

Everglade Windows is proving its commitment to customer service by adding area sales manager, **James Farnell**, to the team. James brings the expertise and experience of decades of family involvement in the window industry. James started in the industry by working in his father's window business, since then he hasn't looked back. After James's father retired, he chose to stay in the industry by moving to security window and door shutters. James commented: "Because I understand the challenges installers face, I find it easy to talk to customers. They don't have to explain their view point. So although I'm new, I appreciate what they want. The team at Everglade Windows is good to work with. Whether it's in the offices or in the factory, everyone helps out so that you know customers are always looked after." Jay Patel, Everglade Sales & Marketing Director, added: "James improves to the level of practical support in the company and will help us to keep our customer service the best in the glazing industry."



With more than 25 years experience in the UK window and door industry **Mike Roe** has joined composite door blank distributor **Capstone Doors** as Head of Sales. With some of the industry's best-known brands under his belt Mike has been appointed to develop sales and marketing strategy and grow sales in the UK of Capstone's high quality GRP faced composite door blanks. Capstone has recruited Mike to promote and further develop its next day delivery service offered from the firm's distribution unit with 20,000 door blanks plus cassettes available from stock. "Capstone offers market-leading service and an excellent quality range of products backed from one of the world's biggest producers. I have joined essentially to ensure door manufacturers understand that there is a very viable alternative that offers a superior service and superb products for UK fabricators. We will be unveiling a number of initiatives in the New Year that will be of very great interest to UK door fabricators," commented Mike.



Leading Rehau trade fabricator **Sun** has announced the promotion of **Steve Graves** from National Sales Manager to Head of Sales and Development UK. The change of title reflects Steve's new more direct role in the sales and structure of the company's twelve depots across the south. Having joined Sun back in 2008 bringing with him more than 25 years industry experience, Steve has been a key figure in Sun's ongoing success. Since he joined the external sales team, Sun has enjoyed back to back record years of sales, including several record weeks, months, quarters and conservatory sales.

Commenting on his promotion, Steve said: "Since my first day with Sun Trade, I felt I was a valued employee and part of a progressive, friendly team. I knew it was a company I could pursue a fulfilling career with as long as I worked hard and continued to achieve the levels of customer satisfaction that Sun has become renowned for, and that has certainly proved the case."

Building envelope and new energies specialist, **Schueco UK**, has appointed **Sean Butler** to the post of Commercial Director Metal Construction. With 24 years' experience in the UK construction and building products industry, Sean has worked for a number of major companies and is equipped with a particular, specialist knowledge of aluminium systems. Sean, who gained a degree in Material Science and Engineering at Leeds University, will be focusing closely on Schueco's highly regarded network of fabricator partners. Working with his sales team, his aim will be to develop the network and to ensure that all Schueco partners have the support required to enable them to win competitive tenders in today's challenging marketplace. In Sean's view, Schueco UK is a unique brand offering a combination of innovation and technical excellence that is unmatched anywhere else in the industry.



Purplex Marketing, the specialist PR and marketing agency for the window industry, has announced the appointment of **Sarah Coward** as Group Marketing Manager.

Sarah joins Purplex after a career spanning digital and direct marketing in both client and agency roles. In addition to senior roles at the Database Group and Alexandra PLC, she also worked at the Bristol Evening Post newspaper and ran a national membership and

brand loyalty scheme for a leading leisure business.

Andrew Scott, Managing Director of Purplex said: "I am delighted to welcome Sarah to our team. Her marketing experience and results-driven approach will ensure our clients stay well ahead of the competition."

Sarah will work alongside Sam Cross, head of PR at Purplex, who commented: "Sarah is a seasoned marketing professional who can see the bigger picture as well as the small details that make all the difference, and she is already making a positive impact across the business."

Purplex has a team of 26 marketing people with dedicated teams specialising in marketing strategy, PR and media, creative design, web and digital, and direct marketing, as well as a number of consultants, including ex Saatchi and Saatchi man Jim O'Connor.

Sarah commented: "I am really excited to have joined Purplex. The business has grown 40% every year and continues to work with the leading suppliers across the glazing and building products industry. I am looking forward to working with existing and new clients."

For more information contact Purplex on **01934 808132**, email grow@purplexmarketing.co.uk or visit www.purplexmarketing.co.uk

Mark Webber has been appointed **Zoom Ready** Sales Manager. Mark is an experienced salesman having worked for ten years selling Ultraframe conservatory roofs. He will be responsible for driving Zoom sales in Southern England.

Mark said: "When I heard Steve Halford and Keith Langley had joined Zoom Ready, it made me sit up and take notice. I was keen to find out more. Then when I saw the roof, I was knocked out! I'm looking forward to carrying on the fantastic work at Zoom and introducing the roof to more new customers. 2013 will be a big year for Zoom Ready. We're hoping to capitalise on our impressive growth in the first year and extend our customer base. We're also busy preparing for the FIT Show. Zoom Ready has one of the most prominent stands at the show and it will be a fantastic platform for doing business with existing and prospective customers." Martin Randall, Chairman of Zoom Ready added: "I'm pleased to welcome Mark to our busy team. Mark has worked in the industry for many years and is a dedicated salesman."



Glass Systems is pleased to announce that former Uniglaze 2 Director **Mervyn Raby** has joined our team. Managing Director Alan Atkinson comments: "I am delighted to welcome Mervyn to Glass Systems. His wealth of experience and knowledge of our industry adds real value to the business and will complement our own expertise."

Alan continues: "In the short term, Glass Systems will be supplying sealed units into East Anglia from our existing factories, with vehicles based in the area. We will be offering customers in the area the same quality products, competitive prices, unparalleled level of service and attention to detail that our customers throughout the rest of England and Wales have enjoyed for many years. In the New Year our continued expansion will see a manufacturing facility set up in the area. It will help fill some of the void left by the sad demise of Uniglaze 2, and also offer employment opportunities to some of the experienced staff who now find themselves out of work in these hard economic times."