

Conservatory stands up to Hurricane Sandy



Photo credits: Hampton Conservatories, LLC.

When Hurricane Sandy almost completely destroyed a New Jersey homeowner's conservatory, it was Network VEKA and New York based Hampton Conservatories to the rescue!

Homeowner Susan Jannucci used a local company, which is now out of business, to create her conservatory – built using VEKA plc profile – in 2004.

As she explains, when Hurricane Sandy hit, she was in despair when a 100ft oak tree landed on the roof: "The

conservatory roof was severely damaged, but unbelievably, the walls and windows held up – something that the disaster site surveyor couldn't believe.

"Anything that he had seen like this before had resulted in the total collapse of the structure."

Determined to have her conservatory roof re-built with exactly the same quality, Susan sourced the conservatory wall components back to the Burnley



based manufacturer, and emailed Network VEKA with a plea for help in locating someone in the New Jersey area that could help them.

Network VEKA MD, John Ogilvie, immediately contacted Paul Avis at Hampton Conservatories and within a couple of months, the New York based conservatory specialist had surveyed the site and ordered the new replacement roof with a promise to get the room restored quickly.

True to his word, Paul and his team returned shortly after Christmas and spent two days replacing and repairing the conservatory roof.

John Ogilvie commented: "Leaving every customer 100% satisfied is something that goes hand-in-hand with Network VEKA, so when we received the email from Susan Jannucci, we were not going to let 3,500 miles get in the way of our commitment to customer satisfaction!"

40% sales increase in 2012



Climate, the conservatory roof division of independent sealed unit manufacturer, the Glass Systems Group, has announced that in 2012, it increased sales by 40% compared to 2011. Climate has reported year on year growth since its formation and the good news coincides with the

recent Palmer report assessing the current state of the conservatory market.

The report states that although conservatory installations are down, the value of conservatories is increasing as homeowners invest in bigger projects that use more costly materials such as timber frames and glass roofs instead of polycarbonate.

Alan Atkinson, managing director of Climate, commented: "One of the reasons conservatory values are increasing is because homeowners are frequently choosing glass roofs over polycarbonate due to benefits such as increased noise reduction and good thermal insulation – and this is reflected in our 40% growth. With the downturn in the housing market, a conservatory is a lower cost alternative to increasing living space compared to moving house. As a result, conservatories are seen as an investment so homeowners want a room they can use all year round, and Climate glass can help them achieve this."

Climate offers four types of conservatory roof glass – Aqua H.P, Activ Blue, Activ Neutral and Privacy – each with its own benefits for the end user.

Alan concluded: "With glass conservatory roofs set to become even more popular, fabricators and installers can easily sell the benefits of the Climate range to homeowners, and because each one provides its own individual advantages there is a glass to suit every preference."

For more information call: 01639 823778

Orangeries bring a healthy boost

North West based K2 fabricator, Premier Conservatory Supplies, is reaping the benefits of K2's orangery system.

Peter Gray, MD at Premier, said of the system: "Initially I saw it as an opportunity to offer something different from my competitors, but it became quickly apparent that there was significant interest coming from the homeowner market"

Although orangery kit orders do not apparently come in the same volumes as standard conservatory roofs, the benefits are immediately visible, with an average order value that can go up from £2,000 to £15,000+

Peter added: "Fitters really love the K2 system, as it is really easy to install with no specialist tools, and this makes it all the better as the retailers will not want to add too many labour days to the project"

Premier are currently selling 100% Rio styles (flat roof). 15-20% of Premier's turnover is being generated by K2's orangery kit, and the company is aiming to double that this year.

