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30 years on,
still going
strong.



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Unlike other manufacturers, who charge extra for a premium product,
when you buy coated steel from Coilcolor, premium quality
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GAPS IN THE ARGUMENT

Actis asks if recognition
of the performance gap
lays the insulation
testing debate to rest
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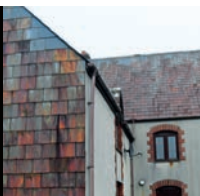
SPEC CHANGE RISKS

Brett Martin's Adrian Lukic
looks at the issues that
can arise when
specifications are changed
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A HORSE AND A SLATE...

SSQ's Haroun El-Helw
discusses the importance
of traceability in ensuring
your product performs
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Roofers can't afford to compromise

RCI caught up with Béatrice Bolling of Altaterra to hear about Dakea, the company's new brand of roof windows

Roofing contractors and installers have had to adapt to the market in recent years, how have their needs / requests from you changed?

Roofers have less time to get things done. At the same time, with people's opinions on the Internet, they cannot afford any compromise in terms of quality of service. When we speak with the roofers they ask us for two main things. The first is to make their work easier. The second is to reward them for their loyalty. That's exactly what we set out to do with Dakea.

Can you please explain what Dakea is all about?

Dakea is a new brand of roof windows aimed at smart professionals and installers. It's a concept designed to offer more features and benefits for less money than any other comparable product out there. We have a simple Good-Better-Best range, that is easy to understand and easy to sell.

However, Dakea is unique in terms of both products and services. As an example, by introducing pre-cut underfelt foil collar (known as Quick Install) as standard on most roof windows, we have made the installation easier, quicker, and more weatherproof. Roofers now don't need to cut and stitch the underfelt to properly weatherproof the roof window opening.

We go a long way to support smart professionals. We strongly believe that roofers have been neglected, and that's why we're really set at helping them. The content on our blog (roofer.dakea.co.uk) is a true goldmine for



"The real growth will come from the roofers that work smarter"

any roofer looking to grow their business. They will not only find on there technical advice about installing roof windows, but helpful insights into running a small business, with tips like how to manage a budget, how to create an advert, and where to promote their services.

Above all, we reward our skilled roofers who join our Cash Club program, by paying them £3-£5 for every Dakea roof window that they install.

How does the 'Cash Club' system work for you and your customers? What are the key support benefits you offer?

It is very simple actually. Each window comes with a unique code on the inside of the sash. Once the roofer installs the window, he registers it using the code provided on the dakea.net portal.

We have made it even simpler by providing a QR code, so anyone with a smartphone can



Béatrice Bolling, marketing manager, Altaterra

really do it quickly. What's great about Cash Club is that instead of earning points that then have to be converted towards some 'unwanted awards' – like other loyalty programs – we pay our roofers cash.

To make the system 100% safe and to ensure that roofers get the money they deserve, the process is completed when the homeowner registers the window in order to extend their guarantee – for free – to 20 years... by the way, making it the longest guarantee on the market.

How difficult is it to achieve the balance between cost and quality?

Quality needs to be the top priority if you want to be in business for years to come. There is no doubt about that. We are confident that our products are of top quality and they will last for years. That is why with Dakea we offer a 20 year guarantee instead of ten years, as most other manufacturers do.

Cost, however, is not only driven by the product itself. Even in these tough times, many manufacturers still choose to sponsor big public relations events, or huge TV or billboard campaigns. We don't do that. We prefer to invest our money in providing our installers and homeowners with products that bring in tangible benefits – Quick Install, Max Protect, Titan Glass or Next 20 guarantee, to name a few.

Where do you see the real growth in the market over the next few years?

The real growth will come from the roofers that work smarter. These are the people that are not only excellent craftsmen, but they are also small entrepreneurs who are not afraid to go beyond the established borders to find new customers, and new sources of revenue. These will be the people who will adjust to 21st century reality and grow their businesses. Dakea will help guide them throughout this process, thus helping them make their small companies more profitable and successful.

<http://dakea.com>



"We prefer to invest our money in providing our installers and homeowners with products that bring in tangible benefits – Quick Install, Max Protect, Titan Glass or Next 20 guarantee, to name a few"

For people who really know about roof windows.



cash club

"I get great prices from my merchant and up to £5 in cash for every roof window I install."



next 20
guarantee

"I install roof windows with 20 years of guarantee so I don't need to worry about call backs!"

I am a smart professional

John the Roofer

Register on dakea.net
and start earning more



next 20
guarantee



stock partner



cash club



quick install



max protect



master wood



titan glass

Roof windows for **smart** professionals