



■ Predictions: Ambitious plans and positive ideas kick start the New Year – page 4

■ Round Table: Merchant tactics to improve productivity with IT – page 18

■ Careers: Recruitment firms reveal the true state of the jobs market – page 38

# TP to bolster branch network

Travis Perkins has unveiled major plans to expand its branch network in the next few years. Chief executive Geoff Cooper is ambitious to take the group's 2000 branches to 3000 and to increase the company's online business.

Although most building materials are sold from sites, Travis Perkins has been upgrading its internet offering to keep pace with customer demand.

The decline in the housebuilding

market has not impacted on the national merchant.

It has used the recession to purchase rivals and increase its market share to become the country's largest supplier of building materials through its branches and 16 brands.

This spring, Tony Buffin joins the merchant as its new finance director. He is the former FD of Australian supermarket chain, Coles.

## Camelot and Google to speak at BMF Conference

The Builders' Merchants Federation has secured two leading industry executives from Camelot and Google to speak at the All-Industry Conference 2013.

Dianne Thompson CBE is chief executive officer of the Camelot Group of Companies, which is responsible for operating the UK National Lottery.

She joined in 1997 as commercial operations director and took over as CEO in December 2000 when Camelot was awarded the second licence to operate the National Lottery.

Richard Robinson is director, B2B markets, at Google. He has spent over 15 years assisting companies in the development and implementation of effective go-to-market strategies.

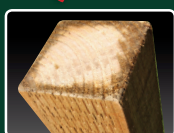


■ **Conference speakers: Dianne Thompson and Richard Robinson.**

At Google, he helps businesses develop digital strategies.

The BMF All-Industry Conference takes place on 20-23 June in Portugal.

## Insist on INC15ED



James Jones & Sons has extended their range of quality fencing timbers with the addition of **INC15ED** posts and landscaping sleepers. We offer a tried and tested solution for whitewood in ground contact applications.

Consistent and uniform incisions enable a minimum of 6mm preservative treatment penetration to meet Use Class 4 and BS8417 ground contact requirements.

Treated with next generation TANALITH E wood preservative to give a 15 year performance warranty against rot and insect attack, with a choice of TANALISED (green) or TANATONE (brown) treatment.



**NOW AVAILABLE FROM STOCKISTS**



**James Jones & Sons Limited**

[www.jamesjones.co.uk](http://www.jamesjones.co.uk) Tel: 01324 562241

"SUPPLIERS OF QUALITY PLASTICS PIPE SYSTEMS TO THE MERCHANT INDUSTRY"



T: 01707 375175 [www.eurotradeplastics.co.uk](http://www.eurotradeplastics.co.uk)

**eurotrade** plastics



**You are in a place  
that sells roof windows  
for smart professionals.**



Roof windows for **smart professionals**

**Béatrice Bolling**, marketing manager of Altaterra, explains how the company's latest brand of roof windows will help merchants make greater sales and their customers secure better business.

Altaterra is a large European manufacturer of roof windows, with sales in 30 countries. It is part of the VKR Group and has over 60 years of experience in manufacturing these products.

**You have been called RoofLITE, Altaterra, Dakea...who are you?**

Altaterra is the name of our company. It features a portfolio of brands dedicated

to the various needs of different market channels. You could say we are obsessed with marketing that responds to the needs of our customers. This is why we have reworked our approach and brand portfolio.

At Altaterra, we are used to meeting our customers' requirements. They expressed a need for both the RoofLITE all-rounder range and Dakea concept, in the same way that they asked us for a

budget range, hence our Balio offer.

We have also been asked to provide greater private label possibilities, and are able to do that now through our Mix&Match concept, where we build a roof window offering together with the customer.

When you want to get the best price/value ratio for a roof window, at an affordable price, then Altaterra is THE partner for you.

**Will Dakea replace RoofLITE?**

Dakea won't replace RoofLITE because it is not serving the same market segment. RoofLITE – depending on the model selected – is a very competitive range that is currently 20% to 30% cheaper than some leading windows on the market.

Dakea, on the other hand, is absolutely unique. We believe there is no comparable offering in the marketplace.

With a simple range – **'Good, Better and Best'** – we offer the products at the same price or less than other companies, but products that have many more features and benefits. You get **more for less**.

**You say it is unique. Can you explain in what way? And, why does the marketplace need a new brand of roof windows?**

Dakea was created to meet the demands

of professional roofers for products and services that truly help them to develop and grow their business.

**What will I get from you as a forward-thinking and proactive supplier?**

**Service.** We have built a **Stock Partner** programme that incorporates a full and unrivalled range of services, from stock management to the **100% risk-free** sell-and-pay solution.

It is hugely important for us to support our partners during these difficult economic times and to help them develop their ranges and their ability to compete at zero risk. We deliver our products and our customers pay only when those products are sold.

**Products.** We deliver a simple-to-sell range that has the best quality/price ratio in the market. That means every window is built to provide more features and benefits than some other comparable ranges.

**How can you be 20% to 30% cheaper and still provide more features and benefits than other companies in the UK?**

The question is rather, where does the 20% margin the other companies make each time they sell a basic model of roof window that might be 20% more expensive than a Dakea one, go?

We have chosen to give more for less



■ **Béatrice Bolling, helping customers to develop and grow their business.**

Roof windows for **smart professionals**





and build an honest, direct, attentive and friendly relationship with our customers so they will recognise the fantastic value that Dakea offers.

We prefer to meet their needs through our **Cash Club**, **Next 20** transferable guarantee, **Quick Install** and **Stock Partner** programmes – therefore investing our margins where they really make sense to our customers.

We do not throw our money around on big PR events, TV or billboard cam-

We can offer this guarantee because the product is of extremely high quality and backed by our group's **60 years** of experience in the roof window industry. Every material we use, every system we choose is carefully selected from only the very best European suppliers.

*These are real advantages for your merchant distributors and for the end-user. What about roofers? They seem to be neglected by some companies.*

what they want to do with their money. Beyond that we have developed a product portfolio, which is one of the most roofer-friendly on the market.

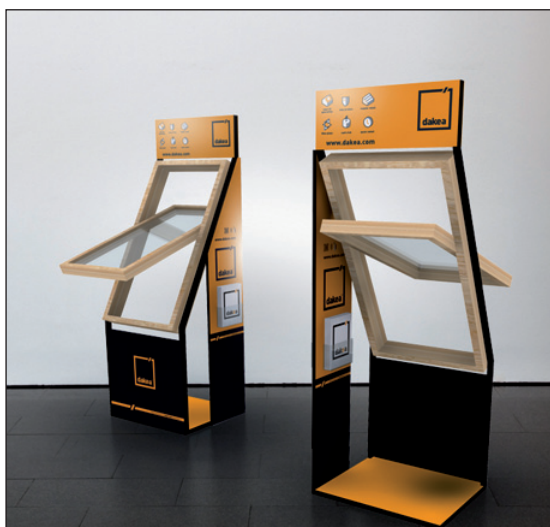
*What do you mean by that?*

For example, the **Quick Install** system, where we provide Dorken Delta underfelt foil-collars free of charge for most of our windows.

It speeds up the installation process

we want to be 100% certain that Dakea will be more suited to their needs than anything else available on the market. We would not launch something that would not be the best-in-class solution.

Now, we are in the process of extending our distribution network throughout Europe and the overall response to Dakea has been excellent.



■ **New innovative point-of-sale solutions from Dakea, include eye-catching and functional sample windows as well as first-of-a-kind touch screen displays.**

paings. What we do is reinvent the way roof windows are sold and promoted.

All Dakea products carry a 20-year guarantee. We would not offer that if we were not 100% sure of the quality.

*Twenty years is much longer than most other manufacturers offer. How can you be prepared to offer this?*

In fact, it is a transferable 20-year guarantee, so if the end-user wants to sell their house 15 years from now, that guarantee is an extra value added to the property.

Roofers are the true masters of our business. There is not a product we might launch that will stand a chance in the marketplace without a roofer installing them. This is why we have built an entire support system for our roofers.

We have **Cash Club** – a partnership programme that brings together professional installers, rewarding their quality and craft within the roofing sector.

Some companies like to offer competition prizes, trips or gifts. We do not. We prefer to be transparent, and give the roofer **£3-£5** for each Dakea roof window installed, and let them decide

significantly because you do not need to cut the foil and make the underlay from pieces. It is made of a stretchable, highly tear-resistant polystyrene, non-woven fabric with a vapour-permeable polyurethane coating, to help reduce the risk of faulty installation.

*You have something for distributors, roofers and end-users. Is there anything that you may be missing?*

No. We have worked on our product and service offering for a long time with the help of professional installers because



[www.dakea.co.uk](http://www.dakea.co.uk)



■ **A set of branded features makes it easy to identify and appreciate the relevant benefits for the roofer, merchant, and the end-user.**

Roof windows for **smart professionals**