

# Year on year growth Proactive marketing

Climate, the conservatory roof division of the Glass Systems Group, has announced that in 2012 it increased sales by 40% when compared to 2011.

Climate has reported year on year growth since its formation, and the news coincides with the recent Palmer report that stated that although conservatory installations are down, the value of conservatories is increasing as homeowners invest in bigger conservatories that use more costly materials such as timber frames and glass roofs.

Alan Atkinson, managing director of Climate, said: "One of the reasons conservatory values are increasing is that 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 has invested in machinery at the Port Talbot based factory, which has allowed the company to increase its capacity to over 3,000 sealed units per week.

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Modplan has launched its complete marketing package.

Heidi Sachs, Modplan's managing director, said: "Our marketing support package has been designed to offer practical and useful support to help our customers get the message across to homeowners."

Marketing literature includes two new consumer brochures for trade counters and trade installers.

The product brochure is designed to provide the homeowner with information on all their home improvement requirements as well as educate them on the upcoming changes in legislation. Alongside this, is a new brochure that focuses on the Vertex tile effect conservatory roof.

Showroom agreements enable customers to get all the benefits of a high

quality, professionally designed showroom but spread the cost of the investment over 12 months. There is also a new suite of samples.

Modplan is also finalising the support package ready to launch their exclusive area dealerships for the Vertex tile effect conservatory roof.

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The Sarnafil single ply roofing system has BBA certification for a life expectancy, in their opinion, of 'over 40 years'.

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