



THE SYNSEAL TIMES

All Systems Go...

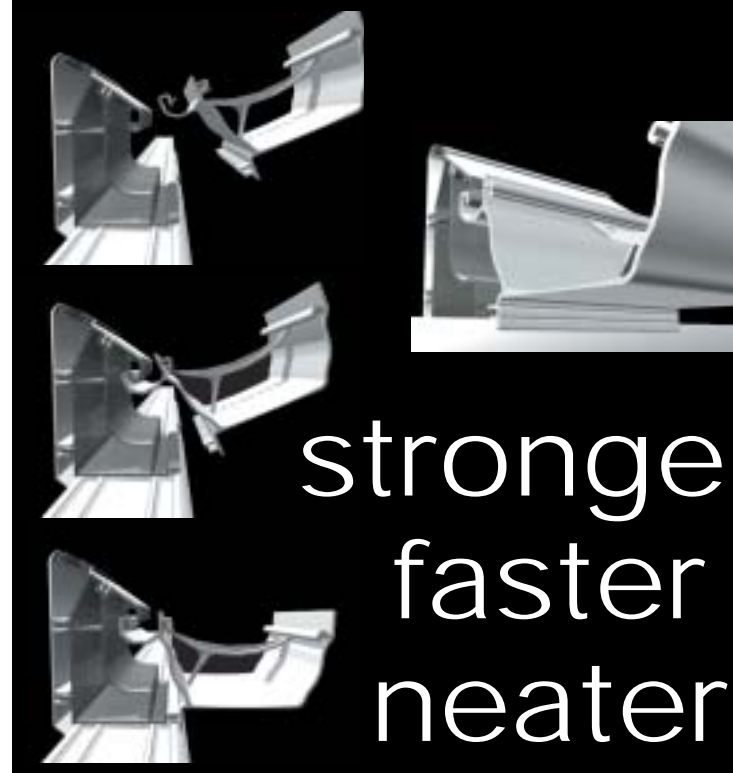
Nick Dutton, Sales & Marketing Director of Synseal, comments on the intense activity and preparation that's behind the landmark launch of the Global Conservatory Roof.

"Welcome to the Spring issue of The Synseal Times in which we focus on the latest news of Global, our state-of-the art conservatory roof designed to fit all window profile systems. The May 2003 launch represents the culmination of our eight month £1 million intensive development programme. At the time of writing one week prior to launch, we already have commitment from new Global customers amounting to 200 roofs a week.

"But as you can read about in this latest newsletter, we have many other new developments too. Shield Conservatories continue to contribute significantly to our customers' sales and profitability. Last week for example, the total number of roofs

going into the UK out of the Shield system was in excess of 500. Considering we only came into the conservatory market eighteen months ago, what better endorsement is there to show that our product and service is hitting the mark?"

global conservatory roof



stronger faster neater

IN THIS ISSUE



Lower Prices Announced



FEATURE

The Grand Opening

New Recruits

New Customers: Horizon Indigo

New Products

In this issue



The Rt Hon Geoff Hoon highlighted that Synseal was a great success story and went on to congratulate Gary Dutton on building such a good business.



Innovation and Investment continues...

STOP PRESS.... Just before going to print, we took orders for over 140 roofs in one day!

THE GRAND OPENING

Taking time out from the then imminent War on Iraq, The Rt Hon Geoff Hoon MP for Ashfield and Secretary of State for Defence successfully opened Synseal's new manufacturing and warehouse facility in early February.



Gary Dutton and the Rt Hon Geoff Hoon. After the formal opening, Synseal gave a guided tour round the new facilities.

BBC Radio Nottingham kicked off proceedings at 8am broadcasting an interview with Gary Dutton, Chairman and Founder of Synseal. The broadcast highlighted how Synseal has been making a significant impact on the UK's window industry over the last few years and is now one of the largest local employers.

The event was attended by key suppliers and local businessmen as well as the trade press and local newspapers and radio. The story was also featured on the BBCi website and Ceefax.

Gary Dutton and the Rt Hon Geoff Hoon both made speeches before cutting the ribbon and touring the factory and warehouse. Gary Dutton spoke of the growth Synseal has achieved. "After many ups and downs and some reinventing, Synseal Extrusions Ltd is now the largest independent company in the industry. Over the last three years we have grown from 160 to 500 staff, 80, 000sq ft to 400,000sq ft and £30m to £52m turnover.



Geoff Hoon and the Synseal Board of Directors

"Synseal is still true to its simple but effective founding principles, which are that people are our prime resource and we always try to find out what the market wants and never arrogantly assume we know best".

SYNSEAL WELCOMES ON BOARD... NEW INFORMATION DIRECTOR

Synseal Extrusions Ltd welcomes Brian Onions as Information Director. With a working history in manufacturing as a finance director and consultant, Brian brings with him broad experience. His role is to implement the necessary changes for Synseal's growth to continue to the next level. "Synseal has an exciting, wide range of products," comments Brian. "They are an excellent company to work for because decision making is quick. They let employees take responsibility for their own decisions so customers don't have to wait for their queries to work their way through the organisation. As a result, response times are faster."

Brian is a family man with four children to keep him busy, but to relax he enjoys gardening and skiing.

Welcome also to Laurie Greenard the new Global Roof Sales Manager, joining us specifically for the new Global roof. Having worked for another systems company for thirteen years prior to joining, Laurie brings a wealth of experience with her. "Working in the industry, I had heard of Synseal and could see what an innovative, dynamic company they were," explains Laurie. "That's why I approached Nick Dutton about joining the company.

"My responsibilities are the launch and sales of Global, so it's a particularly exciting area to work in. Without doubt the Shield Conservatory System is the best on the market, but obviously there's the limitation that it will only fit Shield profile. Sharing many of the ground-breaking attributes, Global will change this.

In her spare time Laurie enjoys house restoration and experimenting in the kitchen!

What's the connection between The Sunday Times and The Synseal Times? A lot more than just the name, as Synseal's inclusion in the broadsheet's Profit Track 100 2003 shows!



Appearing annually, the Sunday Times' Profit Track 100 is an independent compilation of the top 100 British firms with the fastest growing profits. Achieving a position in this league table of star performers makes Synseal in the words of The Sunday Times: "One of the most dynamic unquoted companies in Britain". With 44% profit growth per year from £2.4m in 1999 to £7.2m in 2002, it's not only Synseal that is benefiting from this growth.

Not only has the number of Synseal customers grown, but these customers are growing their profits too. As one satisfied customer, Bryn Williams of 21st Century Windows explained, when calling to congratulate Synseal: "It's great to know we're backing a winner. We're all here to make money and Synseal has found a formula to keep costs down so everyone in their supply chain can make money."

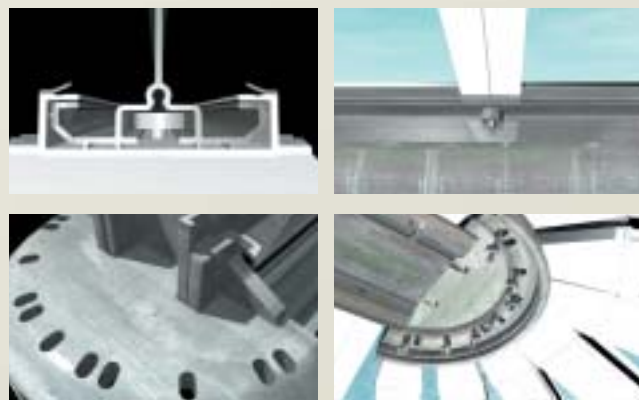
GLOBAL CONSERVATORY ROOF FACT FILE

Here is just a selection of the features and benefits of the Global Conservatory Roof. For more information call Nick Dutton on 01623 443200 or email nickdutton@synseal.com

Just imagine if....

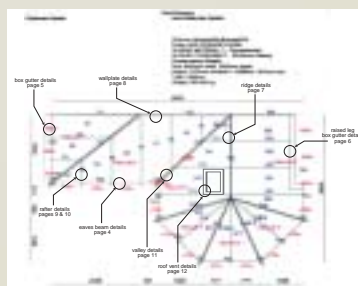
You had no more system size restrictions

The Global Conservatory Roof System can produce all popular sizes and styles of conservatory. Why compromise using two different conservatory systems to make different sizes when one system can fit all, competitively.



You could double your fabrication capacity

The Global Roof is available ready fabricated or in bar length direct from us. You choose. Over £100,000 has been invested in a software package that actually works. Using it we can give you a quick turnaround and consistent quality. It's so accurate and reliable you don't have to pre-assemble 75% of your conservatory designs. Think what that does to your production capacity! It has doubled capacity for some.



You could half your installation times

The revolutionary new guttering system automatically eliminates several installation functions with one simple swing action. You can forget about fitting unsightly, fiddly gutter brackets at pre-set intervals along the guttering. The single action system works specifically with the Global Eaves Beam. It's far stronger, and because it eliminates unsightly under-gutter trims that need to be mitred and siliconed it looks better too.



All glazing bars and hips on the Global Conservatory Roof System incorporate a clever internal bolt slot. So you don't have to waste time clambering on to a half built conservatory trying to align numerous small M6 or

even M5 bolts into two holes. The Global M8 bolts simply hook into a single hole at eaves, ridge - and spider too. Then they're locked off from inside! Even tie bars slot straight into this rafter bolt slot. And without those holes drilled through glazing bars the potential for leaks is even further reduced.

You could rely on the product's heat resistance

Other PVC-U clad conservatory systems suffer distorted woodgrain top caps in certain environmental conditions. Woodgrain Global rafter top caps are made from aluminium, foiled with identically matched woodgrain. Installation is identical, using the faultless clip principle of the white option.

You no longer need worry about remakes

The Global roof has been designed from a clean sheet. So we were free to avoid the built-in legacy problems other endure. The Global Conservatory Roof System is manufactured from internal frame dimensions. So different front to back frame dimensions are irrelevant. Roof systems that are manufactured from external frame dimensions sometimes mean that roofs don't fit the frames. And you have to remake the conservatory.

You no longer need to imagine. The Global Roof System with all of its benefits is available now.

GLOBAL

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This newsletter was printed on material from a sustainable forest.

Welcome to our Customer Feature page. Whether you've been a Synseal customer for a while, or have just joined us, if you'd like to be included in the next newsletter, please give Helen Ahern at our PR Agency Michael Rigby Associates a call on 01453 521621.

In this issue, we return to our regular **New Customer Welcome** feature, but also talk to two longstanding customers.



A NEW HORIZON

Welcome on board to Horizon Fascias and Windows, one of the many companies who signed up for the new Global roof, pre-launch. Switching from another market leading roof after two years, Mark Andrews, owner of Horizon, heard about Global and arranged a visit to see more. "Synseal is a truly professional and friendly operation with a quality product," comments Mark. "I can already see how much quicker the Global roof is going to be for our installers to fit. We need to make a few changes to our machinery, but we aren't expecting to lose any more than one day of production to set up. And I'm confident we'll more than make up for it, once Global is up and running."

Full order books for customers too.....

One week prior to launch Synseal already has commitment from new Global customers amounting to 200 roofs a week. But new customers, joining for the Global experience, are also seeing their order books fill up. Indigo Products Ltd is one such customer. "We have already had great feedback from our customers who are pleased we'll be supplying the Global roof," explains Danny Hague, Sales and Marketing Director of Indigo. "We've used several different roofs before so we know what's around. We are looking forward to the time our customers will save on installation and to a long term relationship with Synseal."

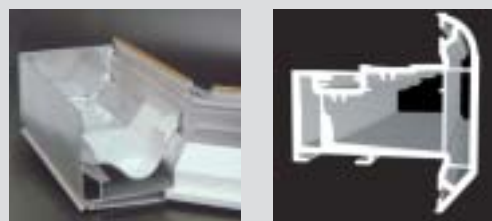
Long term relations.....

Synseal strive for longstanding partnerships with customers and employees alike. "The rep that came to see us when we were looking for a new supplier eight years ago, still deals with our account now," comments Gary Mitchell, Partner of Lynher Windows. "It is this stability and reliability that makes Synseal so good to deal with. There is always someone to answer the phone, rather than the impersonal voice mail you find so many companies have now. Despite size and fast growth, you can tell that Synseal is based on 'family run' roots. We are too, and our outlook is different because of it. Of course dealing with Synseal also means we are always in a position to provide our customers with the most up to date, innovative products on the market, like for example, the Shield Conservatory System. As well as looking good to the homeowner, it also saves us 30% cost on our conservatories."

The company's not for moving.....

"As a successful fabricator, we get phone calls all the time from systems companies wanting to supply us," says Zak Badani, Owner of Safey Glass. "In the 18 years we've been a Synseal customer, we have been approached by countless other premium systems companies, but we've never felt the need to change. And why would we want to change? We can't fault Synseal. They are quick to react to any problems we might have, their deliveries are on time and complete, and because they are local to us we can phone them for anything extra we need between orders that we can then pick up within the hour. Even though they're growing at a rate of knots, we still get a phone call every week to see if everything's OK."

Never a department to sit still, Synseal's Research and Development Department has been unusually busy over recent months, with the launch of the Global Conservatory System. We are especially proud of the groundbreaking technically innovative Box Gutter – a key benefit of the system. But our R+D team hasn't only been working on conservatory product developments, as our recently launched Sculptured Sash proves. Feedback on both products from installers has been really positive.



For those of you who missed the latest in the Glass Age series of articles, Nick's in the Chair, here's another look at how innovation can give us more control over our one the most valuable assets: time



NICK'S IN THE CHAIR

THANK YOU FOR THE DAYS

Like the old Kinks' song suggests, we are grateful for any extra time we can squeeze out of our increasingly hectic lives. This pre-occupation isn't new but in recent years, time has become even more of an obsession. Time matters. We are busier and try to accomplish more in one day than ever before. All around us the pace of life is quickening. In both our personal and professional lives, it can feel like time is accelerating. That's why we seize any opportunity to win back as much as we can.

Eight Days a week

Just think what you could do if someone gave your business one extra day a week. While actually turning back time belongs firmly in the world of science fiction, an innovative and common sense approach to product development and ways of working can actually win you back time. We are used to thinking about and measuring productivity in minutes, hours and days in relation to factories and manufacturing, but it's just as relevant in installation, administration and selling.

Time in conservatories is everything

Time spent fabricating and installing conservatories is money. And because conservatories can swallow up so much of your time - they are after all buildings requiring lots of project management - you need to complete them as quickly and professionally as possible. If you don't, the chances are that at best you'll break even, and at worst lose money.

Just how much are you contributing to your supplier's profits?

One of the problems historically has been a reluctance by many

glass age/2003

suppliers to provide fabricators and installers with products that actually save time. This lack of enthusiasm for launching new products or innovations often stems from the fact that suppliers remember investing so much time, energy and money in the technical, marketing and sales development of their current product, that they can't face doing it again. It's easier to stay still. That's one of the reasons there are so many outdated products around - simply because suppliers don't want to obsolete designs they have now. Sadly it's you the customer who suffers from this lethargy towards offering better, broader, more fabricator- and fitter-friendly product ranges. While you live with out dated products that steal your time, you are lining your supplier's pockets.



Nick Dutton, Synseal's Sales and Marketing Director

It doesn't have to be that way

The Shield Conservatory blew traditional ways of doing things out of the water by eliminating unnecessary operations and components. Within 1 year it took third place in the market from a standing start. Right from the word go we made it clear that Shield was dedicated to Synseal fabricators: if you wanted it, you had to be a Shield fabricator. But since then other customers of other systems customers have seen the benefits and want to enjoy them too. We have no intention of changing the policy on the Shield roof but we have developed Global, an innovative roof for all systems.

A roof for all Systems

The Global roof is our latest innovation. Like Shield, it's designed to make conservatories more profitable for installers by saving time and effort. First

Just think what you could do if someone gave your business one extra day a week.

and foremost, Global is installed from the inside. There is only one bolt at each end of the glazing bar, with no drilling required through the aluminium glazing bars. Unlike some leading roofs, all plastic profiles and components are PVC to avoid differential discolouration caused by different materials ageing differently. So you won't be called back and waste time on costly remedial work.

We've also added a new gutter that is stronger than before because it's fixed along the whole length and not just at 500-600mm centres. It's quicker to install too as the simple swing fit action replaces the fixing and centralising of gutter brackets, the fixing of the gutter, and the trimming and fitting of unsightly under-gutter trims. Unsightly external gutter brackets are no longer required, producing neat, clean and consistent sightlines. The gutter automatically cloaks off the gutter frame area, producing a perfect finish.

Challenge the fundamentals

Sales of the Shield Conservatory System grew more quickly than most in 2002 because everyone using it literally gained one day per week. Quite simply, through eliminating unnecessary and time consuming processes and product features, Shield customers had more time to sell, make and install more conservatories. While their competitors were still on site finishing off their first job of the week, Shield installers had already started their second.

Experience of Shield shows that when talking about time saving in conservatories it's not enough to make little tweaks here and there. You have to address the whole way of doing things, and challenge the fundamentals. That's what we did with Shield and it's what we are doing with Global.

Stop Press...Price reductions announced for Shield Conservatories

How many conservatory suppliers do you know of, who have actually reduced prices for all their customers and not just as part of a special deal? None? Well that's about to change, because that's exactly what Synseal has done for the Shield Conservatory. When we launched Shield, we hadn't sold conservatories by volume, so prices had to be created on the basis of what we anticipated the costs would be. A year on, we have the experience and data to produce better prices for Shield customers.



We take an honest approach so that if our costs go down, the price of our products do too. This means our customers will see a drop of 4% across the board, 13% fall in the average price of a Georgian conservatory and 23% decrease on a 25mm polycarbonate white lean to. So even though our conservatories continue to improve with developments like the new box gutter system, the clipless guttering system and new aluminium woodgrain top caps, Synseal customers can rely on fair and honest prices.

Innovation + Investment = Synseal Buy Second Polycarb Line

Aluminium Woodgrain Conservatories

Another recent product development for conservatories is our aluminium woodgrain top capping launched in response to customer concern about top capping distortion that has occurred on other brands. We didn't want to take any risks, no matter how slight, but we also didn't want to just change to brown aluminium, unlike other suppliers. We did some research and found that in very specific geographical areas, distortion can occur.

Our solution is to change all woodgrain conservatories to include aluminium rafters, hips and ridge top cappings. These aluminium products will be painted brown and identical woodgrain foil applied. It will also have an internal PVCu clip detail to ensure the fit and function of the product remains the same.



Synseal has recently invested in the installation of a new polycarbonate line, their second in less than a year. We wanted our own polycarbonate lines to stay ahead of the

extraordinary demand for our roofs. We also wanted to keep more control over what we supply. Synseal needed this second line because of the success of Shield and of Global pre-launch, but also so that we have a back-up if we should have a problem with one of the lines. The second line has increased capacity to 1000 roof kits per week.

SYNSEAL GO THE EXTRA MILE

Synseal has recently spent £210,000 on expanding and improving our fleet of conservatory trucks. This investment includes the purchase of dedicated Global trucks, which will have the standard shelves, modified frames and reinforced straps that ensure roofs are transported safely. We aim to deliver 500 Global roofs a week, equal to the volume of Shield.



SYNSEAL
PVC-U
PROFILE SYSTEMS
FOR QUALITY
WINDOWS, DOORS
& CONSERVATORIES



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