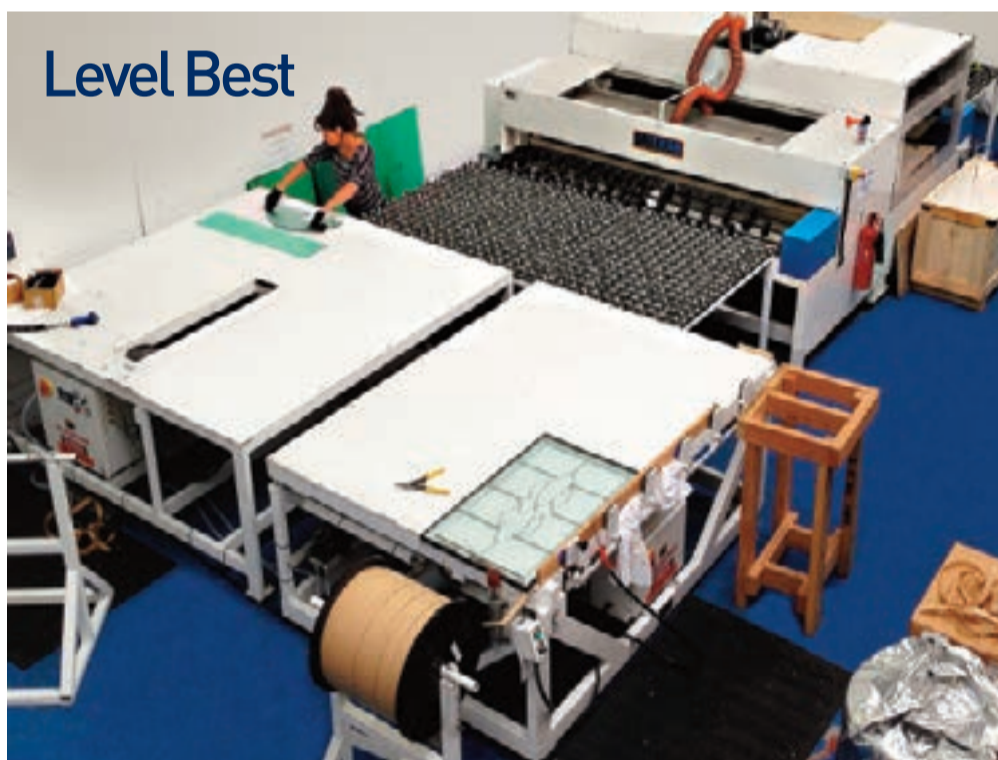


The first Open House event in 2011 was hugely successful, and everybody was expecting another great day so we're pleased to say that we didn't disappoint. We appreciate the support of all the customers and supplier partners who exhibited, and it was great to see the high interest levels in the space dedicated to doors. Exhibitors here included Capstone Doors, CENSolutions, Distinction Doors, ODL, VidriArte S.L., and Vikking, and they were particularly impressed on the day, as Dave Gomersall of Distinction Doors comments: "We have had a long standing relationship with RegaLead as we are like minded companies with the same goals for the market, so we were happy to support them in bringing such a well organised and popular event to the industry. It was good to see so many people attend, many of whom came to find out more about our doors, and they were impressed with the variety of style we have to offer."

Everyone enjoyed the opportunity to speak directly with suppliers about what they had to offer, and to see the latest product launches from the Decorative Door Products division and additions to the RegaLead decorative glass offering. The seminar programme was particularly popular throughout the day, with live demonstrations of ColorSpray, Inox Glazing techniques and fusing drawing a regular crowd.

The day drew to a close with the Right Worshipful the Mayor of Manchester, Councillor Naeem ul Hassan kindly picking the winning raffle tickets for us, proceeds from which were donated to this year's chosen charity, Help For Heroes. We would like to take this opportunity to thank everybody who attended, in particular the exhibitors, many of whom had travelled a long way to be with us.

Level Best



The huge demand currently experienced in the market for the composite door means that it is more important than ever to ensure that production processes are fully equipped to cope.

We are pleased to announce, therefore, that we have now completed a full programme of investment at our Hawick facility, enabling us to increase unit production by 40% which has helped us rapidly get back up to full stock levels.

The composite door has provided consistent volume growth and profit returns, despite the difficult economic climate, but now, as we see signs of recovery, the demand has proved to be phenomenal, and so it is vital that we do all we can to stay ahead of the game. Our manufacturing facility in Hawick now benefits from a Beston heated roller press production line to manufacture insulated glass with Decoseal, which brings together all the price and decorative benefits of using overseas manufactured, genuine leadlights with the advantages of unit quality and response time offered by UK manufacturing.

NEW! **2014 DoorGlass Catalogue Coming Soon!**
6 New Ranges and 96 Pages of Stunning Ideas!
THE DEFINITIVE GUIDE TO DECORATIVE GLASS FOR COMPOSITE DOORS



As Easy as DDP for **apc** PANELS.LTD

Decorative Door Products by RegaLead is happy to welcome Barry-based composite supplier APC Panels as the latest company to offer DoorColour to its customers.

Those purchasing from APC's successful Abbey Collection of composite doors can now benefit from the specially formulated paint system, which is designed specifically for colouring GRP composite doors. By purchasing the entire system APC can produce in house, any colour from RAL, Pantone, BS or Dulux and Farrow and Ball, with the option of matching PVC frames.

Mike Brown, Director of APC Panels comments: "We have seen a real uplift in demand for composite doors, but the majority are only made in the standard four colours - red, green, blue and black, whereas we were increasingly being asked for something different, with Anthracite Grey and

Cotswold Blue both popular options. We also have had increased demands for matching frames and for this reason in-house spraying was the obvious route forward. To us it was an obvious move to purchase the DoorColour system because it is easy to use and competitively priced. We were already very happy with our existing relationship with RegaLead, having used their decorative glass units for some time now."

In the market there are a number of colour solutions now available but we chose the DoorColour system from RegaLead as it has a turnkey package with everything we needed

including a leading marketing support package and was competitively priced. They have a large expertise in decorative glass, colour and everything else you need to set your door apart, and we know they are a company that we can trust."

Guy Hubble, Joint Managing Director at RegaLead comments: "We're pleased to see that APC Panels is already having such success with DoorColour. The huge range of colour effects are made possible by our ColorSpray GRP technology. Based on the existing ColorSpray Glass system, ColorSpray GRP uses the same colorant system, but incorporates a specially produced base material for use on GRP, ABS and PVC surfaces. We'd be glad to speak to anybody else looking to bring the same levels of colour choice in house about how DoorColour could help, and we offer full support at every step of the way."

For more information Decorative Door Products Division by RegaLead visit: www.doorglass.co



3-Quarter and Craftsman

As the composite market develops and matures, many producers are looking for something different to stand their range out from an increasingly homogenised crowd.

This can be achieved with glass options, hardware design or colour, but since the launch of the composite door over a decade ago glazing shapes and styles have remained static.

With the introduction of the 3-Quarter and Craftsman glazed styles from Capstone, as well as Distinction's contemporary glazing and of course, our own Inox range, we are now finally

beginning to see a move away from the standard dual glazed or moon and mid combinations which have been around for so long. As the primary glass supplier to the UK composite door market, we have ensured that decorative glass options are available for these new styles and our 3-Quarter and Craftsman glass brochure details a wide range of designs from our Signature, Crystal Art, Overlay Art and Satin Art ranges.

Lite Fantastic

With the need to maintain the value of the composite door, it is important that we continue to differentiate, providing the highest quality added value products that will set retail customers apart from their peers.

One trend we have certainly noticed of late is for a Georgian-effect within the door, glazing to match the windows. Traditionally, this has been created using a grid cassette incorporating a single patterned unit within a half-glazed door.

Our GridLite system, however, is a fantastic way to truly create the appearance of false separates for a high quality finish. The insulated glass unit incorporates a grid pattern created with a back to back aluminium spacer system. The system is available in a range of shapes - including the newly launched half glazed arches and moons - and can incorporate the full range of Pilkington Textures or a range of decorative designs.

The GridLite units can be used with both ODL and Nan-Ya grid glazing cassettes and are available at competitive prices on our standard three day lead time.



D&G Discuss Doors

As one year closes and another begins, the industry has been buoyed by predictions that, following a five year recession, the market is finally showing signs of recovery with growth forecast at 15% over the next five years.

This is positive news indeed, particularly at this time of year, which is traditionally seen as a quiet period for the market.

Indeed our own research tells us that there are clear signs of a leaner and more professional

industry which is leading the fight back, adapting to the current austerity measures and fighting to get an increased share of the consumer's disposable income. But what must also be considered is the rate of growth, which is inevitably going to be slow initially, so it would be perhaps naïve to think that things will quickly get back to the way they were before the recession hit. In fact I would argue that they will probably never get back to what many refer to as 'the good old days.' This is by no means a negative statement, more an assertion that the industry is a very different animal today than it was back then, with different areas of growth and decline. For example:

- **First time replacements: Previously an easy target, this market is continuing to decline.**
- **Second time replacements will be flat, with 70% of first time replacements and original installations still under 15 years old. So a case will need to be made to the householder.**

- **Whilst new house building is going to increase, house-builders are demanding. Prices are very low and the logistics have to be very flexible.**
- **Conservatories and small building projects such as extensions are likely to remain flat, with no indication that householder is yet ready to shell out once again on big ticket items.**
- **Composite and bi-fold doors are experiencing growth over and above the industry average.**

What this shows is that, whilst previous high sale areas are in decline or flat, there are others presenting themselves if the industry is prepared to work at them, with new products and new ways of working being the key.

The composite market, as an example, has not only remained strong despite tough trading conditions, but it has actually grown significantly. This trend is predicted to continue, but as more and more people become aware of the selling potential

of the composite, everyone must work a great deal harder to retain their market share. To do this, differentiation is essential and one area that stands out as an upward trend is colour. The demand for foiled window profile has increased year on year, with the average foiled window profile percentage at 18.4% in 2012, an increase from 17.6% two years ago. And with the composite seeing such high demand, with it comes the appetite for a door that reflects the homeowner's desire for individuality. While we may never return to the market's 'heyday', what I believe this shows is that there are areas of growth out there. Areas which, if you are prepared to put in the work, keep on top of the trends and offer something that sets you apart, could prove lucrative to your business.

For more information contact David Amos david.amos@dandgconsulting.co.uk

Composite Door Debate



While we were busily preparing for our Open House event in September, RegaLead still found time to tackle some of the issues facing the composite door market today by participating in the Great Composite Door Debate, organised by Brouha Marketing and MyTradeTV.

On 10 September, Joint Managing Director Guy Hubble joined three other industry professionals with an interest in composites to discuss at length some of the challenges they see for the industry today, and how these could be overcome.

Whilst there were not many disagreements between the four professionals, who, alongside Guy, included Hoppe's Roger Benton, Dave Gomersall from Distinction Doors and Hurst Plastics' Mark Atkinson, there was definitely some food for thought. Guy comments: "Composite doors have proved lucrative for everyone involved to date, but that can only be sustained if we hold our nerve as an industry and keep the added value in the product. It's easy to forget as the norm shifts that the



entrance door is no longer the poor relation of windows. The composite door is sold as a product in its own right now, rather than an after-thought to a houseful of windows.

RegaLead helps its customers keep added value in their doors with our decorative glass units, specialist paint techniques and stainless steel glazing system."

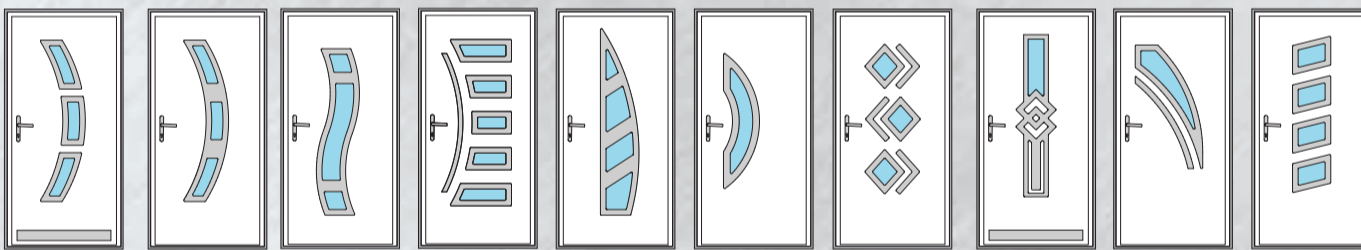


By Popular Demand

Since its official launch at last year's FIT Show, we're delighted to report that our Inox stainless steel glazing system has taken the composite door industry by storm.

Inox Glazing is influenced by European style and manufactured using Grade 316 stainless steel to offer a truly modern alternative to traditional composite glazing systems.

So, due to increasing requests from our customers who want more and more unique designs, we can now reveal that we have extended the range with the launch of 39 new styles, available by special order. The new designs are just as easy to manufacture using a readily available 44mm flush door blank and our CNC programme files, and as you would expect, we provide training and marketing support at every step of the way.



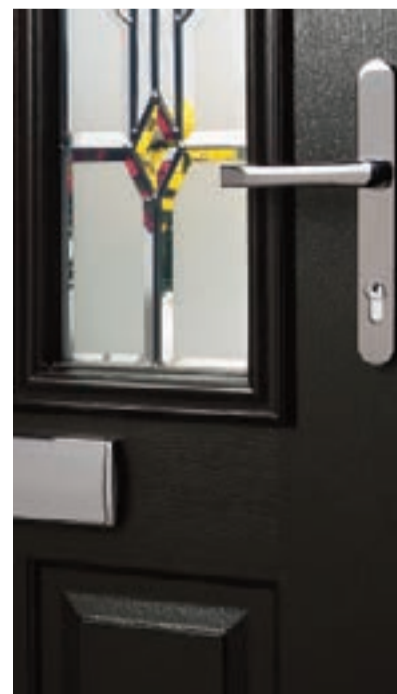
On Reflection, Solidor Offers More Choice

We are happy to report that G13 Promotional Campaign of the Year winner, Solidor, has chosen to offer our new Reflections range of glass units to their customers.

As a manufacturer dedicated to the design and manufacture of composite doors since 2004, the company strives for constant product development through innovation in order to provide high quality, unique products to the marketplace.

It is this quality and unique appeal that make Reflections perfect for the Solidor offering. Using black chrome coming and 100% bevelled glass in a subtle sandblast and grey combination, the units provide a truly contemporary look for door glass.

Gareth Mobley, Managing Director of Solidor explains: "We are proud to set the pace when it comes to innovation in the composite door sector. Our customers love our doors for their quality, huge range of colours, design and exclusive hardware. Now we are able to offer them an even wider choice when it comes to glazed units, with the latest high quality designs available, thanks to Reflections."



Wayne's World

Confused about PAS24:12?

Wayne Rogerson, Joint MD of CENSolutions, works in association with Secured by Design provider, ER Certification, and here gives readers some advice about the legislation, and what it means for glass units.

In my last column, I discussed how Secured by Design could prove a very effective tool when selling doors to homeowners. Since then of course, the amended and issued PAS24:12 has come into effect, meaning that there is a new requirement regarding the glass element.



PAS24:12 Enhanced security performance requirements for doorsets and windows in the UK. External doorsets and windows intended to offer a level of security suitable for dwellings and other buildings exposed to comparable risk is the recognised standard of Secured by Design. It was amended and issued in 2012, and came into effect in September 2013, so if you're not already up to speed, you must make sure you put all the relevant measures in place if you wish to continue using Secured by Design to sell to the consumer.

So, what does PAS24:12 involve? Well, the standard calls for all glazed doors and windows which have a non-locking handle to have at least one leaf of glass that achieves a P1A classification. Our research has found that this glass needs to be at least 6.8mm laminated.

With regards to P1A, this is a classification within EN 356:200 Glass in building. Security glazing. Testing and classification of resistance against manual attack. This is a standard for laminated glass and the classification of P1A is for a drop height of 1500mm. The laminated glass manufacturer must comply with this standard. We appreciate that changing standards can be confusing, but compliance could be the difference between being able to use Secured by Design in your marketing or not, which could in turn make a difference to your profit margins, so it's worth the initial investment. By checking that your supply chain is offering 6.8mm laminated glass as standard, as opposed to the previous 6.4mm, you can help to ensure that you are covered and let them do the work for you.

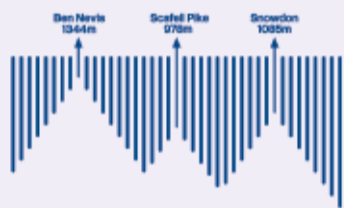
Contact Wayne Rogerson of CENSolutions for more information on 01785 71662



A Year of Support

We reported in the last edition of Opening Doors that our chosen charity for 2013 was Help for Heroes. With so many customers, suppliers and friends supporting us with donations we felt it only right to give you an update on our results.

The campaign kicked off last Christmas, when we held a staff raffle and used the money which would have been spent on Christmas cards and postage to raise £780 for the charity. Amidst much – admittedly Christmas spirit induced – bravado at the DDP Christmas party, a number of the team from both RegaLead and DDP decided to sign up for the National Three Peaks Challenge, a feat they completed the feat on 23rd June, raising more than £4,000. The team persevered through injury, driving rain and cold conditions – not to mention tenacious midges – resulting in a fantastic eight out of the starting 14 finishing.



A special mention must go to DDP's own David Garcia who, as well as running the Crystal Art facility, is also serving in the Territorial Army with the 52nd Lowland, 6th Battalion The Royal

Regiment of Scotland (6SCOTS). It was David's initial suggestion that the company undertake the challenge for a charity which is understandably close to his heart, and perhaps this gave him added motivation, as he finished the fastest with a time of just under 22 hours, leaving a whole two hours to spare.



But the charitable efforts did not stop there. Many of the team went straight from dusting off their climbing gear to breaking out their golfing equipment, ready for the Three Countries Golf Challenge. The challenge took place in just one day and saw the team travel from Moffatt, Scotland to Buckley, North Wales and finally on to Manchester – with the aim to arrive before closing time – having completed 54 holes of golf across the three countries. Despite the unusually hot and sticky conditions thrown at the

team by the Great British weather and fatigue setting in some very passable golf was played and special mention must go to Promac's Joe Hague and Edgetech's Andy Jones who won the competition with 135 points over 54 holes.

The final charity drive brought us full circle, to a raffle. This time held at the RegaLead Open House event in September. In the lead up to the event, we had raised just shy of our £10,000 target for the year, so it was fantastic to have so many people digging deep to but their raffle ticket, or providing prizes for those who did. The Right Worshipful the Mayor of Manchester, Councillor Naeem ul Hassan kindly took time from his busy schedule to come and support the event, culminating in him drawing the winning tickets for the raffle. Councillor Hassan praised RegaLead for all their charitable efforts, which on the day raised more than £400, taking us over our target for the year! We'd like to thank everybody who took part and who supported us.



Longest Drive Winner:
Robert Bloomfield - RegaLead Operation Manager

Tournament Winners:
Joe Hague, Promac Group and Andy Jones, Edgetech



And It Doesn't End There...

Following the success of our work with Help for Heroes, we are pleased to announce that we have now chosen our charity for 2014, and will be providing support to Roald Dahl's Marvellous Children's Charity (RDMCC).



RDMCC, set up 22 years ago as the Roald Dahl Foundation, exists to help seriously ill children and young people within the UK and to make their lives better.

In 2012/13 alone, the charity made grants to families of children with rare conditions that totalled over £91,000. Their reach extends to many, many more children through the 49 Roald Dahl Specialist Children's Nurses that were in post during 2012/13. With your help, we would like to add to this impressive figure with a series of fundraising events throughout 2014.

RDMCC really is a worthwhile cause, providing essential support for children and their families so that they can still enjoy a

good quality of life and, importantly, manage to have some fun, despite their illness.

We'll be building on the success of our Three Countries Golf Challenge this year, with an even bigger and better golfing feat this May, travelling across five countries to complete 81 holes in just 36 hours. We will also be cycling 220 miles in the London to Paris Bike Ride in August, so keep your eye out for more information on how to support us in the coming months.

We hope that we can once again count on the generosity of customers and suppliers alike in helping us raise funds for this fantastic charity.

I JUST WHIZZ -POPPED

LONG LIVE OOMPA-LOOMPAS



Picture Perfect

The Christmas break feels like a very long time ago now, so why not cheer yourself up with the chance of winning a bottle of champagne? We want to see pictures of your doors featuring DoorColour, Doorglass and Inox Glazing, and with the help of Twitter, we'd like to reward you for just that. To enter, simply tweet pictures of your doors with the hashtag #Doorglass, #DoorColour or #InoxGlazing and the best each month will be in with a chance to win. You can also follow us at: @DecorativeDoor to find out all our news in real time.



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