

INSIGHT

SERVING THE ROOFING INDUSTRY

FROM **SIG** ROOFING

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BUSINESS**
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New Year. New Goals.



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New Year.
New Goals.

As we enter the New Year thousands of contractors across the UK will be making plans to generate new business in the next 12 months.

A new year brings the opportunity to refocus your goals and to think specifically about the things you'd like to achieve. It's a great time to review your plans for your business, reflect on what you're doing well, where you could improve and what you need to do next. Little resolutions can offer big rewards when it comes to growing your business, so committing to the steps that will progress and protect your business will ensure you're set to thrive in 2017.

For many the goals are clear, grow your business, obtain new customers, gain new skills or branch into new areas. However the key to your plan will be deciding how you do this most effectively. To achieve these goals you may be planning a big

marketing push, want to give your business an online presence, learn new skills or join a trade organisation. You may want to do all of these things, or still be deciding where to focus your energies. Wherever you are in your thinking this issue of INSIGHT is all about how to help you generate new business. There's a whole section on 'Marketing your Business' that covers everything from getting online and using social media to increase your visibility and engaging in training to learn new skills to make your offer more attractive. You'll also find guidance on creating a marketing plan and the benefits of joining trade associations when it comes to promoting your business and portraying a positive image.

There's also an array of information on products and services that can really help increase your business efficiency and provide a much more tempting offer to both new and existing customers. Find out about cost-effective, simple, reliable and total tailored whole roof solutions on page 18. We also detail how dry fixing work is increasing following the changes to BS 5534:2014 - providing a major boost to this already buoyant market.



Now we're well and truly in winter, there's information on how to keep working and keep things weather proof over the colder months. We cover how COOLCure resin allows you to lengthen your winter building season, offer a better service to customers and increase your business profitability. While on page 32 you'll find solutions for keeping gutters water tight and working correctly over the winter to ensure buildings stay weather proof.

You'll also find information on how to benefit from extra free contract support to help you win contracts over 500m² - see page 28.

This is the perfect time to take stock and look at ways to generate new business and stay ahead of the competition. Here's to a successful 2017.

Happy New Year.

Don't Forget...

You can flick to the back for a handy index of all our contributors and use our reader response card to make finding out more even easier.

INTRODUCTION

IN THIS ISSUE:

- Klober talks about the increase in dry fixing work due to changes to BS 5534:2014
- Whole roof systems offer single source design, support and reliability
- SIG Roofing explains how a roof leak could be Interstitial Condensation
- Market your Business hints & tips:
 - Make the most of marketing
 - Tips to win new business
 - Social medial explained
 - Websites can be simple & cheap
 - Grow your business with training
 - Quality is key
 - Membership brings benefits

COMPETITION WINNER

Congratulations to our reader Mike Seymour of Surebond Roof Systems Ltd who is our latest competition winner!

Mike entered our INSIGHT issue 26 Sudoku competition to win a Durafix Driver worth £100!

We asked Mike why he reads INSIGHT he told us: "INSIGHT magazine is a great source of information, especially when it comes to guidance on available products and changes to the industry regulations. I read it every time it comes out and look forwarding to it arriving through my door."

Have your chance to win a Stanley IntelliLaser on page 35.

For editorial enquiries please contact the editor at insightmag@sigroofing.co.uk
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Our online home
Get a deeper insight into all things roofing at www.sigroofing.co.uk/insightmag

Roofing news in brief

The latest stories from the world of roofing.

There can be only ONE...

...Warranty that can offer you the product choice and ease you need for 15 years and all at no extra cost!

When you're trying to win new business and quoting for a job, remember to take advantage of the added benefit that ONE Warranty from SIG Roofing gives you. Through ONE Warranty you can cover the performance of the products you use in the roof build-up for 15 years in one single package warranty that is easy to use and understand, and all at no extra charge - it definitely makes you stand out.

As the name suggests:
ONE Roof, ONE Name, ONE Warranty
- it really couldn't be simpler.

- **ONE** warranty for the roof
- **ONE** supplier for goods and warranty
- **ONE** warranty registration process
- **ONE** contact to process a claim

When you're buying new products remember that ONE Warranty now includes even more industry leading products - giving you more choice and flexibility. These add to the already comprehensive range of coverings such as SIGA Natural Slate and SIGnature Clay Roof Tiles and the large selection of market leading accessories including batten, underlays, fixings and ridges.

To take advantage of ONE Warranty simply register at:
www.sigroofing.co.uk/one warranty.

After you've purchased and installed the relevant products, you can just register your project online so it's covered by ONE Warranty. It's as simple as that...

ONE Roof, ONE Name, ONE Warranty.
It's ONE of a kind!



The trade show that's a must for you in 2017

As the RCI Show returns to the Ricoh Arena in Coventry this November, preparations for the event are in full swing - with many manufacturers and suppliers having already secured their place.



For contractors, attending the show is a great opportunity to move your business forward by seeing and learning first-hand about new products and services coming on to the market. You'll find a unique mix



of expert speakers, lively debates and product demonstrations, as well as the chance to talk to exhibitors about what's happening in the industry.

YOUR ROUTE TO SUCCESS

As the UK's only dedicated roofing, cladding and insulation exhibition, this has become the annual national event for our industry. It is the perfect platform for you to keep up-to-date with what's current, see how you can up-skill, and enhance your credibility with customers. It's benefits such as these that, ultimately, will help you get more jobs and grow your business.

At the show you can source thousands of products from over 130 exhibitors, learn pivotal information in the two bespoke seminar theatres, and meet and greet new and existing customers. And it all takes place over two days, all under one roof.

We'll be bringing you the latest updates on new exhibitors, show attractions and the speaker and debate programme as the show gets closer. However, for more information visit: www.rcishow.co.uk.



Just clip it!

TIL-R's new range of Tile Clips are the perfect solution for a quicker finish, whilst ensuring your secondary fixings easily meet the revised BS 5534:2014.

Since the new British Standards for slating and tiling came into force, a number of products have emerged to help contractors comply with the new regulations. Under the revised rules all tiles now need to be mechanically fixed - to ensure a safer and more secure finish. That's why TIL-R have developed their new range of single piece, universal Tile Clips - suitable for use on pitched roof interlocking tiles, at all exposures.

Manufactured from drawn galvanised carbon steel, which remains more rigid than stainless steel, TIL-R's new range makes it easy for you to comply with the code and get on with the job. TIL-R Tile Clips are fast and simple to install with no need for any nail or clip threading. And, by helping keep drainage channels blockage free, the clips allow free water passage away from the roof.

TIL-R Tile Clips are available in two options; the first is for flat profile thin leading edge interlocking tiles and interlocking mock plain tiles and the second is for flat profile standard interlocking tiles and most pantiles.



TIL-R Tile Clips are:

- Fully compliant to BS 5534:2014
- Tested by BRE for wind resistance performance
- Professional quality with a 15-year product warranty
- Included in SIG Roofing's ONE Warranty

Whatever solution you need, you can be sure TIL-R Tile Clips give you the host of benefits we've come to expect from TIL-R.

TIL-R

**For more information
please fill in the
reader response card**

ENQUIRY 1

Celebrating...

The best of British roofing at the National Federation of Roofing Contractors (NFRC) Awards.

The UK Roofing Awards, taking place on 19th May, brings together people from all corners of the industry to recognise the outstanding workmanship and skill that goes into our great British roofing. From specialists in traditional techniques, to those pushing the boundaries with the latest materials and technology - it's an industry-wide celebration of exceptional expertise.

This year's entries are as diverse as ever and all share the phenomenal standards that truly successful projects require. By recognising and rewarding those responsible for such fine work, the awards play a key role in raising the quality of work across the industry as a whole. They can also help those who take part to win new business, by providing a badge of distinction that speaks volumes to potential clients. If you've worked on a project you think may be suitable then it's definitely worth considering entering in the future.



It promises to be an inspiring event and there's not long to go before this year's big day. We're already looking forward to supporting the nominees and celebrating another year of great roofing successes. To find out more, visit www.nfrc.co.uk/uk-roofing-awards.



Get all the latest news from the roofing industry direct to your door!

If you haven't already subscribed to INSIGHT magazine and want to know what's new out there, what's happening in the industry and what opportunities there are for the specialist roofing contractor look no further...

INSIGHT magazine from SIG Roofing, shares unbiased product and industry information news from the UK's leading manufacturers, Trade Bodies and industry leaders. Making sure you can access the latest information you need to know, when you need to know it!

IT'S FREE



Simply sign-up for INSIGHT magazine at:
www.sigroofing.co.uk/insightmag

Britain's Best Cafe is Crowned

A three month competition involving 120 SIG Roofing branches, 500 cafes from across Britain and more than 25,000 public votes came to a rousing conclusion late November when the Super Sausage Cafe from Potterspury, Northampton was declared Britain's Best Cafe!

Andrew Wakelin, Managing Director of SIG Roofing hosted the awards lunch at the famous Chiswell Street Brewery. He offered his thanks and congratulations to all those who played their part in the highly successful competition, which was organised to recognise and celebrate the relationship between the local SIG Roofing branches, its customers, the cafes and the local community.

Guests at the lunch included the competition's Regional Winners from the cafes who were voted for in their thousands for keeping their customers well fed and ready for the day's work. During the awards lunch Andrew reflected on the fact that cafes or coffee houses, as they were originally called, dated back to the start of the 18th century and that despite all the changes in eating and drinking habits over the years had continually adapted to the times.

"It's great to see how cafes are thriving", he said, "suggesting that Cappuccinos and Americanos are now as important to the British as tea and the great British Fry Up are. And much to the delight of



SIG Roofing customers and staff, the cafe culture is here to stay."

Andrew went on to present the competition's Regional Winners with their awards, congratulating each of them for their achievements. And finally, with tension mounting, the National Winner was announced and the jubilant team from Super Sausage Cafe stepped up to take their trophy and the prize of a four-night trip to New York City, as Britain's Best Cafe.

Reviewing the success of the competition SIG Roofing's Marketing Manager, Janine Brady, paid tribute to the cafes up and down the country that had entered and to their customers for voting in such large numbers.

"It's been a real pleasure to hear from so many cafe owners and their customers. And to be able to see first-hand the enthusiasm for what they do and the huge diversity of sizes, styles and character of our

nation's cafes. The competition has been a great way to get media attention focussed on the local cafes and the much-loved role they play in their local communities. Thank you to those cafes that entered and well done to you all!"

The full results, including all fourteen Regional Winners can be found at www.britainsbestcafe.co.uk.



How to use marketing to grow your business

Use these hints and tips to help you grow your business by making the most of your marketing.

MARKETING

For many contractors, marketing often falls to the bottom of the to-do list. When there are deadlines to meet, products to order and invoices that need sending, calling your local paper to place an advert or jumping on social media will definitely not be your number one priority!

It's true that positive word of mouth can often keep you ticking over just fine. However, if you really want to grow your business then you need to think about your marketing a little more closely. Of course marketing your business will take some of your time, however it doesn't have to distract you from your business priorities.

So, where do you start? How can you market your business effectively, whilst saving time and money in the long run? These hints and tips can save you both time and money and get you started on your plan to achieving marketing success.

1. What do you want to achieve?

Start by thinking about what your goals are. What are the main aims of your marketing activity? What do you want it to achieve for your business? Answering these key questions will help ensure you focus on the right areas.

2. Who do you want to reach?

Think about what type of customers you need to target to grow your business – do you need to identify local house

builders, property developers or the local council? Are there construction companies local to you that you haven't worked with yet? Or are you more interested in speaking to local home owners? Think about who you need to make contact with and how you can reach them.

3. What's your plan?

Put together a plan of action. The best way to reach your target audience is to use the same ways of communicating that they do. If your potential customers are active on Twitter or Facebook, then think about using these yourself. Or is there something more local that you can do to speak to these potential customers? Remember lots of people still prefer face to face - so make sure you go to the same events they do and meet them that way.

Having a clear plan helps you avoid spending time on marketing that won't give you the results you need. With a plan in place, you'll know when to say no to opportunities, however you'll also know when a marketing idea is going to work for your business – be it advertising in a local newspaper, social media or attending an event.

4. What's your budget?

You need to know how much you can or want to spend. It's an easy way to ensure you're more selective and makes it simpler to see what's been successful. Ask yourself what do you want to achieve with the budget you have? For example, when advertising in a newspaper, check the catchment area and the size of the advert. Can the

newspaper create the advert for you or do you need to pay for a design to be created. How many leads do you expect to have? Ensure the advert has a reference that the customer quotes to receive a discount or free gift - this will enable you to then compare how much you spent against your results and see what's worth doing in the future. Setting a budget also means you're less likely to spend money on marketing that won't benefit your business.

5. Learn from your mistakes

Don't expect everything you do to be successful! Make sure you keep track of what works and what doesn't so you know what to do in future. Also remember, that what works well now, might not work so well further down the line, so make sure you're always looking at new and relevant opportunities to market your business.

At the end of the day, it's about making informed decisions – you wouldn't buy from a supplier that wasn't going to deliver you the goods, and you can say the same about marketing. Make sure it's relevant, cost effective and it is going to engage with the people you need it to.

Wienerberger is a leading provider of wall, roof and landscaping innovations.


Wienerberger

Be incredible...and win new business

When it comes to generating new business the fundamental principles are the same whatever the size or nature of your company.

MARKETING

At its heart, winning new customers comes down to having the knowledge and ability to complete the required project and the right business values. If you're sure you have these, the next step is communicating them to potential customers.

Every job you work on allows you to showcase what you can do, the type of business you are and is a potential way to attract new business. Well completed projects are a great way to generate word of mouth – one of the most powerful forms of marketing there is. After all, while it's one thing for you to say you're really great, it's much more powerful if your customers are saying this about you.

However, what else can you do to continuously generate a positive image and reach new customers? Here are our five top tips to help you:

- 1. Be professional:** the way you interact with a potential customer, through the quotes you provide, how you present yourself or even your time keeping, creates an impression they will share with their friends, family and colleagues. Referrals can generate more than 35% of your new business, which is definitely not to be sniffed at.
- 2. Be online:** your company website doesn't need to be complex. In fact the simpler the better. Visitors need to be able to find important information about you easily – what you do, how you can help them and how they get in touch with you. That said the most powerful things to include are examples of your work – they will really boost your credibility and attract the most attention. Read more about getting your own website on page 12.

- 3. Be social:** even if you have just one social media account, it's still worthwhile engaging with potential customers and getting your name out there at no cost to you. For example, we recommend you share photos of your work to demonstrate your workmanship. Don't forget to tag or mention the manufacturer of products you are using for free publicity with their wider audience. See page 11 for more help with your social presence.
- 4. Be seen:** your vehicle and your employees are free advertising if they're branded with your company logo. Think van stickers (or signage), embroidered polo shirts, hoodies and fleeces – all easily available for a relatively low cost and can improve your overall appearance.
- 5. Be credible:** putting the above into action, supported by the use of reliable products and quality workmanship will establish you as a credible contractor of choice.

So when thinking how to win more new business, take five, and think about how your business can do the selling for you.

Hambleside Danelaw are a leading manufacturer of pitched roof ventilation, GRP flashings and roof ancillaries.

Hambleside Danelaw Building Products



How to be social

Social media is one of the few tools that every business can use and you don't need a big budget to do it well.

MARKETING

We live in an age when people can easily access the internet – anywhere, anytime. It has changed the way we work, socialise and make purchases. Just look at the facts – 62% of consumers use social media when they decide to buy a product or service. With such an important tool just a keyboard or smartphone away, using social media can be a great way to connect with customers, boost your business and win new work.

Of course you don't have to put all your eggs in the social media basket – if traditional approaches work for you then it could be that using a mix of more of these tools along with social media is the way to go. All it takes to make the most of your social potential is a little bit of thought before you start.

YOUR SOCIAL MEDIA TOOL BOX

The starting point is to think about your customers and decide what the best ways of talking to them are. Where do they spend their time online? There are a number of social media tools you can access, each with their own set of advantages.

f FACEBOOK

It's very easy to create a business page on Facebook. It's completely free and can put you in front of a large audience. Plus, you can encourage your customers to review and share the work you've done for them – great for word of mouth!

t TWITTER

Another free tool, Twitter has hundreds of millions of active members – so is a huge audience for you to access. It's all about sharing relevant and interesting content that your followers will engage with and in turn share. It's a great tool to cultivate relationships with followers, and watch those relationships turn into sales.

in LINKEDIN

Great for professional networking, generating new leads and getting referrals. A company page gives you the opportunity to tell your company's story, engage with followers and generate word of mouth marketing.

Instagram INSTAGRAM

By using images you can showcase your products, projects and services in action and generate positive exposure. It gives you a chance to show off more of what you have to offer in real-time.

P Pinterest PINTEREST

A bit like an online pin board, it lets you build a virtual scrapbook of images of your business. Allowing you to display your work to potential consumers and create an online portfolio filled with personality.

TOP SOCIAL TIPS

These are just some of the social media tools available. One way to get going is to think about what you already use yourself and start there. Once you've decided where to be social, you can use Russell Roof Tiles top tips for being socially successful:

- Think about what time your customers will be online
- Don't try to 'sell-sell-sell'. Write about things that people are interested in and that they'll share – this is the best way to grow your followers

- You can see the impact in real time, if it's not working, adapt
- Once customers see you're on social media they will also expect you to respond quickly (one survey said that one in five customers will avoid a small business that is unresponsive to critical comments)
- Work out how to handle negative comments, not everyone will be nice!
- Using social media 'share' buttons means content can be shared quickly. The average Facebook user has 190 friends and an average of 12% see their liked posts. That means one message has actually been seen by 15 new prospects, so if some of them 'like' and share your message and their friends do the same, word can spread quickly
- Be professional. If you wouldn't say something to someone's face don't put it on social media!
- Be honest and be yourself
- Remember social media is just that, it's social – people talking to people

Russell Roof Tiles is the UK's leading independent manufacturer and supplier of tiles and fittings used on pitched roofing for housing and commercial projects.

RUSSELL
ROOF TILES

A web of opportunity

MARKETING

You've recently completed a project and the customer is delighted with the work. It's a great feeling. So what next?

It's a question many contractors find themselves asking once a job nears completion. Taking the time to share what you've done online can put you in front of a whole new audience.

The way we interact with customers has been revolutionised by the internet. These days a simple Yellow Pages advert alone is unlikely to cut the mustard in an increasingly competitive market. The first thing someone does when looking for information about a company is research it on the web. That's why creating an online presence for your business can work wonders for your company profile, because if you're not online you're almost invisible. Designing a company website can be done simply, with very little cost and gives your business an internet platform to advertise your services, interact with your customers and showcase your work.

GETTING YOUR OWN WEBSITE

Putting together a simple website has become a lot easier in recent years with tools such as WordPress and companies selling websites that you can personalise cheaply and easily. These systems allow you to choose from a template, add in images, create new pages and add text. Quickly providing you with a complete website and a really effective way to advertise your business.

With that in mind here are a few pointers to help you get your business online.

YOUR WEBSITE 'DOMAIN' OR URL

Your 'domain' is basically the address of your website. While it doesn't necessarily need to be exactly the same as the name of the business, it should be relevant and simple to remember - so it's easy for potential customers to find you.

You can search for, and register your domain name at a web hosting company, such as www.123-reg.co.uk, www.register.com, www.fasthosts.co.uk or Namesco from as little as £2.

If you have a popular name and your first choice isn't available, don't worry, there are

virtually endless domain variations available like .NET, .BIZ or .CO instead of just .CO.UK or .COM.

Purchasing a domain also means you can use the same domain for your email address, which shows a level of professionalism that you can't get from a free email, such as Google or Yahoo.

HOSTING YOUR WEBSITE

Websites are hosted, or stored, on computers called servers which allow people to see your site on the internet. So, how do you choose a web hosting company for your website? Ironically, the best thing to do is exactly the same as what you'd expect one of your clients to do and highlights why you need a website! Search online for web hosting reviews and then give them a call. Things to consider when you're talking to them include:

- Do you need technical knowledge or do they do it all for you?
- Is the website set up easy to use?
- Do they offer expert support and is there an extra cost for this?
- Do they provide 24/7 security monitoring?
- Do they have lightning-fast loading times?



There are a number of web hosting companies that also sell website domain names (like www.123-reg.co.uk for example), meaning you may be able to use both companies for purchase of the domain and hosting. In addition, if you're already using a web designer to build your website then they can often arrange the hosting for you as part of their service.

WEBSITE BEST PRACTICE

Once you've decided to create a website for your business, it pays to think about the best ways of putting it all together. Here are some top tips to help you build the best site you can:

- Keep the website design simple and fresh - less is often more
- Make your site easy to use - simple navigation and structure is key
- Check grammar and spelling - it shows you're thorough and methodical
- Images showcase your work - a picture speaks a thousand words
- Ensure your site works on all devices and search engines - more and more people use tablets and phones to search the web

WHAT TO INCLUDE ON YOUR SITE

The mantra to remember here is to keep it simple. Think about what visitors to your site want to find out and work from there.

Here are a few pages that you could focus on:

• Homepage

Typically the first page a visitor will see and you only have a few seconds to keep their attention. This is not the place to be wordy. Keep it short, concise and to the point and use visuals wherever possible. Also, make sure you have a very clear Call to Action on your homepage that encourages people to get in touch.

• About us

This is where you tell your visitors more about your business, your background, the area you cover and what you offer. It's the place to tell the short story of how your business came to be and use customer testimonials and quotes to back up your stories of success.

• Services

This is the section where you tell visitors about the products or services you offer. This page can be a single page, or a page that links off to several subpages depending on the depth of your product or service offering.

• Contact us

This page tells visitors how to contact you so include all the ways that is possible such as your address, telephone and email. You can also include links to connect with your business on social media networks like Facebook, Twitter, Pinterest and Instagram.

WEBSITE CONTENT

These days 'content is king' - meaning you need to make sure the information you include is valuable and relevant to what people search for.

Using these key word search terms in your copy will also help to improve your position in search results. For example if you want to target people that live in the area that your business covers, coupled with the product or service that you wish to promote, keywords to include might be 'supply, install, rooflights, Fife, Scotland'. Try to incorporate these into your content without going overboard so your text still sounds natural - 'We supply and install rooflights in Fife, Scotland and the surrounding area.' It's also worth registering with a number of online business directories so you can link back to your site. The higher the number of back links you have the more important you look to search engines like Google. If your customers have their own websites then linking to them and vice versa is good practice. Also, if you belong to a trade association then you could have their logo on your website, which links to their website (this is also good for your ranking) - however, do check with them first.

Bear in mind that once you post something online, you can't always take it back so don't post content, photos or videos that may cause embarrassment, and never post content that is abusive or may cause offence.

Once your website is up and running it's a very good idea to review and update it regularly. This will not only improve its performance with search engines it will also give people a reason to keep coming back and see what's new. This could be anything from up-to-date case studies showcasing recent work or a new testimonial from a happy customer.

The bottom line is that getting yourself a website is a lot simpler and cheaper than you might think. Once you're there the rewards should speak for themselves.

Grow your business with new skills

MARKETING

Manufacturer training can help you get stunning results, generate positive customer reviews and give you impressive installation images to win new business.

Learning new skills and the best methods to achieve the best results is a sure fire way to let the quality of your work speak for itself. The good news is that some of the most helpful product manufacturers run installer training courses that give you those extra hints, tips and hidden methods that can take your work to the next level.



For example, one company that does this regularly is Marley Alutec. They run courses for their aluminium rainwater and eaves products. Even though aluminium products don't need any specialist tools or skills to install, other than what you would need for PVC systems, the training is sure to help you achieve the smoothest joins, most uniform fixings and the confidence to tackle the most bespoke designs.

All in all, manufacturer training is a great opportunity to grow your business, as with your new skills you'll be able to offer more to your customer. It's vital to make sure you are up-to-date with Standards and Regulations, which manufacturers' training can also help you with. Learning and growing your business go hand-in hand and by tapping into this resource you may well find that you are better positioned in the market and gain that competitive edge for repeat customers and to also win new business.

Manufacturers like Marley Alutec are keen to support you to win new business with more than just training. Another way to



win new business is to share your work on social media. If you've completed a job recently, put the pictures on Facebook or Twitter and tag the supplier and merchant (@marleyalutec or @SIGRoofing) and they may well share the details on their social media pages - giving you access to promote your work to thousands more online followers. Read page 11 to find out more about social media.

So, next time you're choosing which products to use and how you can generate new business, think about which manufacturer can offer you that little bit extra.

Marley Alutec is the UK leader in innovative aluminium rainwater and fascia and soffit solutions.

ALUTEC
ALUMINIUM RAINWATER SYSTEMS

Quality speaks for itself

MARKETING

Marketing can support what you deliver everyday on site, so be sure to consider everything - from site presentation to the finished project.

In this issue of INSIGHT we've focused on marketing and hopefully shown you how simple effective promotion is a key element of growing your business. It's all about deciding who to target and making a plan that helps you portray a positive image.



When considering your marketing, it's important to remember that as well as specific marketing activities to bring in new business, the jobs you are working on right now are a great marketing tool too. By ensuring that all the jobs you are working on are completed to the highest possible standard, you allow the finished article to speak for itself! And as you will well know a happy customer can lead to lots more potential new business enquiries.

When an existing customer promotes your work it has more credibility than you doing it yourself. Following this recommendation the first thing that any prospective customer is likely to do before contacting you is research - not only in terms of price, but also experience and quality of workmanship. Meaning you need to ensure that you can demonstrate your capabilities with:

- Good testimonials from a wide range of projects
- A selection of impressive photos of your work - removing the need for them to imagine the end result

If they can find all this information in one place such as your own website or a Facebook page, then it makes it even easier for them to ask you to do the job. It's a killer marketing mix - when you combine a good review with stunning

images - it makes it much easier for a potential customer to commit and make that final decision.

Therefore make sure the images of completed jobs reflect the quality of the workmanship you can deliver and let your work (and previous customers) do the talking for you - it will make getting those new customers that much easier.



Steadmans are a leading UK manufacturer of building materials for the agricultural and steel building sectors.

Steadmans
Part of SIG plc

How can membership benefit you?

MARKETING

Joining a professional association opens up a world of opportunity for your business.

Trade associations, by definition, sit at the heart of their industry. They are often seen as the voice of the industry, representing thousands of individuals and businesses and acting as a key point of contact for governments. As such, joining a good trade association can bring you a host of benefits that can make a real difference to the way you work and also how your customers perceive you.

WHAT'S IN IT FOR ME?

While the specific benefits gained from each association will differ - there are a number of common threads. One of the most important of these is the enhanced credibility you'll get with customers. Membership of key organisations is often seen as a badge of quality that people can trust. This is due to the stringent standards and codes of practice you often need to follow to qualify for inclusion. And it's worth it - being able to display the

recognised mark of a respected industry institution works wonders for how your business is perceived. It's like being recommended by a trusted friend.

Other common benefits provided by trade association memberships can include; enhanced exposure to consumers, discounts on services, technical advice and support, training and legal advice. These are the kind of benefits that make trade associations such a vital part of helping to maintain and raise standards within an industry.

In addition, membership of an industry association helps you stay on top of the ever-changing issues, trends and legislation in the market. They are tailor-made for networking and finding new business opportunities as well as providing a focus that gives those in an industry a sense of belonging.

The effects all this can have on your business are very real; more enquiries and contracts, reduced costs, improved margins and a competitive edge are just some of the tangible rewards membership brings.

In the roofing industry we are fortunate to have a number of strong, active trade associations that play a huge role in promoting and supporting the industry and raising standards. If you're not yet a member of a trade association here are four that are well worth joining:



NATIONAL FEDERATION OF ROOFING CONTRACTORS (NFRC)

The NFRC is the UK's largest roofing trade association with over 1,000 contractor members representing approximately 70% of the industry by value. As an NFRC member you have exclusive and direct access to technical guidance from their in-house experts, dedicated regional managers on hand to give you a local point of contact, invaluable business advice and your own profile on the NFRC website.

WHAT CAN THE NFRC DO FOR YOU?

- Enhance your credibility and reputation
- Provide fast-track access to other schemes including TrustMark, CompetentRoofers and the Heritage Register
- Give you use of the widely-recognised NFRC brand
- Offer free training courses
- Advise on VAT, legal queries, employment law, CRB and credit checks

Find out more by visiting: www.nfrc.co.uk



COMPETENTROOFER

The Government-licensed Competent Person Scheme allows roofing contractors to self-certify that their roof refurbishment work complies with Building Regulations.

The scheme covers all roofing types for domestic, industrial and commercial properties and is open to all roofing contractors to apply.

WHAT CAN COMPETENTROOFER DO FOR YOU?

- Allow you to self-certify your own work for Building Regulations
- Include a 10-year insolvency guarantee up to a value of £50k for buildings of four stories or less
- Give your customer peace of mind with twice yearly inspections of members
- Help increase your business profile with listing on the CompetentRoofers website
- Give access to Building Regulations handbook and leaflets for customers

Find out more by visiting: www.competentroofer.co.uk



CONFEDERATION OF ROOFING CONTRACTORS (CORC)

Established in 1985 the Confederation specialises in providing roofing services to all market sectors. Membership enables you to offer your customers a fully insured 10-20 year roof insurance-backed guarantee and deposit protection.

WHAT CAN CORC DO FOR YOU?

- Provide access to legal advice with a specialist in construction law
- Offer a credit check facility (for a small fee) to assess the financial health of prospective customers
- Provide access to special rate insurance including employers' liability, vehicle, office and home
- Include entry in their annual members directory & buyer guide

- Offer free advice on Health & Safety and wages and conditions
- Give access to the CORC conciliation and arbitration procedure

Find out more by visiting: www.corc.co.uk



TRUSTMARK

TrustMark is the only Government endorsed scheme for all trades in and around the home. They award registered firms with a stamp of achievement after thorough vetting and inspections to ensure the company is raising industry standards. This stamp gives customers reassurance of quality and protects them against rogue traders. TrustMark is the only 'find a tradesperson' scheme to cover all three cornerstones of quality: good trading practices, good customer service and technical competence.

WHAT CAN TRUSTMARK DO FOR YOU?

- Use the TrustMark logo to send a clear signal to customers that you are a quality contractor
- Put you in touch with a vast number of people in your area through the TrustMark website
- Aid communication between consumer and tradesman via the TrustMark app
- Give you access to the TrustMark dispute resolution service
- Provide exclusive access to their Escrow service for payment protection

Find out more by visiting: www.trustmark.org.uk



The whole truth

Whole roof systems provide a total tailored simple, reliable and cost-effective solution that makes a whole lot of sense.

Whole roof systems have become an increasingly popular choice for both new build and refurbishment projects as they provide a total roof solution you can trust. Available from specialist manufacturers and suppliers, they bring an alternative approach to the specification process by focusing on the long-term cost, reliability and performance of the roof, rather than the initial installation cost.

The benefits don't stop there though. The advantages to you, the contractor, go way beyond just looking at whole life costs - there are numerous reasons why whole roof systems will benefit your business. Let's take a closer look.

A TOTAL SOLUTION

A whole roof system does exactly what it says on the tin. It provides all the individual components necessary for the roof from one single source. To ensure the ultimate solution, every system is tailored to meet the specific needs of each project including budget, design, performance and aesthetics.

It also completely eliminates the hassle of identifying and sourcing all the different components from a variety of suppliers - no small task, particularly for larger projects.

RELIABILITY

One of the beauties of specifying a whole roof system is that the materials are completely compatible with each other and typically all the materials have been developed and documented by one manufacturer and are of the highest quality. This is a major bonus, as you don't have to worry about whether the different parts of the roof will work together or if they will last once you've finished the job. You can also be absolutely certain that all the components fully comply with the latest Standards and Regulations.

And while one manufacturer's product may seem no different to others, there can be compliance and performance issues if certain components don't function to the same standard. With whole roof systems, the compatibility of all the components from colour matching, sizing, fitting and correct fixings are guaranteed by the manufacturer or supplier - eliminating any risk. You can also access all compliance documentation as and when you need it.

DESIGN LIABILITY GUARANTEES

As well as its comprehensive and quality design, a whole roof system allows you to place the design liability of the roofing solution directly onto the manufacturer or supplier. As long as you follow their guidelines, design liability guarantees can last between 10-15 years and

cover all components in the system. For refurbishment projects that don't carry NHBC warranties, that is an attractive option and helps ensure the roof continues to perform at its best for as many years as possible.

NEW BUSINESS OPPORTUNITIES

In the current highly competitive market we find ourselves in, any commercial advantage you can gain when quoting for new business has to be a good thing. So offering your customers the peace of mind of a 10-15 years whole roof warranty for free will help you stand out amongst other contractors vying for the work. And of course the other option is to not pass on the warranty for free and increase your margin on a project by selling the warranty as an added value service.

A SIMPLER SUPPLY CHAIN

With a whole roof system, you don't have to deal with a variety of different components from various manufacturers and suppliers. Instead, you benefit from a cohesive supply chain that is simple and easy to manage. Improved efficiency through 'On Time in Full' deliveries means you can enjoy one delivery from one single supplier. It also makes ordering a lot easier as well. And, if there are any issues with the system in the future, there's only one point of contact to deal with.

What's the alternative? Taking the time to break down the whole roof system into their component parts, with some limited knowledge of how the products work together and buying them individually with a perceived cheaper cost. All of which can cause issues that can sometimes compromise the overall performance and durability of the roof. Whole roof systems mean you don't have to think about any of that. They give you single source design support and reliability of supply, both of

which are critical for roofing specification and play a major part in reducing whole-life costs. Now, that does make a whole lot of sense.

**For more information
please fill in the
reader response card**

ENQUIRY 2



Extra dry

Dry fixing work is increasing with the recent changes to BS 5534:2014 providing a major boost to this already growing sector of the market.

There are a number of reasons why forecasts for the growth in dry fixing continue to look like a safe bet. The revisions to the British Standards for Slating and Tiling BS 5534:2014, which require all mortared ridges, hips and verges to be supported by additional mechanical fixing, provided a huge injection of confidence.



The change in the law also reflected what was already a growing trend towards dry fixing. This was supported by an earlier NHBC recommendation and also previous success in Scotland, where dry fixing has been the preferred method for many years. On the whole, it's a story that looks set to continue and it's easy to see why when you consider the stark contrast between a storm-damaged roof and one which remains intact. Dry fixing is fast and easy to install so saves you time on site and can be used in weather conditions where mortar can't. This makes it perfect for areas such as the RMI sector, which is proving to be particularly popular ground for dry fix methods.

As you'd expect with such a healthy part of the market there are some excellent dry fix products available. These include the Klover Uni-Click® Dry Verge, which is used with concrete interlocking tiles and provides a functional and neat finish. Having said that, you do need to make sure the products you choose are compatible with each other as this is not always the case. Check their recommended batten gauge before using them and also what they're made of. A number of these products are made of PVC, however Polypropylene is another material - which is light, strong and easy to recycle.



With ventilated dry ridge systems, variations include screws for the fixing clamps (you may still find the occasional system that uses ring shank nails) and the self-adhesive backing on the ridge roll. This is particularly important as most tiles, whether new or weathered, don't have a clean, dust-free surface. Ridge kits usually have a choice of third round or angle seals however, Klover Roll-Fix® has a single seal

which you can fit with either half-round or angle ridges. The same is true with hips kits (which also contain cro clips) and in both cases you know you've bought everything you need to fix 5 metres of tiles. The results of dry fixing speak for themselves and provide the ultimate proof of its value and potential for generating word of mouth recommendation to any number of potential new customers.



KLOBER
Professional roofing accessories

For more information
please fill in the
reader response card

ENQUIRY 3

I'm with them

When you're quoting for a project, working with a supplier who provides quality slate with robust warranties and back-up, should you need it, gives you added credibility.

Natural slate is one of the world's oldest and most popular roofing materials, with exceptional durability and aesthetics that adorns many of our historic buildings. With a lifespan of around 80 - 100 years, it's a premium product that looks great on both contemporary and traditional homes, adding character and enhancing the natural beauty of any building. Nonetheless, as with any roofing material, there's a wide range of natural slate available, so it pays to know what you're working with.



When you work with a company like SIGA Natural Slate you immediately answer a number of questions your customers may have. For example, what happens in years to come when the homeowner might need some extra slates to repair or extend the roof? SIGA offers full traceability and their slates are all numbered and linked to specific quarries. If that particular quarry stops production, SIGA can closely match the slate from the 35 plus other quarries they deal with. By dealing with this number of quarries, SIGA has the freedom to give you and your customers a whole market view and source the best product based on what you need - now and in the future.

In addition to giving you access to a continual supply of the best roofing slates available, SIGA also has a national team on hand to give you help when you need it. Their local Business Development Managers can assist you on a range of areas, including providing samples, advising on design and build plans and fixings. They are an excellent

point of contact as buying slate from a catalogue is never a good idea. It's always ideal to show your customers some samples and to try to view these in place on the roof before making a final decision and SIGA can help you do that; after all a single slate or tile can look very different from an entire roof. When you're working with them you can be sure of a number of things, guaranteed:

- A selection of quality slates to suit different geographical areas and styles, from clean and modern to traditional or historic
- Four distinct ranges to match your project and budget requirements
- Availability nationwide through SIG Roofing branches
- Warranties ranging from 30-75 years depending on the slate, backed by SIG (a FTSE 250 company)

SIGA is also part of SIG Roofing's ONE Warranty offering a full roof warranty of 15 years. If you're looking for products

that stand the test of time, improve with age, enhance natural beauty and aesthetics and suit all budgets, you can't go wrong with SIGA Natural Slate.



SIGA
Natural Slate

**For more information
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reader response card**

ENQUIRY 4

Certified slates rise to the challenge

CASE STUDY

The flexibility, good looks and ease of installation of Cembrit Jutland fibre cement slates provide a stunning finish on a newly built apartment block in Poole.

Inverclyde House in Poole on the south coast of England is a new three storey development that consists of 18 two and three bedroom flats. Completing the roof of the building was a challenge for Bournemouth-based contractor, AST Roofing, as it included a number of pitches and a turret.



Such a unique roof demanded a high quality roofing product that would be easy to handle and install and would not require any sorting or grading. Cembrit Jutland fibre cement slates were the perfect option – with 7,000 600x300mm blue/black slates installed, covering approximately 450m².

“The roof design posed a major challenge, however we were confident that our choice in product would allow us to deliver the desired result” says Paul Stevens, Managing Director of AST Roofing. *“We had to take great care in achieving a neat mitred hip detail, and Cembrit Jutland slates allowed us to do that. The consistency in quality with these slates was impressive. Not only does it mean the product is easy to work with, it also provides a smooth finish that can’t be achieved with other roofing materials.”*

Manufactured to the highest European Standards using Portland cement together

with a formulation of superior blended synthetic and cellulose fibres, Jutland slates feature a smooth surface and have a number of key benefits:

- Pre-holed, square edged and lightweight
- No need to grade or sort
- Easy to handle and install
- Ideal for fast-track construction
- Available in Graphite, Blue/Black, Russet and Autumn Brown
- Manufactured to ISO 9001 and BS EN 492:2012
- BBA Certified
- A/A+ - rated
- Finished with a high quality, semi-matt acrylic coloured coating to the face and edges
- Tinted, high-performance binder to the back face

Cembrit A/A+ - rated fibre cement slates can contribute to achieving an environmentally outstanding building. The five variations (Jutland, Zeeland, Westerland, Moorland and Diamond) allow designers to achieve the highest ratings for roof specifications and are currently the only fibre cement slate certificated.

CEMBRIT
Building Better Days

**For more information
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reader response card**

ENQUIRY 5

What now for the batten market?

As the UK starts the process of negotiating our exit from the EU we consider the immediate impact on the batten market and what lies ahead.

It's too soon to say exactly how the effects of Brexit will play out as no one really knows what will happen. What we can say at the moment, is that if the exchange rate is poor then imports become more expensive, which has a direct effect on prices. In the case of graded roofing battens the UK imports all of the material - whether it's the raw materials or the ready produced BS 5534:2014 graded batten itself, it all comes from abroad.

One possible effect could be a compromise on the quality of battens available in the UK, with an influx of lower quality, cheaper battens flooding the market. Of course, there will always be cheaper battens available, however they may well not conform to British Standards. As we all know, graded battens have gone through stringent tests to check; the correct rate of growth, slope of grain, moisture content, decay or insect attack. They also have to conform to specific criteria for thickness/width dimensions, knot sizes and configuration, distortion, wane, fissures and splits, and resin pockets.

Cheaper imports, however, may have undergone fewer or no checks at all, making it extremely difficult, time consuming and even impossible for contractors to grade-check all characteristics. In addition the material may not be sustainably sourced or may be the wrong size - instantly disqualifying it from being a BS 5534:2014 roofing batten and therefore wrong for any type of roofing.

Being swayed by a cheaper batten is one thing, however actually installing battens that don't conform to British Standards is quite another. At best, contractors will face having to strip and re-roof at their own cost and at worst, the roof may be deemed structurally unsound. The best way to protect yourself and your customer is to make sure you use graded batten on the roof that conforms to British Standards and the best way to do that is to only deal with a reputable supplier.



It's worth bearing in mind that organisations such as the NHBC will only accept factory graded batten on sites. Basically, there are no short cuts - if you buy cheaper batten at face value, the risks are high. Roofing battens have become a specialist product, so protect yourself and buy from a specialist supplier that offers reliable warranties and sufficient technical support, coupled with industry knowledge. By aligning yourself to a reputable supplier who can demonstrate quality, reliability and expertise, you can rest assured that the batten you have chosen is the real deal.



**For more information
please fill in the
reader response card**

ENQUIRY 6



Push the (building) envelope

Easy to install cladding products are opening up opportunities for roofers to work on the full building envelope.

Leading roof systems manufacturer Marley Eternit believe the increasing availability of easy-to-install cladding products can help roofing contractors diversify and offer full envelope services to housebuilders.

As well as its range of fibre cement roof slates, which can be used for vertical cladding, Marley Eternit now offer the innovative Vertigo facades system. Vertigo is the first fibre cement slate specifically designed for vertical applications. As well as being very quick and easy to install, it also meets the growing aesthetic demand for contemporary facades.

Installing the Vertigo system is really just an extension of your roofing skills - even if you haven't offered wall systems before. Now, when the project calls for it there's an opportunity to give your customer a vertical solution tile. As a lightweight material, it is also ideal for use with timber frame construction and can be installed either on or off site.

Vertigo consists of small 600mm x 300mm slate-like panels which can be quickly fixed onto battens, with the desired amount of insulation in between. The fibre cement slates perfectly adapt to the contours of the building, providing a second protective skin. The slates are very easy to fit, with three different installation methods.



One of the key advantages of Vertigo for roofers is that it means you can work on the full building envelope and so open up new business opportunities. According to Marley Eternit this is one of the reasons that easy-to-install cladding products such as Vertigo are becoming increasingly popular.

The company is currently reporting growing demand for its Cedral range. An alternative to traditional cladding solutions, Cedral is ideal for new and existing properties. This fibre cement product has the visual appeal of natural timber, however it requires very little maintenance. It also has a life expectancy of at least 50 years and is easy to install. Cedral is available in two applications, Cedral Click and Cedral Lap, which as roofing contractors you can easily add to the services you already offer.

If you haven't offered exterior wall cladding solutions in the past, being able to install a full envelope solution opens up new sales avenues and adds to the existing work you can do, giving you a significant advantage over your competitors.



**For more information
please fill in the
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ENQUIRY 7

Air and vapour permeable underlays reduce condensation

NHBC guidance states that independently certified air and vapour permeable underlays can be used without additional ridge ventilation in cold roofs.

The Partners in Innovation study, an independent research project carried out between 2001 and 2004, found that when a roof was unventilated and used an air and vapour permeable underlay - this would reduce the formation of condensation. This contributed to the NHBC stating that independently certified air and vapour permeable underlays, like Roofshield, could be used without additional ridge ventilation in cold roofs.



IMPROVED THERMAL AND MOISTURE PERFORMANCE OF PITCHED ROOFS

The need for high performance breather membranes really came about from the combination of cold-pitched roof construction and increasing thermal performance requirements. This fuelled the tendency to place additional insulation above the ceiling joists, leading to an increased risk of condensation in the roof space. In an effort to combat this problem, the industry developed a series of breathable membranes designed to go over the rafters as roof underlay and allow the vapour to escape.

The majority of these membranes were vapour permeable, but air tight, rather like a Gore-Tex jacket. While water resistant, they did not completely prevent condensation within the roof space, meaning additional ventilation had to be introduced in order to allow air to circulate.

In response to the challenge, the A. Proctor Group developed Roofshield, a high quality, pitched roof underlay, which is both air and vapour permeable.

NOT ALL ROOFING UNDERLAYS ARE THE SAME

Generally, two types of solutions have been presented to specifiers:

1. Vapour permeable, but airtight solutions
2. A vapour and air permeable version, eliminating the need for additional ventilation

Iain Fairmington, the Technical Director of A. Proctor Group explains, "Roofing underlays come in all manner of different colours, however it's what you can't see that does most of the work - the middle layer. This middle layer can be likened to the same robustness as normal kitchen cling film, and needs the protection of the sandwich construction to make this suitable and fit for purpose in a pitched roof."

In a traditional UK cold pitched roof construction, the large cold void above the horizontal insulation needs the quick release of vapour laden air that is reaching its dew point and potentially causing damaging condensation."

That's why Proctor suggests you use a vapour permeable underlay like Roofshield.



**For more information
please fill in the
reader response card**

ENQUIRY 8

Improve your win rate!

SIG Design Technology are now offering FREE extra support to help win contracts over 500m² with their Bid Support Pack.

If you're a SIG Design and Technology Accredited Contractor (DATAC) member, SIG Design Technology will now produce a bespoke Bid Support Pack which you can present to your customers to help you win the work.

The pack includes a comprehensive set of information, which validates both the trained contractors and SIG Design Technology's understanding of the work needed. It helps prospective customers easily make a like for like comparison when looking at multiple tender documents.

With a bespoke Bid Support Pack for each project the inclusion of essential base data, certification, calculations, details and clear specifications helps demonstrate the importance of the right contractor and supplier partnership in ensuring a successful outcome. At the pre-tender stage that might be a matter of reviewing the project and recommending the most appropriate product and system to meet a customer's warranty requirements. SIG Design Technology can put together sample packs of materials, product information and BBA certification, together with case studies of other relevant successful projects to help finalise the brief with the client and provide initial reassurance.

When tendering, contractors also need to show their proposal complies with regulations.

SIG Design Technology can provide roof design drawings, the relevant NBS specification document, wind up lift calculations, cut to falls diagrams, U-value calculations and other evidence of compliance needed.

The Bid Support Pack reinforces SIG Design Technology's 8-step formal process, which ensures a roof's design meets the customer's requirements. They've called this process Perfect Roof. The eight steps follow a defined pathway starting with product selection and design expertise through to full guarantees and a planned maintenance programme. This know-how is just part of the service that is provided absolutely free to DATAC contractors.

Once on site, further support is available through the company's nationwide team of field technicians, who also inspect works so that guarantees can be issued.

SIG Design Technology also operates its own 10 year old Roofing Academy which runs about 100 courses per year, upskilling over 400 installers annually.



These new qualifications can lead the way towards gaining an NVQ or SVQ and an Experienced Worker red CSCS card.

Overall great support for contractors and property owners alike and a great way to win new business – thanks SIG Design Technology!



**For more information
please fill in the
reader response card**

ENQUIRY 9

A cold cure...

When the mercury drops, CrysticROOF® COOLCure means you can keep working even when 'Jack Frost' is about.

We all know how frustrating it can be to try to get a job done during winter, which is why CrysticROOF® COOLCure was specifically developed by Scott Bader for cold weather application. It's part of the BBA approved CrysticROOF® range of products for manufacturing new GRP flat and pitched roofs.



The COOLCure product is a low temperature GRP liquid resin, chemically formulated to still work in cold weather down to as low as 5°C when used with a suitable HBO 50 winter catalyst. It's critically important you use the correct catalyst as only this type of winter grade catalyst will fully cure and harden the resin at such low temperatures.

By using COOLCure resin as part of a CrysticROOF® system, following the recommended working instructions and installation guidelines provided by Scott Bader, approved roofing installers can keep business going when others grind to a halt.

All CrysticROOF® products are fully compatible with standard, commonly used OSB3 boards, edge trims, fillets and flashings and come with either a 20 or 25-year materials performance guarantee.

CrysticROOF® COOLCure resin is the perfect antidote to the winter blues. It allows you to lengthen your winter building season, offer a better service to your customers and increase your business profitability. It really is very cool indeed!



**For more information
please fill in the
reader response card**

ENQUIRY 10



Where's that leak?!

When you're convinced you've got a roof leak and you can't find the source, it's worth thinking about Interstitial Condensation.

Spotting roofing problems early can save a fortune, however sometimes finding the source of a 'leak' can prove elusive. It's likely in these cases that the leak is actually a case of Interstitial Condensation - an increasing problem particularly for schools with flat roofs built in the 1980s and early 1990s and for incorrectly refurbished schools.

'Interstitial' means occupying 'interstices' - small gaps or cracks. Interstitial Condensation occurs within the fabric or roof of a building, at the point (known as the dew point) where the atmospheric temperature of a given concentration of water vapour falls and water droplets begin to condense and dew forms. Different from surface condensation, it can be difficult to detect without investigation.



SCHOOL'S OUT

Take the case of a Glasgow school that had been 'leaking' for well over 16 years, where the leak could never be found. The 3000m² flat roof had a metal composite panel deck, together with a pre-laminated underlay. Several overlays of new membrane had been applied over the years, each without success. Eventually, it was discovered there was no VCL (Vapour Control Layer) in the construction, and no butyl mastic seal to the laps. As the panels were factory bonded the designers may have argued there was no need for a VCL, however every lap and penetration through the deck should have been fully sealed with butyl mastic. If there is no control to water vapour travelling through the roof, then Interstitial Condensation is a risk.

In this case, there was no way for the water to get into the roof other than condensing out of the water vapour travelling up through it. The costs of misdiagnosis were running high. Every so often, the school had to replace 30-40m² of ceiling tiles that were ruined by the leaks. A leaking gutter had been long suspected, and long lengths of gutter had been re-felted to no effect. In fact, a complete overlay of the roof with an additional membrane only increased the vapour resistance of the surface and made the problem worse.



So, in the event of persistent leaks, how can you detect Interstitial Condensation? Firstly, it's important to call in a merchant who'll provide you with specialist support - such as SIG Roofing. By cutting a hole in the roof, the build-up and condition of the layers of roof can be checked. If there is no Vapour Control Layer (VCL), there is a very good chance that Interstitial Condensation may be the cause. If the roof was constructed in the 1980s and early 1990s, it's likely that the composite sheets were not fully sealed and warm air may be travelling up inside the construction and condensing where it hits the dew point. If there is a ceiling void, especially with a cold roof, it must be ventilated. Without ventilation, warm moist air will condense onto a timber deck and rot the roof from the inside.



Remember also that current regulations in PART L 2B state that if more than 25% of the existing waterproofing is being stripped, the whole roof must be brought up to the standard of the current energy related regulations. Practically, this means that if only 25% of the roof is stripped, the whole roof may still need to be upgraded to meet PART L 2B. Meaning that in the areas of the roof that are not stripped, the roof must be guarded against Interstitial Condensation by building up between the new and old insulation areas.

Interstitial Condensation can be costly and the last thing that any school wants is to have to line up buckets to catch leaks in the ceiling. So, if roof leaks are persistent it pays to seek professional independent advice from specialists who can help diagnose any issues with the roof and also help secure funding from the EFA (Education Funding Agency) to fix the issue.



SIG ROOFING

For more information please fill in the reader response card

ENQUIRY 11

Gutter talk

SIG Industrial Roofing discuss solutions for keeping gutters water tight and working correctly over the winter months to ensure buildings stay weather proof.

It's a well know problem that effects any roof type, not just industrial roofs – that as the weather gets colder one of the first parts of the roof to be affected is the gutter area. Prevention, as they say, is better than cure, so for buildings to remain watertight the gutters need to stay in good working order. This is particularly true over winter as repairing any issues that arise can be tricky in poor weather conditions.

LIQUID SOLUTIONS

One of the most popular products used are liquid solutions. These are normally readily available and easy to put down, providing a quick and easy to install solution. Available for a number of different gutter types, the liquids create a complete and seamless lining – fully bonded to become part of the original gutter and eliminate leaks. However, this being Britain the weather is not always on our side and this can be problematic. Liquid solutions are dependent on the weather being 5° or above and typically need no rain for two days straight to cure – a pretty rare climactic combination in the UK during the winter!



GUTTER LINER SYSTEMS

An alternative that will enable you to keep going throughout the winter is to use a gutter liner system. There are two systems available on the market that you can put down in temperatures as low as 0° and in the wet. The liner sits directly in your existing gutter and if you need to you can

fit a 10mm insulation sole board under the liner to provide insulated value. These seamless systems can be trapped under slate, tile, fibre cement or metal sheets and can be rolled out to 100m in one run. Both liner options come with all the relevant accessories needed to finish off the gutter such as outlets and stop ends.



If the gutter itself is not in great shape then there is also the option of a liner that comes with a metal base to provide stability. If the roof is fragile there is no need to lift any sheets, tiles, slates or fibre cement sheets because this liner comes with a hinge in the middle of the metal that allows you to insert the liner and simply pop it into place.

Just like with gutter liners, remember that no matter what project, maintenance or repairs you are carrying out, there may be a different option on the market that could be exactly what you're looking for. If you need help identifying a solution for your project - the SIG Industrial Roofing Centre are there to give you advice, support and recommend the best product solutions for your next industrial roofing or cladding job.

SIG INDUSTRIAL
ROOFING

**For more information
please fill in the
reader response card**

ENQUIRY 12

INDUSTRY NEWS

Page 4 Roofing news in brief



Page 6 Celebrating...



MARKET YOUR BUSINESS

Page 9 How to use marketing to grow your business



Page 10 Be incredible...and win new business



Page 11 How to be social



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PITCHED ROOFING

Page 20 Extra dry



Page 22 I'm with them



Page 24 Certified slates rise to the challenge



Page 25 What now for the batten market?



Page 26 Push the (building) envelope



Page 27 Air and vapour permeable underlays reduce condensation



FLAT ROOFING

Page 28 Improve your win rate!



Page 29 A cold cure...



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INDUSTRIAL ROOFING

Page 32 Gutter talk



Generating New Business!



WIN a Stanley IntelliLaser

In this issue of INSIGHT we've covered the various ways you can generate new business and you can find some of these terms in our new word search.

- CREDIBILITY
- CUSTOMER SERVICE
- BRITISH STANDARDS
- BUSINESS GROWTH
- INNOVATIVE PRODUCTS
- LEGISLATION COMPLIANT
- MARKETING
- NETWORKING
- NFRC AWARDS
- RCI
- SOCIAL MEDIA
- SHOW
- TESTIMONIALS
- TRADE ASSOCIATIONS
- WARRANTY
- WEBSITE
- WORD OF MOUTH

Simply complete the word search and find the one 'marketing tip' which is **NOT** listed above, but **IS** in the word search.

Enter the missing word on the reader response card and post it back to us. You'll be gutted if you don't notice it!

Good luck!

Closing date to receive entries is 15th February 2017.

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

Congratulations to Mike Seymour from Surebond Roof Systems Ltd for winning the last issue's Durafix Driver competition!

Terms & Conditions
Entry to the competition is restricted to one entry per person. Multiple entries will be disqualified. Competitions are open to UK residents only unless otherwise stated. Prizes can only be sent to a valid UK address unless otherwise stated. Winners will be chosen at random from all valid entries. Winners will be contacted via email. The competition will run from 4th January 2017 to 15th February 2017. INSIGHT magazine from SIG Roofing is compliant with the data protection act. Our policy is such that we will not pass on your details to any third party without consent.

WHERE CAN YOU FIND AN INSIGHT APPROVED STOCKIST?

ANGLIA

SIG ROOFING

Bedford	MK41 9QG	01234 325283
Colchester	CO2 8JX	01206 877460
Great Yarmouth	NR31 0LY	01493 659991
Ipswich	IP1 5LU	01473 749621
Kings Lynn	PE34 3AJ	01553 764202
Luton	LU1 3XL	01582 724837
Northampton	NN5 5JF	01604 765684
Norwich	NR3 3ST	01603 487860
Peterborough	PE1 5YB	01733 345004
Southend	SS9 5PR	01702 425213
St Ives	PE27 3YJ	01480 467776
Waltham Cross	EN8 7DZ	01992 624938

BOWLLER ROOFING SUPPLIES

Cambridge	CB22 7QP	01223 872260
High Wycombe	HP12 3RJ	01494 450079
Kings Langley	WD4 8JU	01923 269983

UNDERCOVER ROOFING SUPPLIES

Colchester	CO2 9JT	01206 840 230
Southend	SS2 5QW	01702 613 181

LONDON

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Cheam	SM3 9AG	020 8337 9455
Croydon	CR0 2BD	020 8686 6911
Croydon	CR0 4YZ	020 8689 0481
Kentish Town	NW5 3EW	020 7485 5550
Kentish Town	NW5 2DS	020 7485 1791
Park Royal	NW10 7UL	020 8507 4380
Romford	RM7 0HL	01708 754022
Romford	RM3 8TS	01708 377666
Slough	SL1 4BG	01753 570526
Stratford	E15 2RW	020 8536 5400
Tottenham	N17 8HJ	020 8808 6816

UNITED TRADING COMPANY

Chingford	E4 7HZ	020 8559 4334
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UNDERCOVER ROOFING SUPPLIES

Rayleigh	SS6 7XF	01268 798 999
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BOWLLER ROOFING SUPPLIES

South Harrow	HA2 8AX	0208 426 8838
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SCOTLAND

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Aberdeen	AB16 5UU	01224 692000
Ayr	KA8 8BL	01292 262885
Broxburn	EH52 5NN	01506 857613
Dundee	DD2 3QQ	01382 833011
Edinburgh	EH6 7LF	01315 542554
Glasgow	G31 4DX	01415 565200
Glasgow	G71 6LL	01698 817428
Inverness	IV1 1SY	01463 250318
Kirkcaldy	KY1 2YX	01592 654913
Linwood	PA3 3BQ	01505 321122
Melrose	TD6 ORS	01835 823640

NORTH WEST

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Blackpool	FY3 7UN	01253 398376
Bolton	BL3 2NH	01204 523336
Leyland	PR26 7QL	01772 453939
Liverpool	L9 7ET	0151 5212100
Manchester	M11 1BR	01612 307712
Manchester	M34 5LR	0161 3203456
St Helens	WA9 3AP	01744 611471
Wigan	WN3 4BT	01942 615030

CHESHIRE ROOFING SUPPLIES

Crewe	CW2 8UY	01270 251 000
Warrington	WA4 4EZ	01928 796 100

YORKSHIRE

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Bradford	BD3 9HB	01274 392433
Grimsby	DN31 2SG	01472 245667
Huddersfield	HD3 4JW	01484 653373
Hull	HU4 6PA	01482 574577
Leeds	LS12 6AB	01132 631263
Leeds	LS9 0PF	0113 2351441
Rotherham	S60 1DA	01709 835500
Scunthorpe	DN16 1DQ	01724 854444
Sheffield	S9 1TL	0114 2434188
York	YO30 4UU	01904 476319

ROOFCARE NORTHERN

Scarborough	YO12 4HA	01723 375 851
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SOUTH COAST

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Bishops Cleeve	S032 1BH	01489 896544
Bournemouth	BH12 4BJ	01202 731867
Eastbourne	BN23 6QN	01323 500458
Poole	BH15 4BN	01202 682491
Portsmouth	PO3 5AY	02392 690214
Portsmouth	PO3 5NX	02392 671521
Southampton	SO15 0LG	02380 365555
Waterloo	PO7 5LT	02392 258344

SOUTH EAST

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Brighton	BN41 1WF	01273 430444
Finchampstead	RG40 4RB	01189 733788
Folkestone	CT19 5EY	01303 226888
Gravesend	DA12 2PS	01474 532999
Hastings	TN38 9ST	01424 853099
Horsham	RH12 2NW	01403 270640
Hove	BN3 7ES	01273 328640
Leatherhead	KT22 7LF	01372 361600
Lewes	BN7 2BQ	01273 488888
Maidstone	ME15 9NL	01622 843399
Milford	GU8 5BB	01483 425828
Ramsgate	CT11 7QE	01843 592772
Sidcup	DA14 6QF	0208 302 5451
Sittingbourne	ME9 7NU	01795 843967
Tunbridge Wells	TN2 3DY	01892 515599
Worthing	BN14 8NW	01903 201013

TYNE AND TEES

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Gateshead	NE8 3AD	01914 779474
Killingworth	NE12 6QQ	0191 2686627
Middlesbrough	TS2 1DF	01642 242753
Stockton	TS18 2PH	01642 677772

SOUTH WEST

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Exeter	EX2 8PY	01392 250323
Exeter	EX2 7JS	01392 446001
Newquay	TR7 2SX	01637 852660
Plymouth	PL1 4LL	01752 509538
Taunton	TA1 5LY	01823 323888
Torquay	TQ2 7BD	01803 613212

WEST

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Bath	BA1 3EN	01225 483828
Bristol	BS2 0UZ	01179 710085
Bristol	BS5 9RD	01179 412412
Bristol	BS3 2TN	01179 663072
Gloucester	GL4 3SJ	01452 521 347
Hereford	HR2 6JT	01432 273084
Oxford	OX2 0ES	01865 790303
Swindon	SN2 8XA	01793 613339

BOWLLER ROOFING SUPPLIES

Reading	RG30 4BJ	01189 455454
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WALES

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Cardiff	CF24 5HB	02920 483939
Porth	CF39 9SJ	01443 681004
Swansea	SA5 7LF	01792 790272

MIDLANDS

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Birmingham	B11 2DX	01217 081515
Birmingham	B19 1ED	01215 239143
Birmingham	B24 8LD	01213 273071
Coventry	CV6 6FG	02476 688754
Derby	DE24 8HL	01332 349155
Dudley	DY2 0RL	01384 472420
Leicester	LE18 4TA	01162 785262
Leicester	LE18 2QD	0116 2778676
Newark	NG24 2EQ	01636 611880
Nottingham	NG7 2NN	01159 851400
Nottingham	NG8 1PQ	01159 285999
Oswestry	SY10 8NN	01691 654551
Stoke	ST4 2NL	01782 280567
Telford	TF1 5ST	01952 641161