

Retail therapy provided by window consultant



LAST MONTH, WE FEATURED THE WORK OF **MARTIN HALL** AND HIS NEW VENTURE, **THE WINDOW CONSULTANT**. THIS MONTH WE CATCH UP WITH MARTIN AND TAKE A

CLOSER LOOK AT ONE OF HIS CONSULTANCY CLIENTS, **BERECO**, A LEADING TRADE SUPPLIER OF ENGINEERED TIMBER WINDOWS AND DOORS, WHO ARE LOOKING TO EXPAND THEIR OPERATION EVEN FURTHER INTO THE RETAIL INSTALLER MARKET WITH HIS ASSISTANCE.

Who Are Bereco? Bereco Ltd, based in Rotherham, are currently distributing in excess of 600 bespoke engineered timber frames each and every week into the UK marketplace, of which the majority are sold into higher specification new build applications via house builders and developers.

Over the last few years, Bereco have also quietly developed a small but select network of customers who operate in the retail installation market. On the back of this quiet success story, the company has taken the decision to proactively source a national network of flagship key retail installers of their new Traditional Range and have engaged the services of The Window Consultant to assist in this process.

As Kevin Martin, MD of Bereco explains 'this is a very exciting move for us to further develop the Bereco brand and more importantly introduce more retail window companies to the potential sales of bespoke engineered timber products. By employing Martin to both represent and consult for us, we have every confidence that our trade network of blue chip installation companies will be fully up and running over the coming months.'

Engineered timber?

Engineered timber products are essentially constructed from multi-layered, cross laminated

sections of timber, resulting in high specification knot free products which are strong, durable and stable. In truth, this product type seems to be one of the better kept secrets of the retail window market but now a growing number of installers are very quickly learning the potential for high value sales to very select discerning users.

As Martin Hall explains 'I come from very much a trade PVCu background and over the last couple of years, I have seen a growing but select number of blue chip companies successfully introduce these products into their showrooms and portfolio of products'.

'I must confess I was completely intrigued to discover the secrets of engineered timber and I have to say that I am completely taken aback as to the incredible level of specification of these products in terms of the bells, whistles, warranties and accreditation that you would typically expect from an equivalent PVCu trade window.'

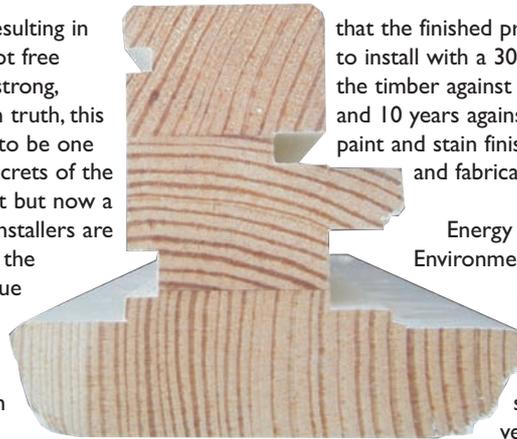
All the bells and whistles

This high level of specification is very much a key feature of the recently launched Traditional Range from Bereco, which was developed for replacement window projects that require historic timber window design features together with high performance.

The design of the range was completed with the assistance of their retail customer base and the range therefore includes all product types such as flush and storm casements, sliding sash with both cords and weights and spiral balances, entrance doors, french doors, stable doors and a vast range of folding sliding doors.

All products are completely bespoke and are delivered fully factory finished in terms of the glazing and four stage paint or stain finish. This means

that the finished product arrives ready to install with a 30 year warranty on the timber against rot and fungal decay and 10 years against the wide variety of paint and stain finishes, glass, hardware and fabricated frame.



Energy Efficient and Environmentally Friendly

Not only is the product well specified in terms of looks and security, the range is very much in keeping with both trade and consumer expectations in terms of energy efficiency and environmental issues. Window Energy Ratings (WER) including A rated products are easily accommodated using low iron and warm edge glass specifications and all of the products carry the FSC Forestry Stewardship Council marking which offers an audit trail of sustainability and well managed resources for the raw materials.

The product is very much all encompassing in terms of its features and benefits to customers and as Martin Hall explains 'it is just such a pleasure to promote such a refreshing product range to the retail trade audience with the added bonus of it having all the key features, benefits, warranties and accreditation that you would expect of a PVCu equivalent, from a user friendly trade supplier.'

The Complete Supplier

Bereco very much feel that they are well placed to become the leading supplier of engineered timber products to the retail trade installer market place by being the complete 'one stop' supplier with a full range of quality accredited products, a sensible price point, reliable delivery and a flexible can do attitude.

Kevin Martin, MD reiterates this point 'we at Bereco are very keen to work with our new customer base and break down this somewhat fear or nervousness of working with timber and timber suppliers. We are very keen to be as flexible as we can be with our customers and work together to add sales growth to all concerned.'

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