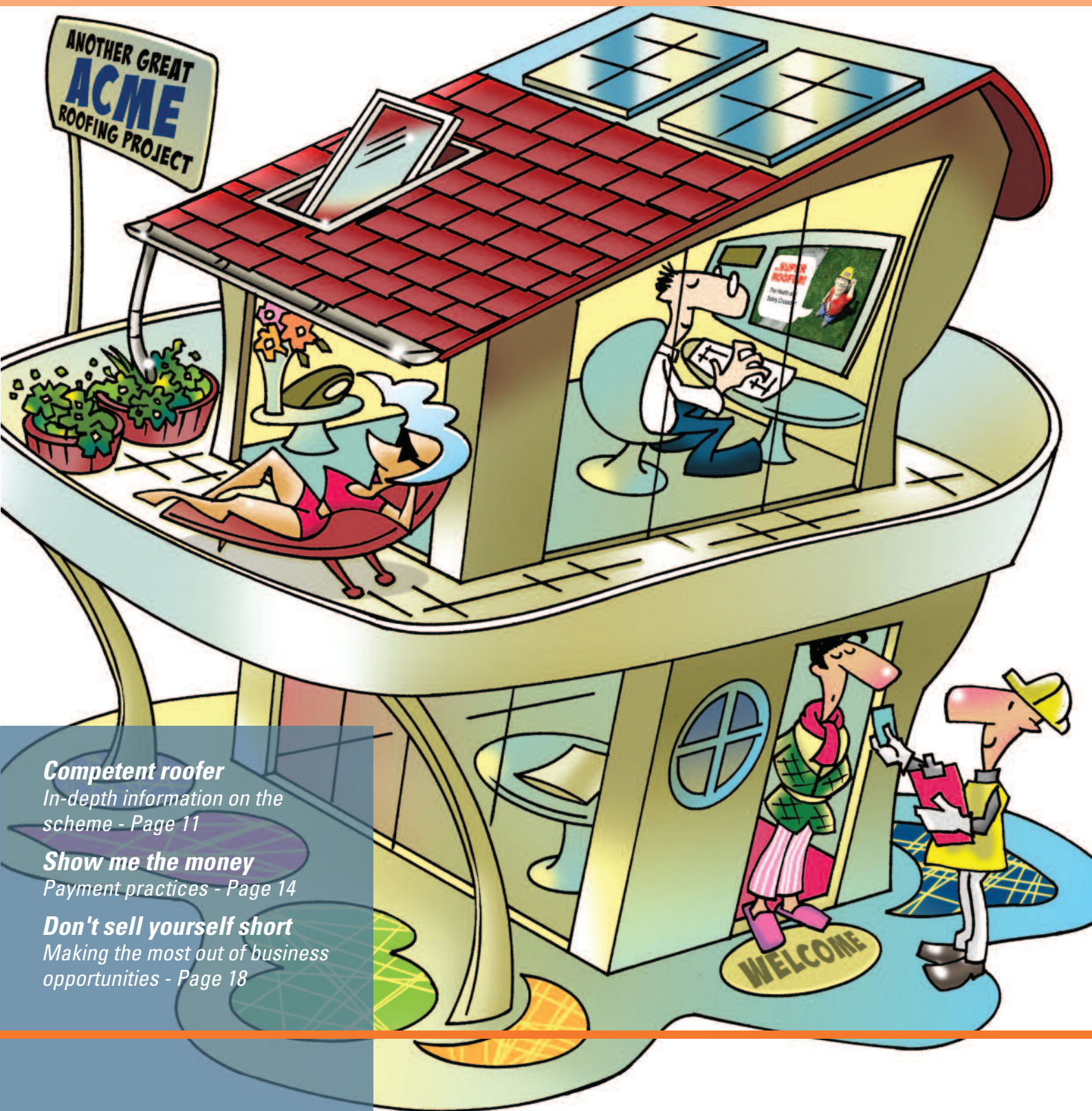


# INSIGHT

The **roofing** information service

issue 13



## **Competent roofer**

*In-depth information on the scheme - Page 11*

## **Show me the money**

*Payment practices - Page 14*

## **Don't sell yourself short**

*Making the most out of business opportunities - Page 18*

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# insightmag.co.uk



## All this and more!

Get a deeper insight into all things to do with the roof at [insightmag.co.uk](http://insightmag.co.uk) our online home.

There's loads of stuff to see and read – and it's a great place to track down those fascinating roofing tit-bits (don't put that into a Google search though!).

**Content highlights;**  
**Latest industry news**  
**Product news and reviews**  
**Competitions and**  
**Merchant information**

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# What's in store for 2011

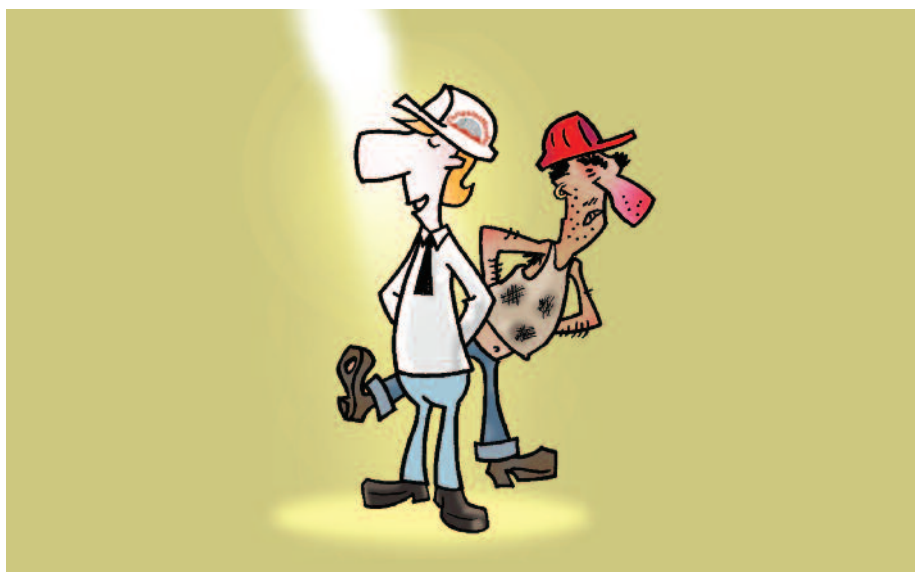
The United Nations has declared 2011 to be the International Year of Forests and the International Year of Chemistry. Now, leaving aside the chemistry bit for a minute the aim of the first one is to 'raise awareness and strengthen the sustainable management, conservation and sustainable development of all types of forests for the benefit of current and future generations.' (Wikipedia)

Very commendable, and ties in nicely with our article on the Forest Stewardship Council (FSC) Chain of Custody for timber used in the construction industry. Times may be tight but more and more customers are demanding wood from well-managed sources. If you can't provide Chain of Custody for the timber you're using you could lose out to those that can. See page 20 for the full story.

As J. D. Rockefeller once said, 'Next to doing the right thing, the most important thing is to let people know you're doing the right thing.' That's true now more than ever. Making sure your customers know that you are paying attention to issues like Chain of Custody can help you win business. Our Marketing your Business Part 2 on page 24 focuses on media activity for promotion while Making the Most out of Business Opportunities on page 18 looks at improving hit rates and upselling to customers.

2011 is proving to be packed full of promise. Who hasn't been on the edge of their seats waiting for the start of the Polish Presidency of the Council of the European Union? No? Fair enough.

But, of course there's lots of other stuff going on in 2011. Scottish company, Weatherproofing Advisors Ltd, are launching a new safety initiative using social media (see page 19) in a bid to raise awareness of the issue. The competent roofers scheme gets well deserved attention page 11. Elsewhere in this issue we look at Lindab's rainwater system (page 17) and the small



matter of how to get paid (page 14). And much, more besides.

One man who knows a thing or two about what the coming year will bring to roofers is Ray Horwood (RH), Chief Executive of the National Federation of Roofing Contractors.

We caught up with Ray to get his thoughts on the months ahead...

*Insight Magazine (IM) – Ray, we've been hearing a lot about the Competent Roofer scheme the NFRC is introducing. What can you tell us about it?*

**RH – Basically the Competent Roofer Scheme allows roofers to self-certify for all roofing types. The whole idea is to bring an extra element of professionalism to roofing, to level the playing field for roofers and ensure their capabilities, diligence and expertise are recognised over the 'cowboy' operators. We believe the implementation of the scheme will go a long way to helping members uphold standards while gaining business and best serving the public and clients.**

*IM – Sounds good. But is it going to help roofers save or make more money?*

**RH – It'll make roofers much more competitive. They'll be able to offer an all in one service without the need for a Local Authority Building Officer to inspect the work, saving time and money. It also protects against rogue customers who say for example that they want to do the job without installing insulation. A Competent Roofer can't issue certification as that is a requirement.**

**Plus for all domestic jobs under £50k the scheme includes automatic compulsory insolvency insurance. So if a roofer comes to my house and does a £5k job and goes bust the next week, the roof is still insured for 10 years. That's got to give roofers who are part of the scheme a huge advantage over those that aren't. I know who I'd rather get in.**

*IM – What's the response been like so far?*

**RH – It's been good. The scheme is open to all roofers and we're really starting to**

Learn more about  
**'How to get paid'** on  
page 14

roll it out now. I think it's something that's going to grow throughout the coming year. (see page 11 for more information).

*IM – What else do roofers need to do to improve their image, service and generally promote their business to customers?*

**RH – Well, obviously the Competent Roofer Scheme is going to be a huge part of that. If they're part of the scheme you know they have been inspected.**

But in addition, all guys that are part of NFRC are Trustmark endorsed. Those that don't join might be good or bad, but as they're not subject to regulation it's hard to tell.

Health and safety is also one of the best ways of improving the image of the industry. (see our Health and Safety issue, Insight 12). The NFRC has strict guidelines. If they're followed it'll put customers at their ease and give an enhanced sense of professionalism.

*IM – What about training? Is there enough available to bring roofers up to the highest standards?*



**RH-** There's certainly no shortage of courses. The challenge at the moment is whether companies can afford for people to go, both financially and in terms of time. Grants are available but the system is complicated. For example there is an attendance allowance but many roofers find that filling in the forms to claim back the £17.50 /day allowance just isn't worth it.

In terms of solar and green roof options, there's plenty available. But, whether training's at the top of companies' agendas at the moment is doubtful.

*IM – Are sustainable roofing solutions a fad or a real opportunity for roofers to increase their business?*

**RH – There's loads of really clever stuff out there with a lot of interest and courses available. We recommend that people are MCS (Microgeneration Certification Scheme) qualified so they can install it. I'm certain the Green Deal will require MCS and Competent Roofers status. That means that any half decent roofer should be looking at solar and everyone should see Competent Roofer as part of any mechanism in future. The government will want to see concrete structures (IM – is the pun intended, Ray?) in place, with rules, and roofers need to be aware of that and plan ahead.**

*IM- What do you think of the quality of sustainable products on the market?*

**RH - There is a huge number of solar products on the market, not all of which are suitable for roofs. Not everyone thinks about how these actually fit onto roofs. The products might be fantastic, but if it's not right for a roof you've got a problem.**

It's a bit like when double-glazing came out. There are lots of companies selling solar but not all are competent to install it. If you are going to put a great big hole in the roof, the product you are going to plug that with has got to be absolutely top notch or else you have a disaster. It's a real danger when there are so many products on the market and we can see what happens when it goes wrong in the rest of Europe where it has been a complete nightmare.

*IM – Thanks, Ray.*

So, there you have it. Plenty of ideas to help make the coming months that bit easier to tackle.

Here's to a successful 2011 for roofers and here's to The International Year of the Forest (and chemistry!).



**To find out more about the Competent Roofer Scheme, please complete the reader response card.**

# Opportunity Knocks



## Paul Reed, Sales and Marketing Director from Marley Eternit, takes a look at what's hot for 2011

2011 is going to be tough. No news there. But despite the impact of cuts and a slow recovery from Joe Public there are real opportunities out there. Roofers tapping into new products and market trends are going to have a clear advantage when it comes to staying ahead of the game.

In the government's recent Comprehensive Spending Review there were positives for the RMI market. The announcement that the Decent Homes programme will continue is good news, although with 'details to follow' it's likely to be at a lower level. This ongoing repair and maintenance programme for social housing has been extremely beneficial for the roofing industry over the past few years. Long may it continue.

### Green Deal

The Green Deal, replacing the Warm Front programme, enables households to improve the energy efficiency of their homes

at no upfront cost. Great news for roofers in the private RMI market, who are increasingly looking at cladding to improve the energy efficiency of a building.

Look out for Marley Eternit's Cedral Weatherboard. This fibre cement cladding gives the look of timber without any of the maintenance hassles. This is one of our fastest growing products and one to watch in 2011.

### Sunny side up

With Feed in Tariffs set to continue at their current rate until March 2013, photovoltaic roof tiles are a great opportunity for roofers to expand their business. Under the scheme energy suppliers have to make regular payments to householders and communities who generate their own electricity from renewable sources such as solar tiles. Turning houses into piggy banks.

### A clean slate

Fibre cement slates anyone? They may sound like a healthy breakfast option but over the years fibre cement slates have become increasingly popular as a cost effective and sustainable alternative to natural slate. This is largely due to the Code for Sustainable Homes (2007) driving demand. The code makes the BRE's 'Green Guide to Specification' product rating even more significant because choosing an A+ rated product gives a roof the maximum credits.

Sounds great, but to get an A+

slate roof covering, the main issue isn't whether you choose fibre cement or natural but where the product is manufactured. Imported slate products don't currently have a rating. UK produced fibre cement slates, however, achieve an A+ rating in the BRE Green Guide. As the only UK manufacturer, Marley Eternit meet the highest rating possible for our range of slates.

### That lived in look

If you want a weathered look, reclaimed clay tiles are increasingly popular. The new Fired Sienna Hawkins clay plain tile from Marley Eternit oozes character and gives the sort of finish you usually find on

reclaimed tiles. Each tile is individually crafted to include irregularities and imperfections on the surface, similar to those of a weathered, aged tile. It's competitively priced too, so is a definite option for those who would normally only go for a reclaimed tile.

So, although 2011 looks like another challenging year, there is light on the horizon. For those willing to embrace new opportunities and explore product growth areas there are positives aplenty.

**Here's to a good year for all.**

ENQUIRY  
1

**Want to know more about Marley Eternit products? Please complete the reader response card.**



# The grass is definitely greener

## ‘Green is good’

Not quite what Gordon Gekko said in Wall Street, but with more and more cash being pumped into renewables there's definitely money to be made.

On-roof technologies such as solar thermal and photovoltaics (PV) are potentially big business. The PV market was boosted by the introduction of Feed in Tariffs (FITs) in 2010, and the Renewable Heat Incentive (RHI), due to begin in June, should provide a similar shot in the arm for solar thermal.

Solar is regularly promoted heavily to heating engineers and electricians, but there are real opportunities for roofers too. And often the only thing standing in your way is knowing how to start wading through the options for training, grants and funding.

Well, now help is at hand.

The Greenbuild Expo on June 29th and 30th in Manchester is an essential stop if you want to expand your business into the green market and get on board early doors. It'll help you understand the market and the



show are also offering discounts to attendees for full courses if you decide it's for you.

There will be over 150 exhibitors providing you with technical info on products, methods and advice for all types of refurb and new build solutions. These include renewable, green roofs, ventilation and a whole lot more. A host of hands-on workshops, plus seminars on the latest Building Regulations and

case studies of completed and ongoing projects will also be available – all totally free of charge.

Tap into your inner Gekko and see how green could be good for you.



## The Greenbuild Expo June 29th - 30th

opportunities available as well as how to access government funding to help you along the way.

There will be a series of Microgeneration Certification Scheme (MCS) approved taster training sessions, so you can see what's involved before shelling out your money. Courses to up your skill levels will also be available, and the training providers at the

ENQUIRY  
2

Visit the Greenbuild Expo on June 29th  
or 30th in Manchester. Find out more at  
[www.greenbuildexpo.co.uk](http://www.greenbuildexpo.co.uk)

# Ridge over troubled water

## Redland

### Redland launches Rapid Ridge to meet new NHBC recommendations

The brass-monkeys weather we've had of late has been causing more than just potholes in the roads. Condensation in cold roofs can be a real problem, and has been made worse by the recent cold winters. In response the NHBC has issued recommendations, published in January 2011, that identify the need for ridge-level ventilation in all cold roofs.

To help address the problem Redland has launched Uni-Vent Rapid Ridge – a system for providing ridge-level ventilation for any pitched roof.

Uni-Vent Rapid Ridge pack is compatible with either Half Round or Universal Angle ridge tiles and provides 10 metres of mechanically fixed, ventilated ridge. The result is a quick and easy-to-install system that combines Redland's technical excellence with a universal application.

The Uni-Vent Rapid Ridge is one of a number of competitively priced components that Redland is launching into the market - a range that currently includes both Spirtech 100 and Rapid Roof Vents.



**For more details please complete the reader response card.**

ENQUIRY  
3



# 100 years of innovation

**When George Steadman set up a blacksmith's in Caldbeck, near Carlisle, little did he know that 100 years later it would be a major supplier to the construction and agricultural industries.**

Today, the company manufactures a wide range of products including insulated roof panels, profiled metal cladding, cold rolled structural sections and ancillary building components.

Steadmans' Sales and Marketing Director, Ian Hodgson, says:

"We have an exciting programme of activity planned throughout our centenary year that will involve customers, suppliers, staff and the local community. It provides us with a great opportunity to look back at where we have come from and where we are going to take the business.

"In 2011, we plan to expand our business whilst also introducing some innovative products to the industrial, commercial and agricultural markets. These are exciting times at Steadmans and we are looking forward to the year ahead."

One of Steadmans groundbreaking products is Meta-Slate®, an innovative slate-effect metal roofing system. With its light weight and easy to fit design, it requires less substructure than traditional slates. "It's ideal for refurb and new builds, and proving to be very popular with installers" adds Ian.

To complement Meta-Slate®, Steadmans have developed a purpose designed dry verge flashing. Ian filled us in on the background. "We found that many tile effect metal roofing systems are let down by poor edge detailing. In particular, the verge area is often finished using unsightly industrial style metal flashings. This can detract from the overall traditional effect required by an installer." The new product certainly adds a touch of class and is in keeping with a quality roof.

As a major supplier to the agricultural construction industry, Steadmans has also developed Drain Dripstop to deal with the issue of condensation in uninsulated buildings. Ian commented: "From an installer's perspective, this means that jobs can be completed quickly, effectively and safely".

## FACT FILE – Meta-Slate®

- Innovative slate-effect metal roofing sheet system
- Ideal for both refurb and new build applications
- Long-lasting Nova finish
- Easy to fit due to its light weight and simple secret fix joint system
- Weighs in at only 6 kg/m<sup>2</sup>
- Require less substructure when compared to traditional slates
- Can be fitted onto either steel or timber roof structures

## FACT FILE – dry verge flashing

- New injection-moulded dry verge piece in UV stabilised polypropylene
- Perfectly complements Meta-Slate® and colour matched to the steel Meta-Slate® sheeting
- Maintains the traditional appearance of its slate-effect metal roofing panels
- 300mm long interlocking verge sections incorporate a polyethylene foam seal strip to prevent water ingress

## FACT FILE - Drain Dripstop

- Single skin profiled metal roof panels
- Factory applied non-woven polyester fleece
- Addresses risk of condensation forming on the underside of steel roof panels
- Fleece absorbs the condensate, wicking it downslope into the guttering
- Modern cost effective alternative to heavy, fragile, labour intensive fibre cement panels

ENQUIRY  
4

To find out more about Steadmans centenary celebrations, innovations and their whole product range complete the reader response card.



## Klober tapes complete roofing airtightness package



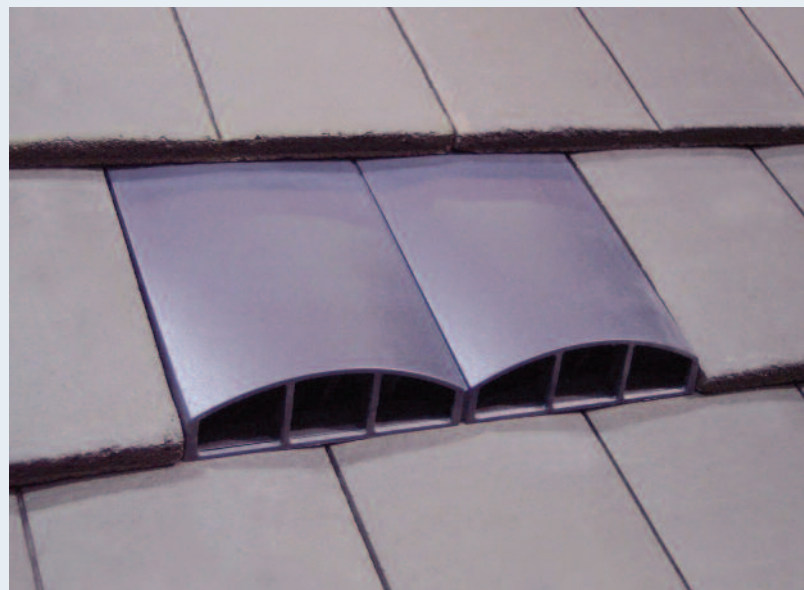
# KLOBER

With up to a third of warm air escaping through the roof, achieving the right balance between airtightness and ventilation is essential. Klober's extensive range of tapes, pipe sealing collars and sealants used alongside brand leading Permo underlays, vapour control layers and air barriers enables the chosen roofing airtightness strategy to be fulfilled while counteracting the effects of buildings (particularly timber frame) drying out. Illustrations of best practice have been confirmed in Accredited Construction Details such as MCI RE 02 which combines the use of Klober Permo Forte with vapour control layers and tapes.



## New profiled tile vent from Klober

With growing demand for universal, low profile tile vents, roofing ventilation and accessory specialist Klober has added the Twin Plain Tile Vent to its Profile Line® range. The vent is the seventh Profile Line® product and is ideal for use with Redland Duo Plain, Forticrete Gemini and Marley Ashmore tiles. Available in four standard colours, the Twin Plain Tile Vent provides an effective ventilation area of 7,850 mm<sup>2</sup> and, in keeping with the rest of the range comes with a 10-year guarantee against manufacturing defect.



ENQUIRY  
5

For more details please complete the reader response card.

# True Brit! Armourplan, the bulldog breed of roofing membranes



**When the going gets tough, great roofers get going. Armourplan PVC single ply roofing membrane, injects the same bulldog breed of muscle and tenacity into any flat roofing project.**



The only single ply PVC membrane manufactured in the UK, it is now available, exclusively, through SIG.

Competitively priced this versatile polyester-reinforced PVC membrane is quick and simple to install as it needs fewer fixings than most other similar membranes. It's suitable for new build and over-roofing systems alike and comes with a raft of benefits:

- **The only single ply PVC membrane manufactured in the UK**
- **Guarantees up to 20 years**
- **Great mechanical properties**
- **BBA certification for 30 years**
- **Membrane life expectancy of up to 40 years**
- **Choice of colours**
- **High UV resistance**
- **Secure seam welding**

- **Complete range of fixings and accessories**
- **Handy waterproof pocket-sized installers' guide**

Sold only to trained and approved installers, the Armourplan membrane is easy to weld to form reliable joints. Once completed, the membrane forms a tough, sleek "skin" which can be enhanced with additional features such as standing seam profiles. Even the handy system installation guidelines pocket book is fully waterproof, so work on site can continue whatever the weather!

**There are three prime membranes to choose from:**

- **Armourplan SM is a standard PVC membrane for mechanically fixed installations;**
- **SG is fleece-backed and designed for adhered applications;**
- **Armourplan P (premium) incorporates UV stability on upper and lower surfaces alike, for even stronger mechanical performance;**

Each is backed with comprehensive product and workmanship guarantees and access to technical support, including full specifications and wind uplift calculations.

## Get the Know How now!

SIG runs regular two-day training courses at their base in Shepshed, near Loughborough.

Join the course and you'll find out just how simple Armourplan is to install over large and small areas. Its welding window allows you to create intricate detailing for external and internal corners, rooflights and for soil and vent pipes. Plus there's a course element on creating those great looking standing seam profiles.

ENQUIRY  
6

**For more information on the Armourplan membrane or installation training courses please complete the attached reader enquiry card.**

# A 'Competent' Opportunity to Save Time & Money

CompetentRoofers is a competent person scheme managed by the NFRC, allowing roofing companies who register to self-certify for Building Regulations on qualifying roofing refurbishment work in the domestic, commercial and industrial roofing sectors. This will mean that roofing companies not only save time and money in terms of not having to pay Building Control to inspect and issue costly certificates on work undertaken, but demonstrates to their customers that they are a credible competent roofing company that can provide quality work and peace of mind.

The scheme is open to all contractors both NFRC and non-NFRC members.

CompetentRoofers is part of a wider Competent Persons scheme that has been in operation to various parts of the construction industry, with schemes being managed by organisations including Certass, FENSA, NAPIT and ELECSA to name but a few.

## How The Scheme Works

Roofing companies that join the scheme will get a minimum of two random work in progress inspections per year. On completing roofing works the company notifies CompetentRoofers, via an online system, which will then send a copy of the certificate to the appropriate Local Authority Building Control (LABC) office to

register the roof and a certificate will also be sent directly to the building owner.

## Key advantages of CompetentRoofers:

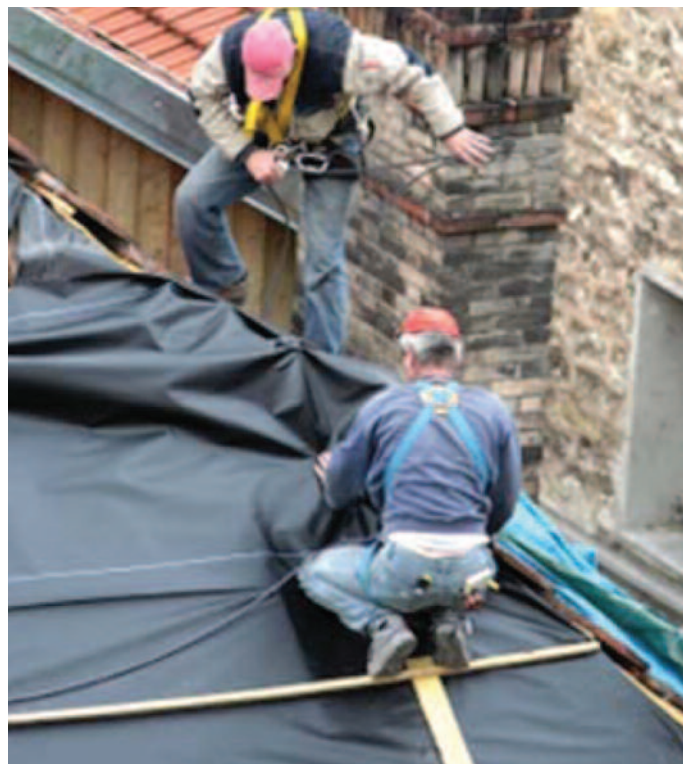
- Saves time and money by being able to provide an all in one service to your customers
- no need for you or your customers to pay for a Building Control Officer
- domestic work receive a 10 year insolvency warranty included in the price
- you have the business advantage of being able to include the cost of self-certification in your pricing
- listed by Local Authorities

## How Much Does It Cost?

	NFRC Members	Non NFRC Members
One off Joining Fee	£ 125	£ 395
Annual Fee* (inc 2 inspections)	£ 340	£ 540
Certificate Fee** (for typical domestic)	£ 20	£ 40

\* The annual fee is paid monthly by direct debit allowing the cost to be spread throughout the year

\*\* For a typical domestic roof including a 10 year insurance warranty. Costs for large, industrial and commercial projects will vary; rates are available for 15 & 20 year insurance warranties.



How ever SIG Roofing has managed to negotiate a further saving of £100 off the joining fee for any of our Insight readers that are not NFRC members that wish to participate in this scheme.

## Example of potential savings

### Insight Reader (non-NFRC member) – undertaking 20 refurbished roofs annually

Year 1 – one off joining fee	£395
Annual Fee	£540
20 * Certificates	£800
<b>Total</b>	<b>£1,735</b>

### Costs through using Building Control Officers (current LABC charges are £200 - £400 per visit)

£200 per visit * 20	£4,000
<b>Saving</b>	<b>£2,265</b>



Want to know more – simply complete the attached reader enquiry card.

ENQUIRY  
7

# Tools of the trade - Go hire, baby

Tool envy is a terrible thing. One man's access tower being another man's ladder, and all that. But now there's no need to long for another roofer's winches.

Hire Station from SIG is a new roofing equipment hire scheme in the South East. It provides everything the modern roofer needs from platforms, towers and saws to angle grinders, mixers and hoists.

Having the right tools for the job is essential, but 'having' them doesn't need to mean 'owning' them.

Tools don't come cheap. The costs of buying, insuring, storing and transporting everything you need can be huge. With Hire Station you don't have to worry about any of that.

- **Keep your cash with no capital outlay for expensive tools.**
- **Fully insured and maintained.**
- **Delivered to your site so you don't need any large vehicles.**
- **No storage required.**

With over 2,000 products to choose from, including specialist safety equipment, Hire Station has everything you need direct to your door.



ENQUIRY  
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**For more information please complete the reader response card**

## COMPETITION

# Weird roofs of the World



**Email your picture to  
[editor@insightmag.co.uk](mailto:editor@insightmag.co.uk)**

Full terms and conditions can be found  
online [www.insightmag.co.uk](http://www.insightmag.co.uk)



Worked on any weird roofs lately? Yes? Then send us a picture!

And you could be a winner, like Barney Worrall, Commercial Director of Guaranteed Asphalt Limited.

Barney sent in this winning picture of one of their roofs 'Weird roofs of the World' (see issue 12).

"It's not funny," says Barney, "but it is a strange one. We actually formed the tiles out of mastic asphalt – the original roof tiles were made from perropa and it sits on the Guildhall building in London. Naturally, we're proud of it!"

We liked the use of unusual materials – and the weird undulating shape. In return, we've sent him a snaptastic Nikon Coolpix 8000 camera.



So, if you've got a roof you're proud of send us a picture and you could win another Nikon Coolpix 8000

**Grow your Business  
with Scott Bader's New  
Crystic® ROOF 10 Year  
Warranty Seamless  
Cold Roofing System**

# Roofers Stay CrysticROOF Cool!

With a growing number of project managers banning 'hot' works on public buildings due to health and safety risks, roofers who only use bitumen for flat roofing are now losing business; not good news for them in the challenging UK economic climate. For flat roofing, there is a top quality alternative to using bitumen, CrysticROOF is now available and is ideal for all roofing contractors, including those who perhaps don't undertake flat roofing jobs. This new GRP cold applied roofing system is produced by Scott Bader Ltd., one of the UK's leading manufacturer of resins, topcoats & gelcoats for glass fibre reinforced products (GRP).



pitched and complex roof designs. CrysticROOF is fully compatible with all the popular roofing materials used, such as decking boards, edge trims, fillets and flashings.

**Handy 12 Page Booklet & DVD:** Full details about CrysticROOF are given in Scott Bader's 12 page booklet. It has step by step preparation and installation guide with diagrams, plus frequently asked questions



**Premium Customer Focus:** GRP for flat roofing is not new in itself, but not all GRP systems offer the same long term performance. CrysticROOF is aimed at the top end of the market, where a customer is looking for value for money and long term quality performance.

**10 Year Warranty:** CrysticROOF comes with a 10 Year warranty from Scott Bader. This system will provide a leak-free flat roof for a minimum of 10 years, if installed under the right conditions and if their recommended procedures are followed. Scott Bader offers this warranty with total confidence, being an ISO 9001 quality approved company, which has manufactured high performance Crystic® resins and gelcoats for over 60 years.

**Quality Assured:** Like all Scott Bader products, CrysticROOF was developed by their R & D team of chemists and material scientists and are rigorously tested during development. Once developed, every Crystic product is manufactured to very tight batch controls and QC procedures in their chemical plant to ensure it supplies its customers time after time with a consistent, quality assured product in terms of both colour and handling.



CrysticROOF is cold GRP system, which comes with a 10 Year warranty from Scott Bader. It is suitable for flat roofs, valley, pitched and complex roof designs.

**Easy to Use:** CrysticROOF is an easy to use 'catalyst activated' unsaturated polyester (UP) resin and top coat cold GRP system. The resin and topcoat are brush or roller applied separately at different stages. It can be used, not just for flat roofs, but also for valley,

and lots of details on edge trims, fillets and flashing. There is also a very useful 'Man-Hours' and 'Materials Estimate' look up table, which makes estimating and quoting for jobs that bit easier and quicker.

ENQUIRY  
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**Want to know more?**

**For more information or to request a CrysticROOF brochure complete the reader response card.**

# Show me the money

They say the best things in life are free. That may be true – the snowman I built in December was particularly cheap. But try persuading your local barmaid to give away pints and you'll soon get sent packing.

Getting paid is, obviously, pretty crucial to running a successful business. In cash-strapped "Blighty" when many people are staying put and refurbishing rather than moving house, there are plenty of opportunities for roofers. Getting your mitts on the cash, however, can be harder.

For those working on central government contracts there is some good news. Following

*requirement gives us a huge opportunity to overhaul the industry's payment practices once and for all."*

Good news, particularly if you work on government contracts. For those of us not blessed with the safety net of guaranteed terms, managing cash flow is still a tricky business. People might not run off without paying (you know where they live after all), but that doesn't guarantee you'll get what's owed. So what steps can you take to make sure Joe Public coughs up the dough on cue so you can manage your cash flow more effectively? Here're a few tips...



the National Specialist Contractors Council (NSCC) Fair Payment Campaign, the government has implemented 30-day payment periods as of December 2010. NSCC President David Jones had this to say about the new policy, *"... the Fair Payment Campaign shows that, by working together, we can make a difference... [the] decision to make 30 days a*

## • Use a contract

This benefits everyone. Taking the time to put together a simple document clarifies the work covered and reassures both parties. The customer knows what to expect and you know you're not expected to move the house slightly to the left. Stick to the plan, update it if things do change and there'll be no poncing about

arguing at the end of the job. End result... you're likely to get paid quicker.

## • Take A Down Payment

Taking an initial payment before starting work can be as important as having a contract. Placing payment terms in the contract also saves a lot of hassle. It not only shows your customer is serious about the job, it commits you both to seeing things through to completion. And, if the worst does happen and things don't work out, you have at least got something for your efforts. Customers are much more likely to agree to this if you've got a contract in place and they know you by reputation.

## • Don't 'just do it'

It might work for Nike but 'just doing it' could go horribly wrong for you. Slapping an extra grand on the bill for 'extras' just won't wash. At least, not if you haven't discussed it with the client first. Any changes to the work done should be agreed before you start, preferably with a revised contract.

## • Give a gentle reminder

And we mean gentle - no need to send the boys round. Let customers know when instalments are due, because they'll forget. It's natural, so don't take it personally. Avoid unnecessary agro by letting them know in good time.

## • BACs to the future

Taking payment online or by BACs is a great way of streamlining your cash flow. For a start you don't have to take a trip to the bank, and you can process a payment at any time of the day or night. BACs also clear in a couple of days rather than the usual three for cheques so you get your cash quicker.

## • Snagging

Not 'snogging'. Unless you know the customer really well. Agreeing to hold back a final payment for snagging means you can be sure the client is absolutely satisfied with the job so there is no reason not to pay. It helps build trust between the

two of you – and agreeing to put this in place is a useful way of securing an initial down payment on the job.

- **Say it with flowers**

Sending flowers with the final invoice or after final payment is a nice touch and means you're more likely to get recommended by word of mouth. You'll know when it's appropriate; if you're dealing with the cast of *Shameless*, don't bother. Likewise for a house full of blokes (usually). That said, saying it with flowers brings a smile to people's faces and finishes the job on a good note.

- **Deal or no deal**

Don't forget customers take a risk by paying for all or part of the work before completion of the job. Offering discounts for early payment is a good incentive for customers to part pay some of the cost. You can also negotiate early payment deals with your suppliers to streamline your costs. Building a reputation for honesty in your business community isn't just about being a good bloke. It can save you money too.



## 30-Day Payment On Public Sector Work

In 2010, the Governments in England and Scotland made payment within 30 days throughout the supply chain a contractual requirement on all new central Government contracts. This means that, if you are working on any project funded by a central Government department such as the Ministry of Defence, Department for Transport, or Ministry of Justice, there will be a common assessment or valuation date for all tiers of the supply chain and payment must be received down to tier 3 within 30 days of this date.

This is a huge opportunity to make 30-day payment periods the norm in the public sector, and the Construction Minister Mark Prisk MP is looking to NSCC and its

members to report those central Government departments that are not implementing the requirement. If you are working on a central Government contract and you are not on 30-day payment terms, you can report it to NSCC in confidence **by logging onto their website** <http://nsccl.surveyshack.com>

### Central Government Departments in England

- Cabinet Office
- Department for Business, Innovation and Skills
- Department for Communities and Local Government
- Department for Culture, Media and Sport
- Department for Education
- Department for Environment, Food and Rural Affairs
- Department for International Development
- Department for Transport
- Department for Work and Pensions
- Department of Energy and Climate Change
- Department of Health
- Foreign and Commonwealth Office
- HM Revenue & Customs
- HM Treasury
- Home Office
- Ministry of Defence
- Ministry of Justice

# Look on the bright side

Sunshine isn't just good for your health, it's good for your business

Scientists have been telling us for years to cover up and keep out of the sun so we don't fry. Well, now they reckon catching a few rays is actually good for you, and you need a good dose of vitamin D to stay healthy. Cue two tickets to Malaga and a self-catering flat for the summer.

But getting a bit of sun could do more than just top up your tan. Green is in, and in a massive way, with more and more cash being pumped into renewables. On-roof technologies such as solar thermal and photovoltaics (PV) are potentially big business.

## How big is big?

It's thought the solar PV market tripled last year, and forecasts are for this to continue for the next four years. After that it's expected to double every year to 2020 and beyond.

So, quite big then.

In addition, solar thermal is expected to double in 2011/12 with more sharp rises from 2013 onwards.

**Factor in a shortage of qualified contractors and the potential for those getting on board is huge.**

To offer the most for your customers, contractors need to be Microgeneration Certification Scheme (MCS) approved. This means that building owners can



generate cash from the power or heat they produce for up to 25 years. Any sane customer just isn't going to turn that down? Are they?

Not if you know what you're talking about. Through the Feed in Tariffs scheme (FITs) the government aims to increase the electricity we get from renewable sources to 30% in the next 10 years.

## Who are FITs for?

Anyone who wants to generate their own energy. Currently 5MW is the maximum allowed under FITs although this is likely to be doubled. They are designed for any property, so it makes no difference if you are a homeowner, business, landlord, school, hospital or church.

## How do they work?

You get paid for electricity you generate and use. Tax free.

You get paid for surplus electricity you export back to the National Grid. Tax free.

You pay for any energy you need to import from the National Grid, but this is likely to be a lot less than you were using before.

## Are the tariffs guaranteed?

Yes.

## Do existing energy systems qualify?

Yes, if they were installed after July 15th 2009.

## Are grants available?

Not from central government. There may be local grants available.

**So, the financial return for an average 4-bedroom house looks something like this\*:**

### Total £2,625/year made up from

Generation tariffs	£2,010
Surplus for electricity exported to the grid	£355
Savings on energy purchased	£950
Less fuel purchased	£690

### Added up over the lifetime of the tariffs installed:

**Total financial return = £60,930**  
**Total installation costs = £28,300**

\*source [www.fitariffs.co.uk](http://www.fitariffs.co.uk)

**You need to know more now!**  
**Complete reader response card to start benefiting from the PV revolution.**

**ENQUIRY**  
**10**



It's raining  
it's pouring,  
the old man  
is...  
Swedish.

# Cash in when it's pouring down

**Apparently. Yes, it's not all Abba and saunas across the North Sea. The Swedes, it seems, also know a thing or two about sustainable building systems and their impact on the environment. So, it's not surprising that Lindab's rainwater control system, Rainline, was specified for a building featuring the ultimate in 'green' roofs.**

Us Brits also know a thing or two about rain. Or, at least, getting rained on.

## Zinc is a Cinch

In drizzle-drenched Blighty, Rainline offers a real opportunity for Roofing Contractors to install probably the most environmentally friendly system available in the UK. One that addresses all performance requirements. When you get wet as often as we do that sounds like a sure-fire winner with homeowners, facilities managers, architects and local authorities alike.

## Sustainable and effective

According to a recent environmental study, Rainline's carbon footprint is significantly lower than many of the rainwater systems currently on the market - the ideal choice when sustainability is the order of the day.

Combine this with high performance and competitive pricing and you get one of the most effective solutions for the control of rain drainage on all types of buildings – including green roofs.

Manufactured from high quality, zinc coated galvanised steel, a high percentage of which is recycled material, Rainline offers minimal thermal movement and UV stability.

Which means it won't crack, fade, blister or peel, it's highly resistant to corrosion and virtually maintenance free - all major reasons why it's increasingly preferred to plastic, zinc, cast iron or aluminium systems.

## Click and fit

It's also quick and easy to install, very contractor friendly, and precision engineered to simply click together for a perfect watertight fit.

And, being Swedish, it looks good and can sing a mean melody. Well, maybe not the last bit, but it is available in 10 stylish high build polyester colours, with the finish guaranteed for 15 years. You can also get it in a natural copper finish, plain galvanised and Aluzinc.

At the end of its natural life Rainline is totally recyclable making its environmental credentials even more impeccable.

Whoever thought we'd want more rain in Blighty?

ENQUIRY  
11

**The complete Rainline system is available now, simply complete the reader response card for further information.**



# Selling yourself short It's not what you do, it's the way that you do it.

## Making the most out of business opportunities.

Even if you've got bags of selling experience, market conditions today are a challenge. In fact whether you're a buyer or seller, everybody's under pressure to cut

People buy things for emotional reasons. Logic only comes into it later. Vulcans we are not. Unfortunately that means no matter how great you think your service is, no one's really that interested. People only care about what's in it for them; what they FEEL your service will do for them.

As an industry it's fair to say roofing doesn't always tap into this. Taking a bit of time to think about why people buy and how to push the right buttons can help you make more of the opportunities coming your way.

Anything you can do to increase your credibility will go a long way to giving the customer peace of mind and getting you the contract. If you're an established contractor in your area your reputation may already be giving you the edge in getting the job, but are you getting the true contract value? Given the choice would the customer have bought more of the premium and ventilation products that can add so much to the bottom line?

Research conducted by Redlands Roofing Systems confirms that re-roofing is under selling and under-performing on a massive scale. By adopting a few simple techniques you can increase the number of jobs you win. What's more you can add to the contract value without adding significantly to your workload.

**Don't forget to check out page 24 for improving your marketing techniques.**

## Techniques in up-selling

### Take your time

The time spent in front of the customer is your opportunity to show them why they should give you the work. Don't waste it. Take time at the survey to explain what is needed and what you have to offer. If you don't the customer may doubt your competence for the job. The impression given at this stage counts. A lot. Spending as much time as necessary with the customer, without stalking them, increases the odds of winning the contract.

### Show samples

Usually customers have little idea about the choice of tiles available. Take a good selection with you with brochures as back up. Customers will often go for a more expensive tile. By giving them the pros and cons of each you are increasing your credibility by showing your product knowledge. You're also giving the customer the chance to select a premium product that will produce a greater contract value for little extra effort on your part.

Also explain about modern options for ventilation and why it's important. The tough decision is to spend thousands on the roof. Once that barrier is crossed it's a lot easier to spend an extra few hundred to get better quality fittings and finish. And, critically, a longer lasting roof.

## The Quotation

Where possible take the quote back in person. This is your chance to explain the quote to the customer, helping them make an informed choice and helping you get the job. Make sure it looks professional and itemize exactly what you plan to do for the money. This gives you the chance to reduce your quote if need be, or to justify a higher quote. Remember people usually look for value rather than cheapness. On page XX we explain the benefits of creating a simple contract when your customer gives the go-ahead, which should include your quotation and payment terms.

### Give peace of mind.

Back your guarantee with insurance and carry a portfolio of pictures and letters of completed jobs. Always include the premium in the quote. Presented properly the cost of approx. £20 is well worth it. Have a code of conduct you work to printed and maybe laminated for the customer to read.

### Professionalism and consideration

Smartness, punctuality and reliability go a long way. Wearing t-shirts with your name costs very little but can impress the customer. If you can't make it to an appointment or are running late give the customer lots of notice.

So, it's not what you do, it's the way that you do it.

## And that's what gets results.



ENQUIRY  
12

**Want to know more?**

**For more information complete the reader response card.**

# Social security – safety in numbers

**No, it's not what you think. With the rise of social media, social security means a whole lot more than just signing on.**

Construction has the largest number of fatal injuries of any of the main industry groups. In 2009/10 there were 42 fatal injuries giving a rate of 2.2 per

100,000 workers. It might not sound like much when it's just a number, but any is too many.

Weatherproofing Advisors Ltd, Scotland's leading independent roofing contractor, are using social media to promote the importance of Health & Safety within the construction industry.

Meet R. U. McSafe (aka Robert

Upton McSafe), a cartoon creation looking to become the industry's very own health and safety crusader.

Robert has been tweeting and updating his status across all social media platforms to promote safety and best work practice. He'll also soon be making his debut in his very own short video premiering on the Weatherproofing YouTube channel on January 31st.

Chairman John Kelly says: "As a company we put safety first in every aspect of our operation. We have always prided ourselves on being a forward thinking organisation and believe



that social media provides us with an excellent platform to educate and encourage best practice within the industry. With Robert taking the lead we hope it will help build awareness of this very important issue."

**Can't argue with that, John.**



**To follow Robert on his safety crusade check him out on Twitter id: @RUMcSAFE or YouTube: <http://www.youtube.com/WeatherproofingAdv>**



## Want to be trained for nothing?

**KSA Sales Solutions will be conducting roofer training courses available, places will be limited and course fees will be reimbursed with your first purchase of roofing products from an approved stockist, see back page for details.**

**To be in it to win it please email [info@insightmag.co.uk](mailto:info@insightmag.co.uk) to express your interest in a place on the training courses.**

**You've got to be in it to win it...**

# Chain reaction

## You are the weakest link. Goodbye.



then the chain is broken and there is no guarantee FSC® timber has been used.

'Who cares?' you might ask. Well, apart from the obvious environmental cost, some suppliers have lost large contracts by not being CofC certified.

have to have proof of custody to point of fitting. Smaller contractors will also need CofC if working with any of the above.

But the good news is individual customers will have the confidence that they can purchase FSC registered trademark certified products from SIG Roofing safe in the knowledge that you have CofC

SIG Roofing supply batten, plywood, OSB, shingles and carcassing with FSC® chain of custody, through their branches approved for FSC® CofC. As FSC® certified timber is the same cost as wood where the source can't be traced it's easy to see how demand for CofC could soon become the industry norm. As a way of

marketing your business (see our article Marketing your Business part 2 on page 24) and standing out from your competitors now is the perfect time to get certified as FSC products catch on.

**Don't be the weakest link.**

**To find a FSC accredited branch near you please complete the reader response card.**

**ENQUIRY 13**



**Can't see the wood for the trees when it comes to proof of source? Forest Stewardship Council (FSC®) accreditation makes things clearer.**

The construction industry uses around 60% of all timber in the UK, mostly imported. That's a lot of wood. Making sure all this isn't illegally and irresponsibly produced timber is a lot of work and you can find dodgy products in homes and on building sites all over the country. But as Dylan sang, the times they are a changin'. With an area of natural forest half the size of the UK cleared every year around the world, more and more customers are insisting on using Forest Stewardship Council (FSC®) certified timber.

### Chain of custody

It might sound like a film starring Tommy Lee Jones as a US marshal on the trail of an escaped convict, but the reality of Chain of Custody (CofC) is a little different. All FSC® certified timber can be tracked from the forest to the building site by Chain of Custody (COC) certification. Everyone who takes legal or physical possession of the timber – sawmills, importers, processors, distributors or contractors – must have their own FSC® Chain of Custody certificate to prove that the timber really is FSC® certified. If they haven't

Richard Parker, Category Manager, Flat and Sustainable Roofing at SIG says, "Many of the larger contractors particularly those doing work for the public sector are insisting on chain of custody. The client is asking for FSC® materials and everyone in the chain needs to have achieved chain of custody accreditation.

If the sub contractor has not got Chain of Custody they won't be able to tender for these projects and any material they need will have to come through someone with CofC similar to ourselves."

So what does this mean in practice? The average annual cost for certification is between £1,000 and £1,500. So, is it for you?

Large contractors should certainly get certified as the cost is relatively low compared to the benefits. Medium-sized contractors should also seriously consider it – especially if they're working with larger firms and institutional or public sector clients who



# Roofing Racers ride again



Last year the 67-strong team raised more than £30,000 of much needed funds for Macmillan Cancer Support and Great Ormond Street Hospital.

The team comprising contractors, manufacturers, trade associations, trade press and distributors were among 13,000 competitors who hauled themselves around the 750 metre swim, 20km cycle and 5 km run.

## Get involved

The 'Roofing Racers', a motley crew of roofing industry athletes are once again aiming to do us proud at the London Triathlon.

*And you could help them.*

Why not support one of our Roofing Racer team, by raising some money for charity and join us for a great day out? You don't have to compete, in fact, entries



# roofingracers

<http://uk.virginmoneygiving.com/team/roofingracers2011>

ENQUIRY  
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are now closed, but by sponsoring your local supplier or contractor we'll raise an even bigger sum this year and every penny goes to a worthy cause.

**Further information on the teams comprising 'The Roofing Racers' and how you can get involved please call 01480 302833 or complete the reader response card, every little helps!**



**Over 60 years ago VELUX started making the world's leading roof windows. And they're still going strong today – with innovation and sustainability at the heart of what they do.**

VELUX say their windows keep heat loss to a minimum. They make the most of solar thermal gain and maximise natural daylight and fresh air. They also say that using their windows on their own, or together with their solar hot water systems, will help your customers reduce their fuel bills and CO<sup>2</sup> emissions.

All sounds pretty straightforward, and it seems their aim for the future is simple too: to continue to help create healthy buildings that are great places to live, while offering real value for money.

So, we know they're innovators but what's new for 2011?

### **Improved glazing option – 65 pane**

A triple glazed unit that offers an excellent level of thermal insulation and cooling. It comes with toughened outer and laminated inner panes. It also comes with Clearview coating which minimises the formation of condensation on the external pane. For the techy details including UV ratings, see [www.velux.co.uk](http://www.velux.co.uk)

### **New standard size**

The new CO6 size window (55x118cm), with 75% more glazing than the CO2 size. Available with centre-pivot, in pine or white.

### **Secured by Design window**

Tested and certified to ENV 1627 and BS 7950, their GGLQ variant window provides enhanced security to comply to Secured by Design requirements. A must for security conscious home owners.

### **New style Roller Blind**

The new slimline design on their manual roller blinds lets in more light. With a 38% slimmer top casing the amount of daylight coming into the room is increased, compared to the existing design.

# Let there be light

## Sustainable living - New VELUX products for 2011



### **Enhanced flat roof range**

The new flat roof extension kerb (ZCE) allows installation on warm or sedum roof constructions.



### **New smoke ventilation system**

Keep the air fresh with their new flat roof smoke ventilation window (CSP). Available in two sizes, 100x100cm and 120x120cm, it's supplied with insulated wooden kerb and Centre-Pivot window made of high-quality natural pine with clear lacquer finish.

### **And last, but by no means least...**

**Bring the sunshine in with the VELUX award winning Sun Tunnel by Lovegrove**

Amaze your customers by bringing in natural light where they never thought it could reach. This innovative product has been revamped in partnership with the internationally acclaimed designer Ross Lovegrove to create a new look for the interior element of the existing VELUX Sun Tunnel.

Launched in 2005, the Sun Tunnel brings natural light into even the darkest and most isolated spaces through a specially designed tunnel from roof to ceiling. The new add-on acts as a daylight lamp that uses the sun as a bulb. This offers previously dark rooms a beautiful natural light reflectance, while allowing the user to adjust the spread of the light.

**If you are looking for sustainable solutions that combine quality, durability and great design, VELUX really is a breath of fresh air.**

ENQUIRY  
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Complete the reader response card for further information.

# Free opportunity to know more about everything sustainable



**Have you ever wanted to know more about what solar systems are on the market to what training is right for you and your company? ..... or even how to market your new found knowledge to gain business?**

**The number of questions that surround sustainability can be baffling.**

One thing you do know is that by having the answers to these all important questions will see you getting ahead of everyone else and involved in the rapidly increasing retrofit market. By actively getting the information now will mean that you will have gotten your foot in the door long before the Green Deal arrives in 2012.

NFRC is running a series of free seminars over the course of the year and into 2012 that have

been created to answer these very questions and they aren't just for roofers and what's more you don't need to be part of the NFRC to attend.

These seminars are part of the NFRC commitment as a network manager of a project run by the Institute of Sustainability, called FLASH. If you are London based company you may want to consider joining the FLASH programme to have the added advantage of being able to attend networking events, retrofit site visits, seminars and workshops sessions run by RIBA, CIPHE and other network managers for free.

Future seminars are being scheduled all the time with particular focus on initiatives such as roofing renewable energy – PV and Solar thermal, Green Roofing and key changes in legislation"



**Don't be left behind, simply complete the reader reply card or email [editor@insightmag.co.uk](mailto:editor@insightmag.co.uk) to register your interest.**



# Marketing doesn't have to be a minefield – Part 2

**In the last issue (Insight 12) we looked at simple things you can do to create the right impression - from keeping yourself and your equipment in tip-top condition through to producing professional looking quotes and documents.**

This time around we're looking at what else you can do to promote your business. You don't have to be a flash Harry to leave a nice business card with all your services on the back. Likewise getting people to remember your name isn't only for the Coca Colas or Pepsis of this world. A few well-placed mugs, calendars or pens, all with your name on, will help.

But the possibilities for marketing your business go a bit further than giving out the odd pen (good idea though that is). Promoting your business needn't be rocket science. So what can you do? Here are a few easy steps to improving your company's image.

## New York, Paris, Peckham

Trotter's Independent Trading. Need we say more? Del Boy may have had a big fur coat, but his wheels, all three of them, were a dead give away. The state of your vehicle speaks volumes about you. If the dashboard

is littered with a copy of the Mirror, old fag packets and God knows what else, you're not selling yourself. We're not saying you need to buy a new van, but at least keep it clean.

## Suggestions

- *Maintain vehicles with complete bumpers, legal tyres and ladder stands.*
- *Look into leasing options.*
- *On new vehicles consider LPG or Bio fuel vehicles and promote it to customers.*
- *Keep graphics easy to read, stating your company name, contact details and range of services directly on to the vehicle. If this is too expensive try magnetic panels that can also be used elsewhere, like on scaffolding.*

## On-site signage

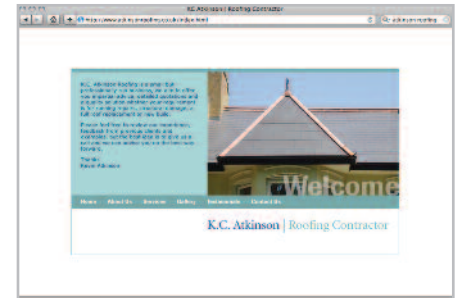
A vinyl banner on scaffolding is an inexpensive tool for highlighting your services and contact details. It can also be used for safety warnings/signage.

## Business Cards

A simple but very effective marketing tool. When producing business cards, use one side to list your services and remind people of the range of work you do.

## Get online

Websites don't have to be complicated to sort out. Just a few simple pages with clear examples of your work is enough...



## Home page

Use a strong image with minimal introduction. Reflect what the customer wants, not what you know about yourself, e.g. "When you require a new or remedial roof, you need a contractor..." You get the idea.

## About Us

This is your opportunity to talk about your reputation, years of experience and the regional area you cover. Don't drone on though.

## Services

Cover every aspect of the services you offer.

## Gallery

Show examples of smartly finished projects. Titles of the products or type of roof will reassure customers of your experience.

## Testimonials

Bigging yourself up is one thing, but a genuine testimonial with an offer to speak to potential customers is priceless.

## Contact page

With all your contact details and a simple contact form.





**Warning!** Watch out for companies offering you Search Engine Optimisation (SEO) to make your site easier to find on the web. They make it sound more complicated than it is and you can do a lot of it yourself without parting with any cash!

### To help optimise your site;

- *Have it built in HTML not Flash. It's easier for search engines like Google to 'see'.*
- *Use descriptive sentences throughout your site that reinforce the services you offer.*
- *Link to local portals, like Touch Local, Upmystreet, Business Link.*
- *Link to trade associations and get them to link back to you.*

## Advertising

How you advertise depends on a number of things from the size of your business and local competition, to your location. Where do customers look for roofers? Local newspapers, directories or other businesses are all possibilities.

You could consider sponsoring schools, sports days, fun runs, fetes etc in your area, and even toilet ads in local pubs... it's a captive audience!

Whatever approach you decide on, set a budget and do it regularly. To encourage potential customers to act as quickly as possible when they see your advert make some form of time limited offer, even if it's normally free as part of your business process such as a roof inspection.

If you've got a website, Google Adwords and web banner ads can be very effective and relatively cheap, but it's good to get a bit of advice before wading in.

## Brochures & Leaflets

Big, small, tall, short, shiny, not shiny, the list goes on. Brochures and leaflets can take many forms and the cost varies according to the format and how many you want. Don't get caught out with false economies – if you only



need 200, don't be tempted to print 1000 just because it sounds like a good deal. Make sure you think about...

## Audience

Who are you aiming at? Other contractors, architects, local authorities, Jo Public? Answer this question before anything else. It decides the level of technical language used, the services offered, and the presentation and tone you want to put forward.

## Content

Consider whether you want to supply additional information such as Health & Safety, Insurance or Case study documents, which could be inserted into a pocket in the back, allowing you to be more generic in the brochure.

## Delivery

Keep it simple. Different formats can be awkward or costly to print and post and for a customer to store, especially a business. A smaller leaflet is ideal to take into other local businesses, get inserted with a local newspaper or send with an estimate. Also putting a pdf version of your leaflet on websites can save money.

## Manufacturer/Supplier support

If you work with one particular product more than any other consider approaching your local merchant or even the manufacturer about marketing support activity. Often there are schemes, projects, listings and materials they are prepared to make available dependent on your level of spend. Check if they have approved contractor schemes, which might require fees or staff training to qualify.

**To get good, no nonsense advice, talk to PickeringHutchins. You'll have an initial no committal conversation and they'll help you work out what you actually need enquiries@pickeringhutchins.com or 01799 543925. Examples of their work is available at www.pickeringhutchins.com**

**Kevin Atkinson, a self employed roofing contractor contacted them and used their services to create a simple customer website and is delighted with the feedback he gets from customers and the steady stream of new business calls that continue to come in.**

**“ The guys understand the construction industry and walked me through the process of creating a website and all I had to do was supply details on the work I undertook and some pictures of completed projects. I would recommend anyone to them.**

# I'm in marketing darlin'

You've just read about promoting your business to customers now find the marketing buzz words in the following word search. And what's more you could win a bespoke company sign, simply complete the word search, and one 'marketing' product is missing from the list in the table below. Enter the missing marketing word into our reader response card, you'll find it in a flash, and post it back to us. Fun and brain taxing!!

Full terms and conditions can be found online [www.insightmag.co.uk](http://www.insightmag.co.uk)



# INSIGHT

The roofing information service

Livery	Marketing
Websites	Mailing
Signage	Presentable
Advertising	Testimonials
Leaflets	Brochures
Promotion	Giveaways
Business Cards	

S	V	N	Y	S	A	A	E	W	M	K	E	G	R	A	S	O	L	B	Y	Y	G	G
V	L	H	B	F	E	G	X	A	U	L	Y	Z	O	G	L	D	O	B	W	N	N	N
E	V	A	T	R	A	T	R	P	B	W	H	J	F	U	Q	S	I	R	Q	J	L	I
P	N	W	I	N	O	K	I	A	S	L	O	S	N	D	P	T	N	M	P	K	A	S
R	R	Z	G	N	E	C	T	S	S	D	R	A	C	S	S	E	N	I	S	U	B	I
O	L	I	K	T	O	N	H	L	B	E	L	L	H	A	D	L	C	Q	K	Q	M	T
M	S	I	I	T	E	M	G	U	T	E	P	T	T	C	H	F	Q	J	O	D	Q	R
O	D	N	V	S	M	C	I	P	R	X	W	L	R	W	M	A	I	L	I	N	G	E
T	G	H	E	E	Y	F	F	T	N	E	U	M	E	N	I	E	N	N	O	D	P	V
I	B	R	V	W	R	T	O	M	S	N	S	G	E	U	Q	L	I	V	M	D	M	D
O	P	Y	R	Z	S	Y	A	W	A	E	V	I	G	O	Q	S	Q	P	W	I	D	A
N	J	Y	D	X	S	H	J	P	H	O	T	O	G	R	A	P	H	Y	Q	Q	N	T

Whether you're a dyed in the wool tree hugging hippy or one of the millions who recycle their rubbish each week, green is a hot topic.

# Green Giant

## KESTREL®

rely on it

From Window Energy Ratings to the debate about the sustainability of PVC-U building products, the focus in the industry is increasingly 'green'. It's at the top of homeowners' agendas and therefore a top priority for our industry. All the indications show it's going to continue to be a major focus for some time to come.

It doesn't really matter whether you think global warming is fact or fiction. Customers care. And they want to know that the products you're selling them are sourced from a responsible manufacturer.

It may sound a bit Bryan Adams, but that's why at Kestrel we believe that everything we do is driven by you. And why we work closely with installers, as well as our key distributors, to understand exactly what installers want and need to make their business a success. Perhaps the most recent addition to the list of what installers and contractors want and need is a 'green' offering.

Installers buying Kestrel products needn't worry.

PVC building products are long lasting with the potential for repeated recycling, so their environmental credentials are high. We operate to the environmental management standard BS EN ISO14001:2004 and meet all current and future envisaged legislation such as REACH (Registration, Evaluation and Authorisation of Chemicals).

This means we cover development of key issues such as: including environmental matters in management reviews, recycling and waste segregation, future legislation, raising awareness of the issues through training of our employees and communicating the relevant environmental information to employees and customers.

Some of the things we've done at Kestrel include:



- **Consolidating our warehousing, transport facilities and customer deliveries has reduced our energy consumption significantly**
- **Recycling all in-line production waste has reduced the amount of additional virgin raw materials for our products**
- **Partnered with Recovynyl to try and identify sources of suitable post consumer waste as they become available and are developing specific products to utilise this low-grade scrap.**

That may all sound a bit technical and we're not suggesting you learn it off by heart for your sales pitch! But it is important to know that if your customers ask, or if you want a point of differentiation from your competitors, you can be confident that Kestrel has 'green' covered.



ENQUIRY  
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To get the latest 'green' info on Kestrel products please complete the reader response card.

# Where can you find an Insight approved stockist?

## Anglia

Lee & Son Roofing Merchants	Bedford 01234 325283
Scotplas	Bedford 01234 355568
Asphaltic Roofing Supplies	Cambridge 01223 245262
Asphaltic Roofing Supplies	Colchester 01206 791242
Omnico Plastics	Colchester 01206 871510
Asphaltic Roofing Supplies	Great Yarmouth 01493 659991
Omnico Plastics	Great Yarmouth 01493 659991
Plastic Pipe Supplies	Huntingdon 01480 433888
Omnico Plastics	Ipswich 01473 461461
Regional Roofing Merchanting	Ipswich 01473 749621
Asphaltic Roofing Supplies	Luton 01582 456177
Omnico Plastics	Luton 01582 733434
Plastic Pipe Supplies	March 01354 656000
Asphaltic Roofing Supplies	Northampton 01604 765684
Omnico Plastics	Northampton 01604 590925
Wedge Roofing Centre	Northampton 01604 250261
Asphaltic Roofing Supplies	Norwich 01603 487860
Omnico Plastics	Norwich 01603 219430
Lee & Son Roofing Merchants	Peterborough 01733 345004
Omnico Plastics	Peterborough 01733 559166
Summers	Romford 01708 722844
Plastic Pipe Supplies	Stamford 01780 757646
Asphaltic Roofing Supplies	St Ives 01480 467776

## London

Asphaltic Roofing Supplies	Cheam 02083 379455
Asphaltic Roofing Supplies	Croydon 02086 866911
Roberts & Burling	Croydon 02086 890481
Asphaltic Roofing Supplies	Kentish Town 02074 855550
Proos Roofing Supplies	Kentish Town 02074 851791
Wedge Roofing Centre	Ladbroke Grove 02089 690022
Asphaltic Roofing Supplies	New Cross 02073 580085
Wedge Roofing Centre	Rainham 01708 555213
Asphaltic Roofing Supplies	Romford 01708 754022
Asphaltic Roofing Supplies	Slough 01753 570526
PBM-DQS	Slough 01753 823479
Asphaltic Roofing Supplies	Southend 01702 511158
PBM-DQS	Southend 01268 725935
Asphaltic Roofing Supplies	Stratford 02085 194805
Asphaltic Roofing Supplies	Tottenham 02088 080459
Wedge Roofing Centre	Tottenham 02088 086816
Wedge Roofing Centre	Waltham Cross 01992 624938
Omnico Plastics	Watford 01923 237110
Project Plastics	Whyteleaf 02086 680600

## Scotland

Asphaltic Roofing Supplies	Aberdeen 01224 692000
Scotplas	Aberdeen 01224 589890
Scotplas	Ayr 01292 262885
Scotplas	Bellshill 01698 740066
Asphaltic Roofing Supplies	Broxburn 01506 857613
Asphaltic Roofing Supplies	Dundee 01382 833011
Scotplas	Dundee 01382 489959
Asphaltic Roofing Supplies	Edinburgh 01315 542554
PBM-DQS	Edinburgh 0131 669 8632
Asphaltic Roofing Supplies	Glasgow 01415 565200
PBM-DQS	Glasgow 0141 445 6475
Proos Roofing Supplies	Glasgow 01698 817428
Proos Roofing Supplies	Inverness 01463 250318
Scotplas	Inverness 01463 229239
Asphaltic Roofing Supplies	Kirkcaldy 01592 654913
Border Slate Supplies	Melrose 01835 823640
Proos Roofing Supplies	Paisley 01505 321122

## North West

Proos Roofing Supplies	Birkenhead 0151 6452450
Clydesdale Roofing Supplies	Blackpool 01253 398376
Proos Roofing Supplies	Bolton 01204 523336
Summers	Crewe 01270 254724
Clydesdale Roofing Supplies	Leyland 01772 453939
Cladding & Fascia Supplies	Liverpool 0151 2636737
Clydesdale Roofing Supplies	Liverpool 0151 5212100
Asphaltic Roofing Supplies	Manchester 01612 307712

## North West continued

Clydesdale Roofing Supplies	Manchester 0161 3203456
Omnico Plastics	Manchester 01204 604342
Scotplas	Preston 01772 798800
Clydesdale Roofing Supplies	St Helens 01744 611471
Scotplas	Stockport 01614 741818
Clydesdale Roofing Supplies	Wigan 01942 615030
Omnico Plastics	Wigan 01942 236200

## Yorkshire

Proos Roofing Supplies	Bradford 01274 392433
Proos Roofing Supplies	Grimsby 01472 245667
Roplas	Grimsby 01472 268866
William Smith & Sons	Huddersfield 01484 653373
Kesteven Roofing Centre	Hull 01482 574577
Roplas	Hull 01482 224614
Asphaltic Roofing Supplies	Leeds 01132 631263
Armour Building Products	Leeds 0113 263 1631
Kesteven Roofing Centre	Leeds 0113 2351441
Kesteven Roofing Centre	Rotherham 01709 835500
Scotplas	Rotherham 01709 374951
Proos Roofing Supplies	Scunthorpe 01724 854444
Clydesdale Roofing Supplies	Sheffield 0114 2434188
Roplas	Sheffield 01142 560011
Kesteven Roofing Centre	York 01904 476319
Roplas	York 01904 438205

## South Coast

Asphaltic Roofing Supplies	Bishops Waltham 01489 896544
Asphaltic Roofing Supplies	Bournemouth 01202 731867
Omnico Plastics	Bournemouth 01202 591677
Omnico Plastics	Christchurch 01202 476363
Omnico Plastics	Eastleigh 02380 610110
Toogood Plastics	Isle of Wight 01983 721511
Proos Roofing Supplies	Poole 01202 682491
Asphaltic Roofing Supplies	Portsmouth 02392 671521
Coleman Roofing Supplies	Portsmouth 02392 690214
Omnico Plastics	Portsmouth 02392 693451
Omnico Plastics	Farlington 02392 379410
Formerton Roofing	Southampton 02380 365555
Asphaltic Roofing Supplies	Waterlooville 02392 258344

## South East

Omnico Plastics	Ashford 01233 646749
Summers	Ashford 01233 668338
Asphaltic Roofing Supplies	Brighton 01273 430444
Omnico Plastics	Camberley 01276 462932
Roofing Centre Group	Canterbury 01227 452290
Omnico Plastics	Chatham 01634 670404
Scotplas	Dartford 01322 337223
Asphaltic Roofing Supplies	Eastbourne 01323 500458
Coleman Roofing Supplies	Finchampstead 01189 733788
South Coast Roofing Supplies	Folkestone 01303 226888
Accurate Roofing Supplies	Gravesend 01474 532999
Omnico Plastics	Hastings 01424 853077
South Coast Roofing Supplies	Hastings 01424 853099
Asphaltic Roofing Supplies	Horsham 01403 270640
Omnico Plastics	Hove 01273 421507
South Coast Roofing Supplies	Hove 01273 328640
Coleman Roofing Supplies	Leatherhead 01372 361600
South Coast Roofing Supplies	Lewes 01273 488888
Coleman Roofing Supplies	Milford 01483 425828
Roofing Centre Group	Maidstone 01622 843399
Summers	Maidstone 01622 686140
Summers	Northfleet 01474 533335
Roofing Centre Group	Ramsgate 01843 592772
Asphaltic Roofing Supplies	Sidcup 02083 025451
Roofing Centre Group	Sittingbourne 01795 843967
Omnico Plastics	Tonbridge 01732 361515
Roofing Centre Group	Tunbridge Wells 01892 515599
The Roofing Warehouse	Worthing 01903 201013

## Tyne and Tees

Cleveland Roofing Centre	Gateshead 0191 4779474
Scotplas	Gateshead 0191 4786402
Proos Roofing Supplies	Killingworth 0191 2686627
Cleveland Roofing Centre	Middlesbrough 01642 242753
Cleveland Roofing Centre	Stockton 01642 677772
PBM-DQS	Washington 01914 179899

## South West

PBM-DQS	Chard 01460 61500
Asphaltic Roofing Supplies	Exeter 01392 250323
PBM-DQS	Exeter 01392 444346
South West Roofing Supplies	Exeter 01392 446001
Asphaltic Roofing Supplies	Newquay 01637 852660
Asphaltic Roofing Supplies	Plymouth 01752 509538
South West Roofing Supplies	Plymouth 01752 344844
Aaron Roofing Supplies	Taunton 01823 323888
South West Roofing Supplies	Torquay 01803 613212

## West

Aaron Roofing Supplies	Bath 01225 483828
Aaron Roofing Supplies	Bristol 01179 710085
Asphaltic Roofing Supplies	Bristol 01179 412412
Universal Roofing Supplies	Bristol 01179 663072
Aaron Roofing Supplies	Gloucester 01452 521347
PBM-DQS	Gloucester 01452 387832
Thomas Smith & Son	Hereford 01432 273084
Harris Roofing Supplies	Newbury 01635 521210
Asphaltic Roofing Supplies	Oxford 01865 790303
Asphaltic Roofing Supplies	Swindon 01793 613339
Drainex	Swindon 01793 640480
Omnico	Swindon 01793 617888

## Wales

Scotplas	Bangor 01248 362348
PBM-DQS	Bridgend 01656 767427
Asphaltic Roofing Supplies	Cardiff 02920 483939
PBM-DQS	Cardiff 02920 464302
Ryan Roofing Supplies	Cardiff 0292 037 8911
Scotplas	Deeside 01244 823555
PBM-DQS	Merthyr Tydfil 01443 692924
PBM-DQS	Newport 01633 255223
PBM-DQS	Neyland 01646 601699
Proos Roofing Supplies	Porth 01443 681004
Asphaltic Roofing Supplies	Swansea 01792 790272
PBM-DQS	Swansea 01792 795612

## Midlands

Asphaltic Roofing Supplies	Birmingham 0121 3273071
Proos Roofing Supplies	Birmingham 0121 5239143
Direct Roofing Supplies	Birmingham 0121 7081515
Scotplas	Birmingham 0121 3597442
Warwickshire Roofing Centre	Coventry 02476 688754
Wedge Roofing Centre	Coventry 02476 220755
Asphaltic Roofing Supplies	Derby 01332 349155
Omnico Plastics	Dudley 01384 472430
Wedge Roofing Centre	Dudley 01384 472420
Asphaltic Roofing Supplies	Leicester 0116 2785262
Footitts Roofing Supplies	Leicester 0116 2778676
Roplas	Leicester 01162 758080
Wedge Roofing Centre	Loughborough 01509 211119
Proos Roofing Supplies	Newark 01636 611880
Armour Building Products	Nottingham 01159 617719
Stephens Roofing Centre	Nottingham 01159 851400
Wedge Roofing Centre	Nottingham 01159 285999
Shropshire Roofing Supplies	Oswestry 01691 654551
Asphaltic Roofing Supplies	Stoke 01782 280567
Proos Roofing Supplies	Stoke 01782 577330
Scotplas	Stoke on Trent 01782 593336
Shropshire Roofing Supplies	Telford 01952 641161
Alltrim Plastics	Willenhall 01902 366966
Keydek Roofing	Willenhall 01902 637111

Roofing depots are in blue. Roofline depots are in green.  
Drainage depots are in Black