



# RegaLead

# openingdoors

ISSUE 4 • APRIL 2013




**FIT SHOW WE'RE GOING!**

## FIT Show Focussed

Welcome to this, the Spring 2013 edition of Opening Doors. As we go to press, we are busy making final preparations for the FIT Show - which will be held in Telford from 16th to 18th April - which, having been the talk of the industry for many months, is now upon us.



Our main stand (2-416) at the show will be centred around our product offering for the door industry, with our Decorative Door Products division. As well as two new product launches specifically for the composite door market, namely ColorSpray GRP and the Inox Glazing System (both of which you can

read more about later in this issue), we will also be showcasing several new decorative glass products.

From our second stand (4-445), we will be focussing on our core decorative component products and demonstrating the latest developments in CadRam, Fusion and Sandblasting technologies. With the promise of so much to see at the show from everyone involved, you would be mad to miss it.

It hasn't just been the FIT show that has been keeping us busy though, we have also been working behind the scenes on updates to both our Signature and Crystal Art ranges, which you will find out about in more

detail later in this issue. You can also read more about the introduction of a new look website and online trading for the Decorative Door Products Division. As usual, time has also been spent at exhibitions overseas as well as supporting customers and, new for 2013, RegaLead has chosen to support the Help for Heroes Charity with a number of fundraising events throughout the year. Further information on all of these can be found as you read on.

News from CENSolutions and D&G Consulting was well received in our last issue and our commitment to these industry partnerships goes from strength to strength - you will find the Legislation Update and the D G Reporting features again in this edition, both highlighting industry specific issues that are affecting the current market. We hope you find these, along with everything else featured, of interest in this Spring issue of Opening Doors.

**Paul Edwards**  
Business Development Manager

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## European Style, British Craftsmanship, introducing Inox Glazing

Our Decorative Door Products division is preparing to unveil yet another new product to take the composite door market by storm - Inox Glazing.



The stainless steel glazing system, manufactured using Grade 304 - is another product from RegaLead that is influenced by European style, offering a new and modern alternative to traditional composite glazing systems. For anyone looking for ways to differentiate their offering from their competitors', the Inox Glazing System will allow you to do just that! The system is really easy to manufacture using a 44mm flush composite slab which are readily available from several suppliers and we offer a turnkey solution that includes CNC programming information, glazing methodology, test data and of course the Stainless steel glazing frames themselves.

For customers buying in prepped slabs, we have worked closely with several partners on this project and have a wide range of programmes already set up for cutting the various apertures.

We will be launching with ten different Inox Glazing 'frames' and our support brochure will show how they can be used in many different configurations. To complement this contemporary European look we have also created a wide range of decorative glass options made from fused and etched glass which work wonderfully with these door designs.

At RegaLead we are committed to continuing to develop and introduce products that we know will give our customers the competitive edge in such a tough marketplace. We will be showcasing the Inox Glazing System on our stand number 2-416 at the FIT Show and our team will be on hand to talk through the features and benefits the system has to offer and copies of the launch brochure will be available.



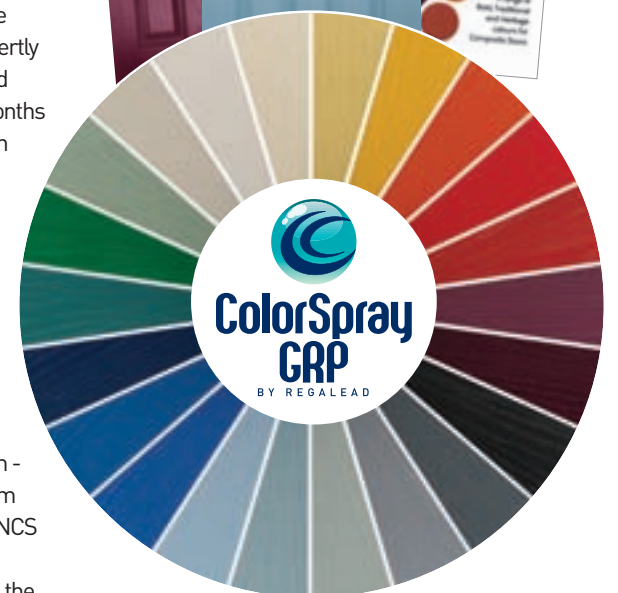
**'Don't Forget' CE Marking will be mandatory with effect from 1st July 2013 - we have been working for many months to ensure we have everything in place.**  
For help and advice, please do not hesitate to get in touch.

## When Red, Green or Blue, Just Won't Do!

It's no great surprise that as market conditions remain tough, companies continue to look for ways in which to add value to their offering and up-to-the-minute innovation in door colouring technology, ColorSpray GRP from RegaLead, is the latest solution.

As a supply partner to all of the major composite door manufacturers in the UK, RegaLead is expertly placed to understand the market and how to add value - it's what we do! We have spent many months working on the launch of ColorSpray GRP, which will provide the market with a solution for what we believe will be the next big growth area for composite doors - colour. Showcasing for the first time at the FIT Show in April, this revolutionary composite door painting system enables fabricators to produce a door in any colour the customer wants, which we know will prove popular when selling in the retail market.

Based on our hugely popular ColorSpray system - the uniquely formulated resin based paint system which can be used to create any RAL, Pantone, NCS or BS colour and is ideal for the backpainting of glass for many applications - ColorSpray GRP is the same system, but designed specifically for use on composite door slabs. We have developed two offerings for customers, who can either purchase the entire system and mix colours in-house, or we will be supplying from stock a base range of 22 standard colours, which will include a variety of muted heritage colours, a selection of greys and a range of high gloss, vibrant colours.



For retail marketing, we will be using the name DoorColour and have a range of swatches, colour selector cards and web-based support materials ready for the launch. We are excited about bringing this latest offering to the marketplace and would be delighted to talk to you about it on stand 2-416 at the FIT Show in April. Times may be tough, but it's good to use a splash of colour to brighten things up!



## Build to Order - New Website Launch

The Decorative Door Products division is delighted to launch its new website [www.decorativedoorproducts.co.uk](http://www.decorativedoorproducts.co.uk).

The new look website covers everything that the division has to offer in terms of products related to the door industry with a section on door glass, door colour and the Inox Glazing System. A key requirement in the development of the new site, was the inclusion of online ordering. Introduced in conjunction with RFIT Genesis, who developed our main manufacturing software at DDP, the site enables full integration of bespoke customer pricing into the online portal. Also included is a secure payment gateway where customers who pay by credit card can enjoy a further discount off of their current pricing.

### Door Builder:

We appreciate that when faced with so many options, it can be difficult to make the right decision on your colour and glazing options, which is why we have introduced 'Door Builder'. This software, which can be found on our website, allows the visualisation of doors using the standard cassette glazing options or our Inox Glazing System with over 25 different styles to choose from including the latest ¾ doors and many contemporary doors.

You also have the option to colour your door with our full range of DoorColour options and of course, you have our extensive range of decorative glass options to choose from.

We are planning to have an App available by early Summer so that door and window sales personnel can demonstrate it in customers' homes on either iPad or Android devices.



## Showing off at Nationwide

One of the UK's leading window and door manufacturers, Nationwide Windows, has recently opened 'The Vision Centre', its new showroom and conference centre based at its head office in Rugby.

Working closely with Nationwide, RegaLead supplied an extensive range of glazing options, showcasing all the decorative glass technologies available, including our Signature ¾ glazed, Crystal Art and Etch Art Collections for the company's composite door and fire door collections. We have also worked together on the development of a range of bespoke products, designed specifically with the Social Housing and New Build sectors in mind.



## Read All About It!

January saw the launch of our new Signature brochure which, as well as showcasing new products, also gave us the opportunity to bring both the Signature and Signature Additions range into one piece of literature.

We have already set to work on the next edition, which is due out later in the year and will include our new Reflections range (more detail on which can be found later in this issue), as well as a selection of 'three-quarter' glazed door styles and new Crystal Art Products.

These latest products will be available in a temporary 'Additions' brochure from our stand

2-416 at the FIT Show. The fact that we are always producing new marketing literature is testament to the fact that our product review and development is on-going and never stands still. Work is already underway on the next edition of our Signature catalogue, which will be available later in the year and will include all of the latest offerings we are bringing to the market.

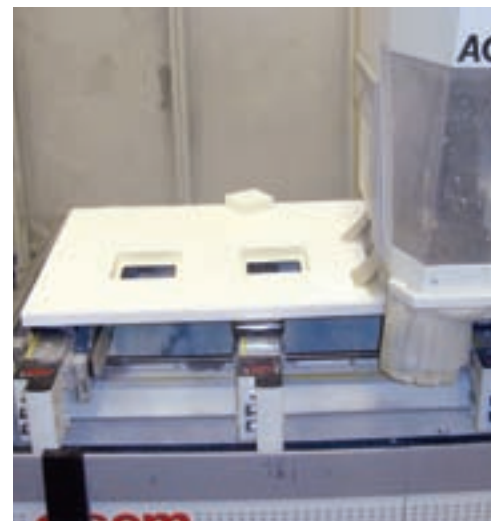
## Be Prepared

With the new Inox Glazing system about to hit the market, we have been working with several of the UK's key suppliers to ensure that fully hung door sets and prepped slabs are available from the off. As the UK's largest supplier of composite door slabs,

**D1stinction**  
door solutions

Distinction Door Solutions have worked closely with us in the run up to the launch and have all the CNC programmes on their system and can offer prepped slabs with a 3-day turnaround for customers looking to add this new door system to their range.

Dave Gomersall, Operations Director of Distinction Doors commented on this partnership: "We have had a long standing relationship with RegaLead as we both serve the same market and have a common goal to see the market expanding which will benefit both our companies and our customers alike."



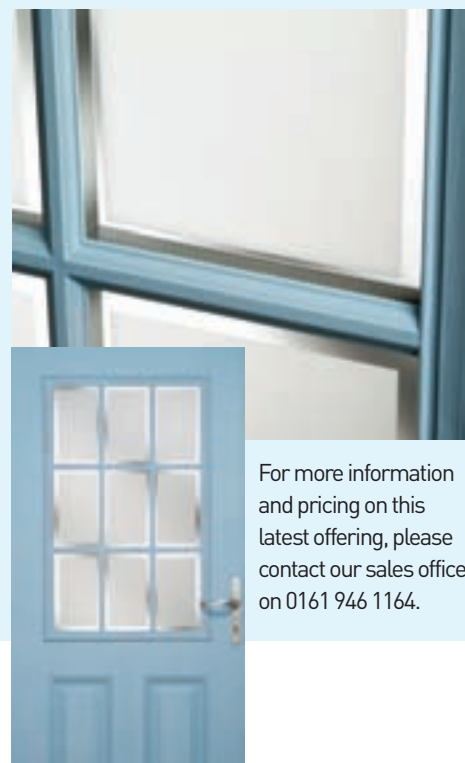
We believe that these kinds of innovations drive the market forward and open up new opportunities for the composite door, both in our domestic market and in Europe, so we have worked with the team at RegaLead to ensure that customers who want to work with Inox can do so with the minimum of hassle and effort."

## GridLite Options

The grid cassette offered by all the major suppliers has long been a popular option for customers looking to achieve a Georgian effect in a half-glazed door and has traditionally incorporated a single patterned glass unit.

However, many customers in the retail sector are looking for a higher quality finish with the look of individual panels of glass and our back to back spacer system, GridLite, is the ideal solution.

We can now offer GridLite with an etched glass design as well as in the full range of Pilkington Textures and later in the year we will be expanding the range to include half-glazed arches and moon designs.



For more information and pricing on this latest offering, please contact our sales office on 0161 946 1164.

## The Green Deal - A Curates Egg?

A "curate's egg," a phrase used to describe something that is not wholly good but with some redeeming features. The term derives from a cartoon published in Punch in 1895 and pictures a curate taking breakfast with his bishop who remarks "I'm afraid you've got a bad egg curate." The curate, not wishing to offend, replies, "Oh, no, My Lord, some parts of it are excellent." So it is with the Green Deal (GD). There is good and not so good in it for glazed entrance doors.

The GD is the Government's flag ship policy primarily aimed at reducing the energy the used in buildings and CO2 emissions to meet the Government's greenhouse gas reduction target. The GD scheme is a spider's web of detail and bureaucracy but it is important to remember the GD is a finance scheme and interest is charged. The theory is the cost of installing any GD measure will be outweighed by lower energy bills.

Shown below is a brief summary of some key issues affecting glazed doors:

- A significant amount of energy is lost through an entrance door, especially one with single or old double glazed units - in the UK there are many millions of old entrance doors. So there is huge potential.
- Through the GD a homeowner can have an old entrance door replaced by an energy efficient door at no up-front cost. A low 'U value' glass unit is crucial in an energy efficient door. With energy prices escalating homeowners will in time be drawn to saving energy.

- The energy savings resulting from installing an energy efficient door via the GD must be equal to all costs associated with the installation - the 'Golden Rule'.
- Some homeowners will be eligible for the ECO subsidy. This is directed at lower income households who tend to under-heat their homes and wouldn't meet the Golden Rule.
- The scheme is administered by approved Providers and Assessors.
- The Government has provided a financial incentive for early adopters.

### The Numbers Spot

The table below picks out some key numbers:

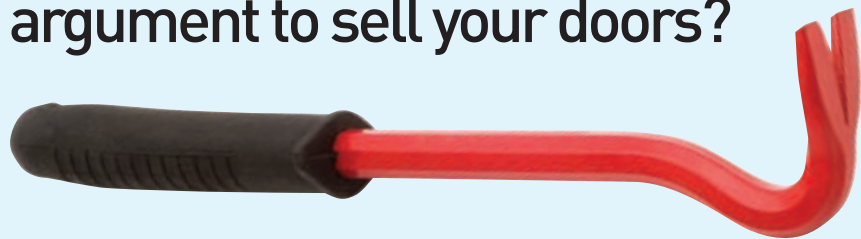
Potential annual saving replacing 'old' door with an energy efficient glazed door	<b>£80.00</b>
Estimated number of entrance doors over 10 years old in the UK	<b>31 Million</b>
Green Deal interest rate	<b>6.96%</b>
Probable cost to homeowners for a GD assessment and set up charge	<b>£160.00</b>
Possible early adopter incentive per door	<b>£40.00</b>

The good news for a high performance door supplier is that the Government is so keen for the GD to succeed they are advertising the benefits of energy saving measures. Having been alerted to the benefits homeowners may decide they are better off funding the installing of an energy saving door by some other means avoiding the add-on GD costs - good news for the glazed high performance door industry.

For more information contact David Amos  
[david.amos@dandgconsulting.co.uk](mailto:david.amos@dandgconsulting.co.uk)



## Looking for a strong marketing argument to sell your doors?



Wayne Rogerson, Joint MD of CENSolutions, works in association with Secured by Design provider, ER Certification, and here gives readers some facts which show how persuasive having SBD can be when selling doors to homeowners.

- Secured by Design developments (those using products and materials approved by Secured by Design) are half as likely to be burgled and show a reduction of 25% in criminal damage.
- The additional cost of using Secured by Design standards in the average home is only £170.
- In one year alone, some 700,000 burglaries could be thwarted if appropriate security devices were installed, representing an annual saving of more than £1.97 billion.
- The Association of British Insurers has estimated that the introduction of Secured by Design standards across the UK would bring more than £3.2 billion worth of savings to the economy over 20 years.
- Householders who aren't offered security recommendations after a burglary are 69% more likely to suffer a repeat incident than those who are offered advice.
- Crime in England & Wales is estimated to create 12 million tonnes of CO2 emissions - equivalent to 2% of the UK's total CO2 output.
- The London 2012 Olympic Park and the 2014 Commonwealth Games Village have both been awarded full Secured by Design status.

And achieving SBD is easy too. Manufacturers need to be operating a Factory Production Control (FPC) system to comply with the European Standard EN14351 and additionally to have appropriate, independent testing conducted by a UKAS Accredited Test Laboratory at prescribed intervals.

Contact Wayne Rogerson of CENSolutions for more information on 01785 716 625

## Upgrade to Laminated Glass

Secured by Design



Official Police Security Initiative

### The Benefits:

Improved security as the PVB interlayer improves breakthrough resistance. Improved sound insulation over toughened glass. 99% of UV light absorbed to protect your furnishings and carpets from fading.

### The Costs

All our Signature Zinc and Brass Art ranges are already offered with a laminated 'Security Plus' option and the units are supplied at 25.4mm thick. We have extended this service to now include all our Fusion Art,

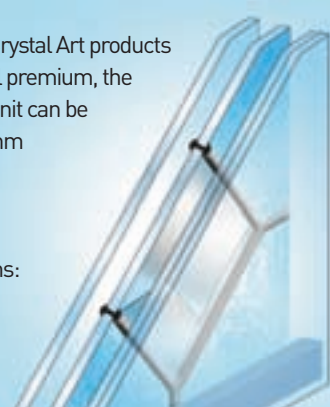
Overlay Art and Crystal Art products where for a small premium, the front face of the unit can be upgraded to 6.4mm laminated glass.

Mid Panels/Moons:

£3.50 each

Dual Glazed:

£5.00



## Hallmark Launches the Elite Collection



Long-term RegaLead customer, The Hallmark Group Ltd - a leading manufacturer and supplier of high quality products for the window and door industry, based in Hull - is constantly developing its offering and has been working with RegaLead on the production of their latest composite door glazing range 'The Elite Collection'. So successful is this partnership that we have, together, now produced a new brochure.

Lisa Redfern, Group Purchasing Manager at Hallmark explains: "Hallmark takes huge pride in being able to offer an extensive range of products all in one place. We primarily serve the double glazing industry and local housing authorities and have a plethora of high specification products at our disposal and are constantly developing and innovating new products and ranges to ensure our customers have the very best options available to them.

We've been working with the team at RegaLead for a long time and have always admired their outstanding service levels and product quality, so when we launched our Elite Collection 44mm composite range, RegaLead was the obvious choice as a partner. We are extremely pleased with the new literature that has been produced and the products have proved hugely popular with our customers."

## On the Pull!

### Contemporary Hardware

As our newest product offerings have a somewhat European feel, we have been working with the manufacturer synonymous with innovation, quality and performance for the door and window market, HOPPE (UK) Ltd, in order to match them with suitable hardware - so we are able to advise on a complete solution for our customers.

The grade 316 Entrance Pull Handles from the ARNONE® brand range are contemporary in style and complement the overall look and feel of the Inox Glazing system. Coupled with our ColorSpray GRP offering, you really can open up a whole new world of choice for your customers.

Come and see the products on stand 2-416 or see the wider range of hardware that HOPPE has to offer from stand 1-310 at the FIT Show to appreciate how well the products work together for yourself!

**HOPPE**  
PARTNER OF SUCCESS

## On Reflection

Our new Reflections range is the latest of our glass offerings, consisting of new and modern looking glass designs which combine subtle etched bevels and grey glass.

Designed to target the higher end of the market, this is the first product we have launched with high gloss chrome coming which lifts the overall finish to another level. Available in our 'As You Want It' format, the Reflections range can be produced with or without



laminated glass, with or without low E glass and comes in up to thickness and would work perfectly with either the new 68mm door from Capstone Doors or the new 70mm door from Distinction Doors.



Kicking things off with a donation of £780, RegaLead has formulated plans for a number of fundraising events throughout 2013 in order to raise money for the Help for Heroes charity. Every Christmas we have gifts given to us by suppliers, so we hold a staff raffle in order to raise money for charity, which this year raised £280. We also took the decision not to send Christmas cards but to

make a charitable donation instead - the saving on the production and postage of which was £500. Help for Heroes is a charity close to all of our hearts and we were delighted to be able to make a donation of £780 to them.

It doesn't stop there though...as a result of a drunken conversation at the DDP Christmas

party, a team of 12 from across all three sites, led by Darren Baker, will be attempting the 3 Peaks Challenge on the 20th June. The team (currently in training) will attempt to climb Ben Nevis, Mount Snowden and Scafell Pike in 24 hours - which is no mean feat! Log on to [www.regalead.co.uk](http://www.regalead.co.uk) if you want to support this team and this very worthy cause. We will also be inviting customers and suppliers to join us for the 'Three Countries Golf Challenge' where we will play 54 holes of golf in 24 hours on courses in England, Scotland and Wales. These are just a couple of the things we have planned in the hope to raise much needed funds for such a worthy cause. We hope we can count on customers and suppliers alike for your support.





## Spotlight on Paul Buckley

Due to the rapid growth and expansion of product ranges, RegaLead has strengthened the team with the introduction of Paul Buckley. Having joined RegaLead in January, Paul fulfils the role of Purchasing Manager and is based at our head office in Manchester.

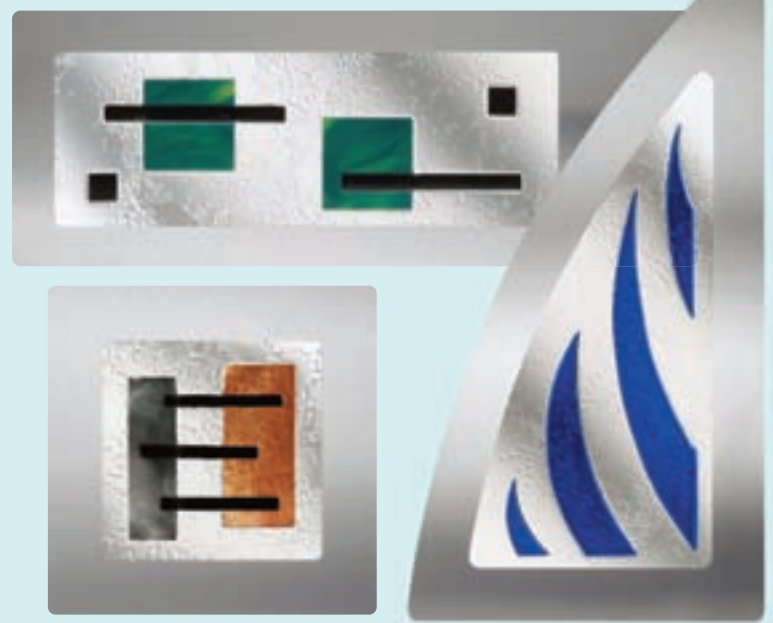
With experience in purchasing spanning over 18 years, Paul has worked his way up through the years starting from goods inwards and has always been involved in the manufacturing sector although is new to the decorative glass industry. Paul explains: "I will be working closely with our Product Manager, Paul Duffill, in order to ensure that our huge range of products is kept up to date and ahead of the competition. I will also be responsible for ensuring the day to day stock levels are adequate in order to fulfil the company's next day delivery commitments. With a range the size of RegaLead's and so many different products on offer, managing stock will always be a challenge. But, with my background in supply chain management, we are confident that RegaLead can continue to offer the exceptional service that our customers demand."

## Investing for Success

As part of the ongoing investment into our Decorative Door Products division, the fusing kilns that were installed recently are now fully operational.

We are currently busy producing designs for the panel and cassette glazed composite door market for customers who are looking for something new that offers 'the wow factor'. You will be able to see our first standard range of Fusion designs at the FIT Show which are designed for use in conjunction with our Inox Glazing system, as the contemporary and European look of the system complements them perfectly.

For those of our customers wishing to bring this type of glass manufacturing in-house, we are able to supply all of the equipment and technology required as well as arrange for onsite training in order to get you up and running. Contact one of our team today for more information.



## Customised Literature



All 3 of our Door Glass brochures (Signature, Signature Additions and Decorative Door Products) are now available with personalised overwraps. These are great marketing tools and give customers the chance to promote the full range of DoorGlass options without needing to show our details.

Incorporate your company logo on the front and contact details on the back. Prices include artwork charges.

100 Brochures  
**£115.00**

200 Brochures  
**£190.00**

300 Brochures  
**£270.00**



## DDP does Vegas!

Following on from the huge success of GlassBuild and WinDoor Canada, the Decorative Door Products Division will be on the road again in May, heading to the US for the National Hardware Show from 17th-19th May. Supporting our Canadian distributor Verick, we will be showcasing our new three quarter glazed designs in Reflections, Abstract, Diamond Cut and the new Crystal Art product Infinity. Popular in both the American and Canadian markets, 3/4 glazed doors are slowly gathering pace in the UK and we are again ahead of the market in being able to provide a suitable decorative glazing offering. Call us on 0161 946 1164 if you would like further information.

**FIT** 2013  
**SHOW**

**we're going**

**See Us On**  
**Stand 2-416 &**  
**Stand 4-445**

*Signature*  
OPTIONS BY REGALEAD

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