

intouch 2

New Showrooms

Covers, TBS and Joseph Parr are among the latest merchants to benefit from our beautiful showroom designs.

Team Crystal Expands

Meet our new team of ASMs. Get in touch for help with product training, marketing, trade days and more.

#MissingMillions

In his latest blog Group MD Steve Halford asks: "Are merchants leaving easy sales on the table?"

Product Spotlight

With summer here, add value to your sales with stylish orangeries or a spacious conservatory.



“ Dave Anderson, Managing Director, Joseph Parr (Middlesborough) Ltd says:

At Parrs we believe it is critical that a merchant has an online and instore solution, and we have worked closely with Crystal to provide just that! Our builders can bring their customers to visit our state of the art Crystal showroom, and use the Online Price Configurator to obtain their own quotes for made-to-measure PVC-U windows and doors in minutes. Crystal is making it easy for us to sell and our customers to buy.”

New Crystal showroom at Joseph Parr Ltd (more on page 5)

Beautiful Showrooms, Beautiful Designs

A Crystal showroom is an investment for our merchant customers but also a positive step towards growing your sales. It is an opportunity to inspire your installer customers with a wide range of made-to-measure PVC-U and aluminium products. Covers, TBS, Joseph Parr and Buildbase are among the latest merchants to benefit from our beautiful showroom designs. And we've made the process simple too!

We understand that installing a showroom can be disruptive to business and take time. So we have introduced modular display options to make the process as quick and easy as possible – from selecting the right design for your branch through to final installation.

The Crystal team and our design experts work closely with merchants so we can recommend the best solution for your branch. The end result is a beautiful showroom and an outstanding area where merchants can sell professionally, efficiently and with confidence.

The process from initial survey to final build takes a matter of weeks. The site is surveyed and 3D concept images are developed for approval. The whole process is overseen by the Crystal team to ensure a completely seamless delivery.

A typical modular show area will display the following products:

- PVC-U/aluminium fixed frame window
- PVC-U/aluminium casement window
- PVC-U/aluminium bi-fold door
- Aluminium lantern roof
- Glass heat lamp display
- PVC-U casement window
- PVC-U vertical sliding sash window
- PVC-U residential door
- Composite door
- Online Price Configurator on a touchscreen



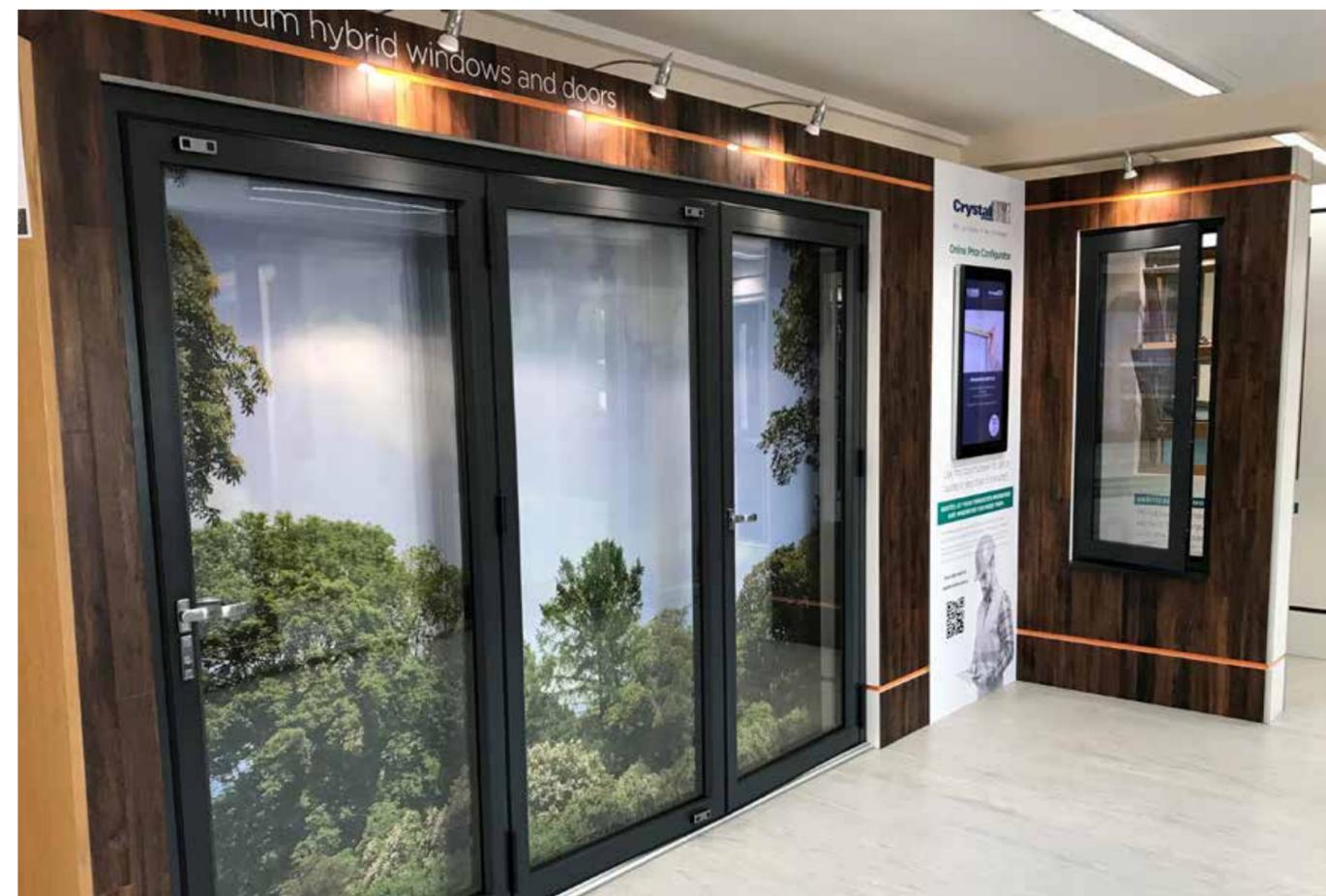
Crystal's modular display options make it quick and easy for merchants to select the right showroom for their branch.

Omnichannel Selling

Showrooms are increasingly becoming an integral part of builders' merchants' branches as they realise the importance of completing the loop in the buying and selling process.

A key part of Crystal's show areas is our Online Price Configurator – a touchscreen with instant access to our online quoting tool.

The system is pre-loaded with your prices and allows your quotes to be created in less than five minutes. The configurator has been designed to help merchants sell more, more easily, and with minimal fuss. Developments to the configurator eradicate potential errors and the system is compatible with PCs, tablets, smartphones, IOS and Android. The configurator can also be branded and made fully bespoke to suit the specific needs of your business.



Case study: Covers Timber & Builders Merchants, Chichester

Covers' new showroom displays a wide collection of Crystal products, including a PVC-U/aluminium bi-fold door, composite door and vertical sliding sash window. The showroom also benefits from Crystal's Online Price Configurator. An official launch took place on 18th July and included product demonstrations by Crystal's team.

Neil Woods, Timber Director, Covers Timber & Builders Merchants says:

We believe frictionless trading is essential when supporting customers. So by investing in our glazing showroom with one of Crystal's designs, our customers can compare and contrast products and options. We are confident this will help us to sell Crystal's made-to-measure range of PVC-U windows, doors & conservatories more easily.

Our customers can use our online web-based configurator; or walk in and design their windows in real-time using our showroom based configurator. Hands-on for the customer is what it's all about. These are big-ticket spends for our customers so making the decision process as straightforward as possible is essential.

The **Crystal Partner Programme** has enabled us to create a really dynamic product-focused space to drive new enquiries and grow our sales. From design concept, to installation, Crystal's professional team delivered our new showroom in a matter of weeks.

We have worked closely with Crystal over the last four years and have seen our sales increase month-on-month. With free marketing support, services such as plan take off and pre-manufacture measuring, we have all the tools we need to maximise the potential."





Covers new showroom as a 3D render concept



Joseph Parr new showroom



NEW Crystal's City Concept

It's great to see a growing number of merchants investing in our showroom designs. However, we understand that not all merchants have the luxury of space. So for smaller branches or those unable to dedicate large areas to showrooms, we have launched our new City Concept.

It's important we help merchants of all sizes to benefit from the growing demand for bespoke PVC-U and aluminium windows and doors, and our new City Concept does just that. Measured at 2500 x 750mm, the U-shaped design is sufficient to hold a standard PVC-U casement window, a vertical sliding window, composite door and the all-important selling tool – Crystal's touchscreen Online Price Configurator.



Crystal's new City Concept in Buildbase, Stowmarket

Case study: TBS Building Supplies, Daventry



TBS was another recent showroom installation, which includes a striking aluminium lantern roof, ideal for customers looking for a sleek and stylish roofing system.

Tim Randle,
Sales Manager, TBS
Building Supplies says:

With the opening of a new Crystal Platinum Partner Plus showroom our customers can now experience the full Crystal product range first hand.

Crystal has long been regarded as the merchant's supplier of choice for PVC-U and aluminium windows, doors and conservatories, and we have partnered with them to grow our share of this 'new' market.

The whole showroom design and installation process took a matter of weeks, and the inclusion of Crystal's Online Price Configurator means we can instantly quote our customers in branch, which is fantastic. We are genuinely thrilled with the end result!"



Buildbase in Stowmarket is the first merchant to benefit from our City Concept. Branch Manager Ian Bell comments:

The new Crystal showroom is tremendous. We only had a small space available and the Crystal team designed a display which fitted perfectly.

As the branch manager it's great to be able to showcase Crystal's PVC-U and aluminium made-to-measure range and I'm excited to be able work with the team to grow our sales!"

Crystal Partners | Successful Together

Crystal's Partnership Programmes make it easy for merchants to sell bespoke PVC-U and aluminium windows, doors and roofing systems and take advantage of this rapidly growing market, worth £5 billion a year.

Our Partnership Programmes include three levels so that merchants can select the best solution for their business:

THINK Partner. THINK Crystal.

Get in touch today to find out how your business can benefit from becoming a Crystal Partner.

Call 01462 489900 or email sales@crystal-direct.co.uk

Crystal Academy

As a Platinum Partner, you are encouraged to appoint a branch champion who is invited to attend the 'Crystal Academy' for a 2-day training course on our products, marketing support, factory processes, and order/delivery procedures.

Our most recent Academy days took place in July and included a tour of our factory and of CESAR – Crystal Exhibition and Showroom Representation Vehicle.

After a successful two days all attendees who pass the course are awarded a certificate and join our growing number of Crystal Champions!

1. Crystal Partner

This entry level is ideal for merchants with limited space and resource. It includes a comprehensive package of support from samples, demo days and pallet promotions, through to pre-manufacture measuring service and our unique Online Price Configurator.

2. Crystal Platinum Partner

At this level, merchants commit to achieving significant growth with our products. Platinum Partners get all the benefits of being a Partner plus a unique package of expert training at Crystal's Academy and enhanced sales and marketing tools such as an own branded price configurator and FOC window display stand.

3. Crystal Platinum Plus Partner

Our premium partner package is ideal for the larger merchant with showroom capacity. At this level you will receive all the benefits of the previous two programmes, plus a dedicated account manager, the design and build of a Crystal showroom, access to all new launches and much more...

Our next Academy days are scheduled for...

- 22nd & 23rd August
- 19th & 20th September
- 24th & 25th October
- 21st & 22nd November
- 12th & 13th December



Inside CESAR

Service & Technical Excellence



NEW livery

We have recently invested in four new lorries, adding to our fleet of 40 vehicles. As demand grows, it's important we maintain the same levels of good service our customers have come to expect and experience.

Investment in our own fleet is intentional as it gives us better control on deliveries. Each driver is an experienced Crystal employee who knows how to handle the products, and is committed to ensuring your delivery arrives on time and in full. In addition, each lorry is fitted with a hi-tech tracking device, so you will always know where your products are and when they will get to you.

NEW pre-manufacture measuring service

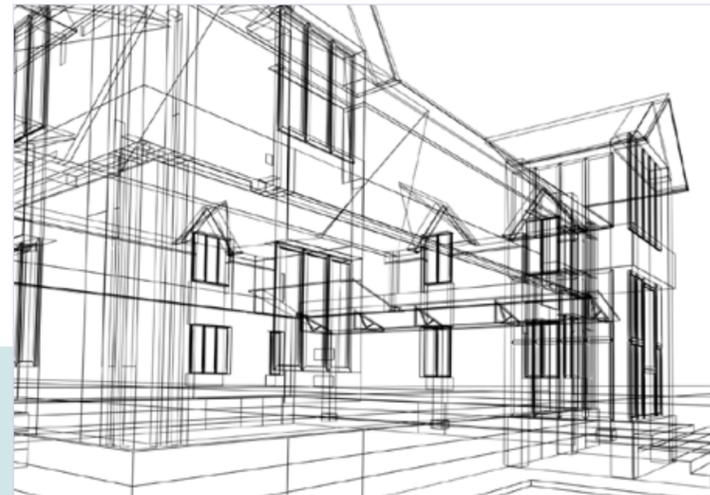
Our new pre-manufacture measuring service takes the worry and hassle out of your hands. If you or your installer customers are not sure how to measure up, just contact our team and we will supply you with all the information you need. All you need to do is send us your measurements, we will send you a quote, place your order and then a pre-manufacture measuring service will be arranged to give you peace of mind that your made-to-measure PVC-U and aluminium windows and doors are a perfect fit!

With your order, you will receive:

- 10 year manufacturer's warranty
- Free delivery in days not weeks*
- Fully accredited and CE Marked products
- Free on-site measuring service*
- Free technical advice

For all customer service and technical enquiries, email: customerservice@crystal-direct.co.uk or call 01462 489919.

*T&C's apply



NEW free plan 'take-off' service

Have you been asked to tender for work and been sent detailed plans? If so, you'll be aware that before you can prepare your tender, you need to convert the information on the plans to a cost. Crystal can undertake the 'take off' of made to measure PVC-U and aluminium windows, doors and roofing systems from your plans - and then send you a quotation - free of charge - saving you time and money.

Simply send your plans to plans@crystal-direct.co.uk and let us do the rest. #MakingItEasy



Team Crystal Expands

In our last newsletter we introduced our new Director of Sales, Mark Webber. Now meet our new Area Sales Managers (ASMs) below. We recognise the importance of building strong and long-standing relationships with our customers, so it's vital we continue to invest in our team. Each ASM will be actively visiting customers in their area to help with product training and advice, showroom and marketing support, trade days and much more.

North to South we now have:



Paul Wilson | North East

Customers will benefit from Paul's extensive industry and branch management experience.

07970 684046
paul.wilson@crystal-direct.co.uk



James Lee | East Midlands

James joins Crystal from Jeld-Wen UK where he worked in the retail and merchant markets for five years.

07967 779024
james.lee@crystal-direct.co.uk



Simon Beard | Wales

Simon has worked in sales since 1998, starting with British Gas. He joins us from MASCO UK Window Group where he worked for five years.

07970 382132
simon.beard@crystal-direct.co.uk



Paul Archer | South East

Paul has over 20 years' experience in the PVC-U window, door and conservatory markets, having worked for several installers in the South West and South East of England.

07970 684056
paul.archer@crystal-direct.co.uk



Niall McAreavey | South West

Niall has over 15 years' industry experience. He returns to the PVC-U market after a period of working with window and door manufacturers and, in his latest role, for a timber specialist.

07970 382138
niall.mcareavey@crystal-direct.co.uk



Paul Ninham | North West

Paul has over 30 years' experience in the builders' merchant sector, including 16 years with Simpson Strong Tie, and working with national and independent builders' merchants.

07966 165872
paul.ninham@crystal-direct.co.uk



James Szoros | Midlands

With over 15 years' sales experience in various markets, James returns to the PVC-U industry. Previous roles include working for the Epwin Group.

07970 684019
james.szoros@crystal-direct.co.uk



Gareth Hains | East Anglia

Gareth has worked for Crystal for almost five years, starting his career in production before moving into account management. He brings excellent product knowledge to his new role.

07583 101517
gareth.hains@crystal-direct.co.uk



Joao Dinis | South

Joao has vast sales experience in retail and builders' merchanting. He started his career as a door to door canvasser, before moving into retail within the Dixons Group. Over the last few years he's been working in the merchant sector.

07966 170769
joao.dinis@crystal-direct.co.uk

Employees of the month

It's important we recognise the ongoing efforts and commitment of our staff so we proudly congratulate Danielle Wilkinson and David Wynn who were awarded 'Employee of the Month' in April and May respectively for their continuing hard work and outstanding performance. Well done to you both and to our runners up too! Keep up the good work.



Danielle Wilkinson (L) with runner up nominee Emma Beesley



David Wynn (Centre) with runner up nominees Amy Rayment, Office Junior (L) and John Harris, Transport/Driver (R)

#MissingMillions

In his latest blog, Group Managing Director Steve Halford asks: Are you leaving a lot of easy sales on the table for your competitors?



Group Managing Director Steve Halford

One of the most keenly discussed reports in the industry, the BMN (Builders' Merchant News) Leading Lights supplement, is about growth: who's grown, how much since last year. It only covers the headlines - number of branches, people, turnover and growth - but that's all you need to see. It's simple. All in one place, and endlessly absorbing because it's the closest we've got to an annual report on the temperature of the industry and its major players.

Growth is also a reasonable proxy for business health. If you are too cautious or investing too little your competitors will race by. Ignore the risks and spend, spend, spend, you'll trip and come to grief.

The report shows merchants are growing strongly. Most are growing profitably too, but could they grow faster, more profitably? Sometimes when looking for new products and new markets to expand into, larger, lower risk opportunities are overlooked.

Merchants are used to selling kitchens and bathrooms, and doing well from them. But what other low risk showroom products could be sold to their customers? One large builders' merchant recently told me kitchens and bathrooms accounted for around 6% of sales.

Total UK kitchen sales were around £3bn in 2017, while an estimate from AMA indicated bathroom product sales of around £0.9bn in 2017. We estimate the market for PVC-U windows, doors and conservatories at around £5bn.



According to estimates by MTW Research, total UK kitchen sales were around £3bn in 2017, while an estimate from AMA indicated bathroom product sales of around £0.9bn in 2017. Comparing markets is always tricky - it depends what's included or excluded, and how they're measured among other things - but in round terms we estimate the market for PVC-U windows, doors and conservatories at around £5bn. That's a bit more than kitchens and bathrooms combined.

Builders' merchants' sales of bespoke PVC-U windows, doors and conservatories to this market are surging. They're growing fast because...

(a) Crystal has made it exceptionally easy for merchants to sell what was once a complicated bespoke product, and...

(b) because it's easy for merchants to sell a product to existing customers that they've been buying somewhere else. Especially when the choice, range, quality and speed of service merchants can offer is the same or better than they've been getting.

But not all merchants have jumped on the bandwagon. Looking at the turnover figures in BMN Leading Lights and halving the 6% percentage to 3% of sales, to be conservative, several merchants could be leaving annual sales of £3m-£6m a year on the table for little risk or investment. On top of that there's the additional building products, the sealants, ancillaries and trims etc they buy with the windows and doors.

Are you getting your share of this growth market?

In an uncertain economy and otherwise soft window market, builders' merchants' success has been outstanding. The industry is transforming the PVC-U market for independent merchants, regional chains, and large nationals.

To access your #MissingMillions call 01462 489900.

Follow us...

We're now on LinkedIn so follow us at www.linkedin.com/company/crystal-direct-group-ltd for all the latest news, blogs and more.

Also join our growing number of followers on Twitter. Follow @CrystalDirectUK

Product Spotlight

Installing a conservatory or orangery is a great opportunity for homeowners to make the most of the long summer evenings while also adding value to their property with additional space... and your sales.

Conservatories

Our made-to-measure conservatories are an easy and cost-effective way of adding space and light to a home – whether it's a dining room, kitchen, playroom or simply a room for relaxing and entertaining.

With a wide range of styles, finishes and colours, including bespoke designs, our conservatories provide homeowners with an extension that can be enjoyed all year round. Download our retail brochure from www.crystal-direct.co.uk/downloads.



Orangeries

Orangeries are a beautiful and stylish alternative to a traditional conservatory. Our range includes a decorative fascia on the outside and a perimeter ceiling on the inside, with a glazed lantern roof above.

Our complete collection benefits from the latest building materials and modern construction techniques, giving your customers and homeowners the perfect solution in style and design.



Solid roofs

For customers looking for an alternative conservatory roof solution to the traditional polycarbonate or glass, then a solid roof is the answer. Crystal's solid roofs are bespoke manufactured to precisely meet your project requirements and come in kit form for fast assembly on site.

The roof is constructed using highly insulated structural panels, deliberately avoiding the use of an aluminium framework to create a truly warm solid roof - with no possibility of cold bridging.

A patented and environmentally friendly tile system that does not require battening means installations can be finished quickly and with minimum disruption to the homeowner. The installation is completed with a PVC-U fascia and guttering, all supplied as part of the roof kit.

Get in touch with your Area Sales Manager to find out how we can help you benefit from added-value sales with our wide range of bespoke products.



Sponsorships

& Charity Support

Charity support

The children's charity, Variety, has been our company charity for the last two years. Variety helps to improve the lives of children and young people throughout the UK who are sick, disabled or disadvantaged, through creating memorable experiences with 'Variety Great Days Out'. To do this the charity provides coaches and bespoke wheelchairs, specialist, sensory and recreational equipment for use in the home, school, children's hospitals and youth centres.



Having raised funds for a new 'Sunshine Coach' last year, we are now raising money for a second! Our team has been embracing the challenge for a new coach with bake sales and fancy dress days, raising £5,400 for the charity so far.



In June, Crystal sponsored the BMF team in the 2018 VADO rally, who won the best fundraising prize, raising a staggering £17,300! The event overall, which involved driving 1,300 miles through 7 countries in 4 days, raised over £90,000, which will be split 50/50 between Variety and The Rainy Day Trust.

A big well done to everyone involved!

Sponsorships

We were delighted to sponsor the Gala dinner at NMBS' All-Industry Conference in Lake Maggiore, Italy in June. After a successful three days of conferences and networking in a spectacular setting, the event concluded with a reception and dinner for all delegates.

Our support for industry events continues strongly, which is why we have committed to headline sponsorship of the BMF All-Industry Conference until 2023. Next year's conference is taking place at the stunning five-star Sun Gardens luxury hotel in Dubrovnik, with Gethin Jones returning as host. It'll come around before we know it!



Next year's BMF All-Industry Conference will be in Dubrovnik

#MakingItEasy

for you to sell and
your customers to buy

We now have over 990 independent merchants on board supplying our wide range of products, and a number of national branches too. The map shows locations of our Platinum Plus Partners and Platinum Partners.

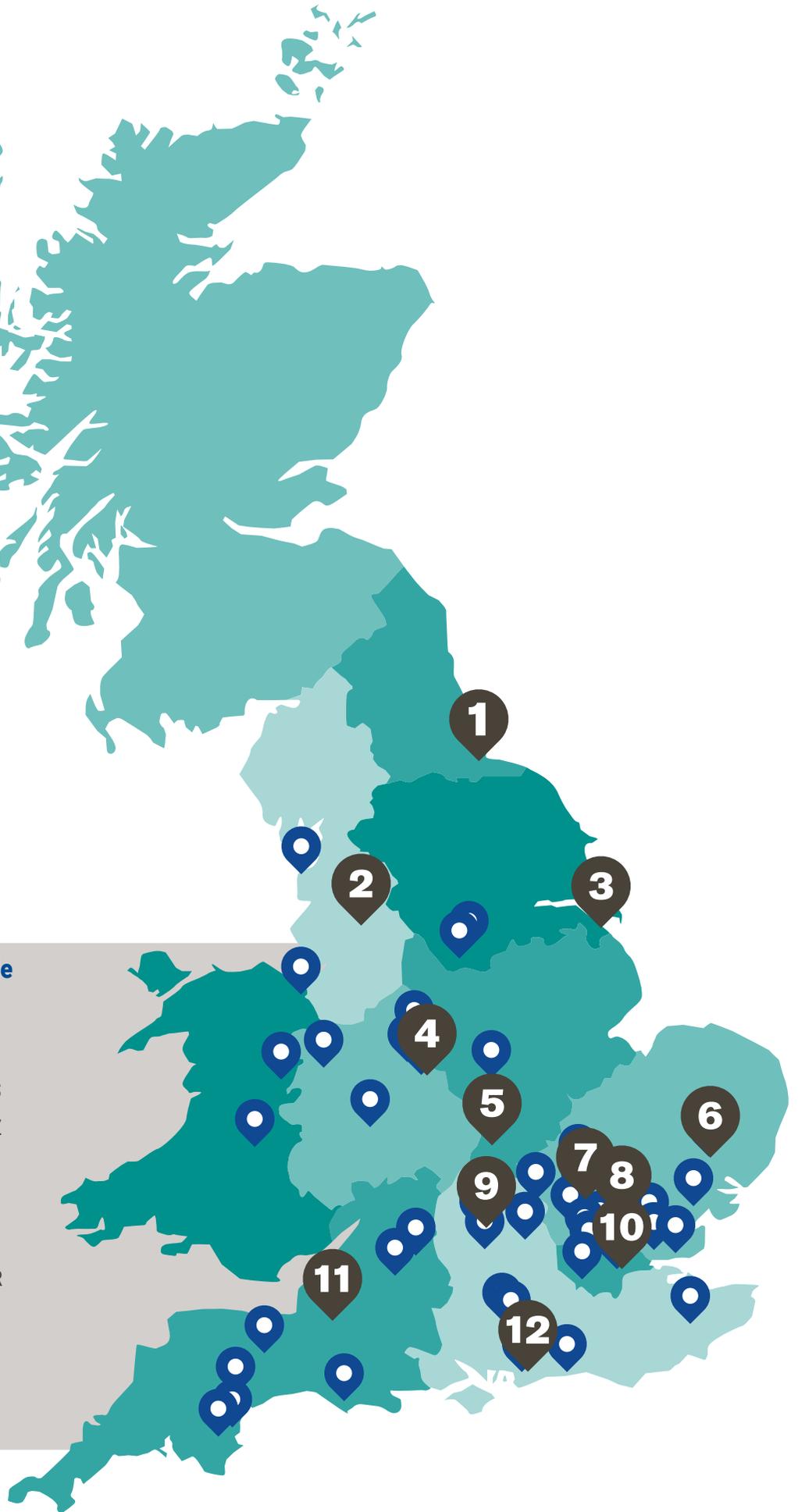


Platinum Plus Partners hold stock, have a showroom and an expert team on hand for advice and support.



Platinum Partners hold stock, will have window displays and also an expert team in the branch.

Pin	Company	Location	Postcode
1	Parrs	Stockton on Tees	TS18 2PJ
2	Buildbase	Bolton	BL1 4QG
3	Buildbase	Grimsby	DN31 1QS
4	Tippers	Lichfield	WS14 9TZ
5	TBS	Daventry	NN11 4ES
6	Buildbase	Stowmarket	IP14 2ED
7	Buildbase	Stevenage	SG1 2NB
8	Buildbase	Harlow	CM20 2ER
9	Buildbase	Oxford	OX4 6LN
10	Buildbase	Bexley Heath	DA7 4RD
11	Buildbase	Glastonbury	BA6 9XE
12	Covers	Chichester	PO19 8PE



No.1 for choice • No.1 for colour



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