



Crystal showroom Case study

- Project:** Crystal showroom, Tippers Builders' Merchants, Lichfield
- Brief:** Flagship showroom for one of the UK's leading builders' merchant
- Value:** Circa £20,000
- Products:** PVC-U/aluminium fixed frame window
PVC-U/aluminium casement window
PVC-U/aluminium bi-fold door
Engineered timber door
Aluminium lantern roof
Glass heat lamp display
PVC-U casement window
Vertical sliding sash window
PVC-U residential door
Composite door
Touchscreen



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Tippers

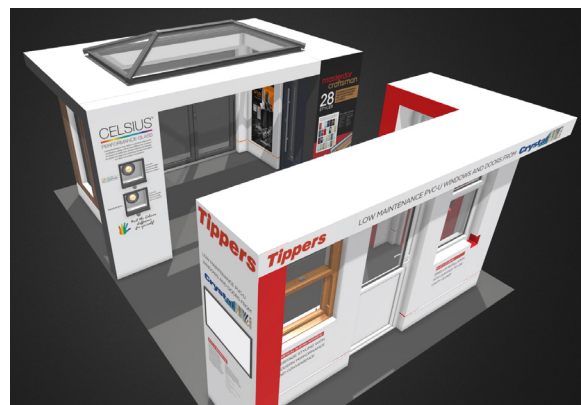
Tippers install a Crystal showroom for its flagship showroom in Lichfield in less than one week

When Tippers – one of the UK's leading Builders' merchants – decided to install a PVC-U and aluminium window and doors showroom in Lichfield, it specified Crystal's market leading products.

The new showroom was launched to appeal to both trade and consumers, with the aim of attracting new customers through the door. Tippers is a builders merchant with the trade customer in mind, but with a new PVC-U and aluminium window and door showroom the tradesman can now invite his customer into the branch to see the range of made to measure products for themselves, and to be a source of inspiration to everyone walking through the door.

From initial design through to installation the Crystal team worked with Tippers to understand their design preferences and to assess where their investment would be best spent. Ensuring the showroom delivered maximum impact to drive sales was the ultimate aim, with a 4 x 5m showroom, designed from scratch using a collection of stunning product-focussed modular displays.

The process from initial survey to final build took a matter of weeks. The site was surveyed, 3D renders produced and presented to Tippers for approval. Because Crystal want the build and installation process to be as stress free as possible, they project managed a team of craftsmen and installers to ensure a seamless process.



Tippers 3D design concepts

The modern showroom contains an extensive collection of PVC-U casement windows, vertical sliding sash windows, composite doors, aluminium windows,



aluminium bi-fold doors, PVC-U residential door and a fully installed lantern roof. The showroom also features an online price configurator which allows customers to price up their own products. This configurator also features on the Tippers website for use 24/7. There is also a engineered timber door App which allows customers to visualise how a door will look on their own homes!

Andrew Tipper, Managing Director, Tippers Builders Merchant commented:

“When we were thinking about creating our new PVC-U and aluminium windows and doors showroom the obvious choice to us was to use Crystal products, because their made to measure product range is extensive, extremely high quality, and with short lead times.

At Tippers we try to give our customers examples of as many of our available

products as possible, whilst maintaining a modern and stylish showroom.

Tippers has a great relationship with Crystal and their sales and customer service teams are always on hand to answer any queries we may have.

We are thrilled with the new showroom and with the professionalism of the design and build team”.





Exceeding expectations - the finished effect

The overall effect left Tippers with a bright and stylish showroom, which showcases the range of market leading Crystal products, all suitable for all installations, from replacement to new build and commercial to multi-plot developments.

Crystal's commitment to developing dynamic showroom spaces, combined with full sales support, in branch and out in the field, complements the company's ongoing sales and marketing activities allowing builders and retail customers to view the range of made to measure products on offer.

The Tippers showroom was completed in October 2017 and over the last two months sales have increased by 100%.

Crystal showrooms - dynamic, product focused spaces to sell made to measure market leading PVC-U and aluminium windows and doors.

If you are interested in installing a Crystal showroom and growing your sales of made to measure PVC-U and aluminium windows, doors and roofing systems please contact us today

**E: marketing@crystal-direct.co.uk
T: 01462 489900**

We look forward to hearing from you.



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PVC-U WINDOWS
DOORS AND
CONSERVATORIES
THINK
CRYSTAL