

April 2023

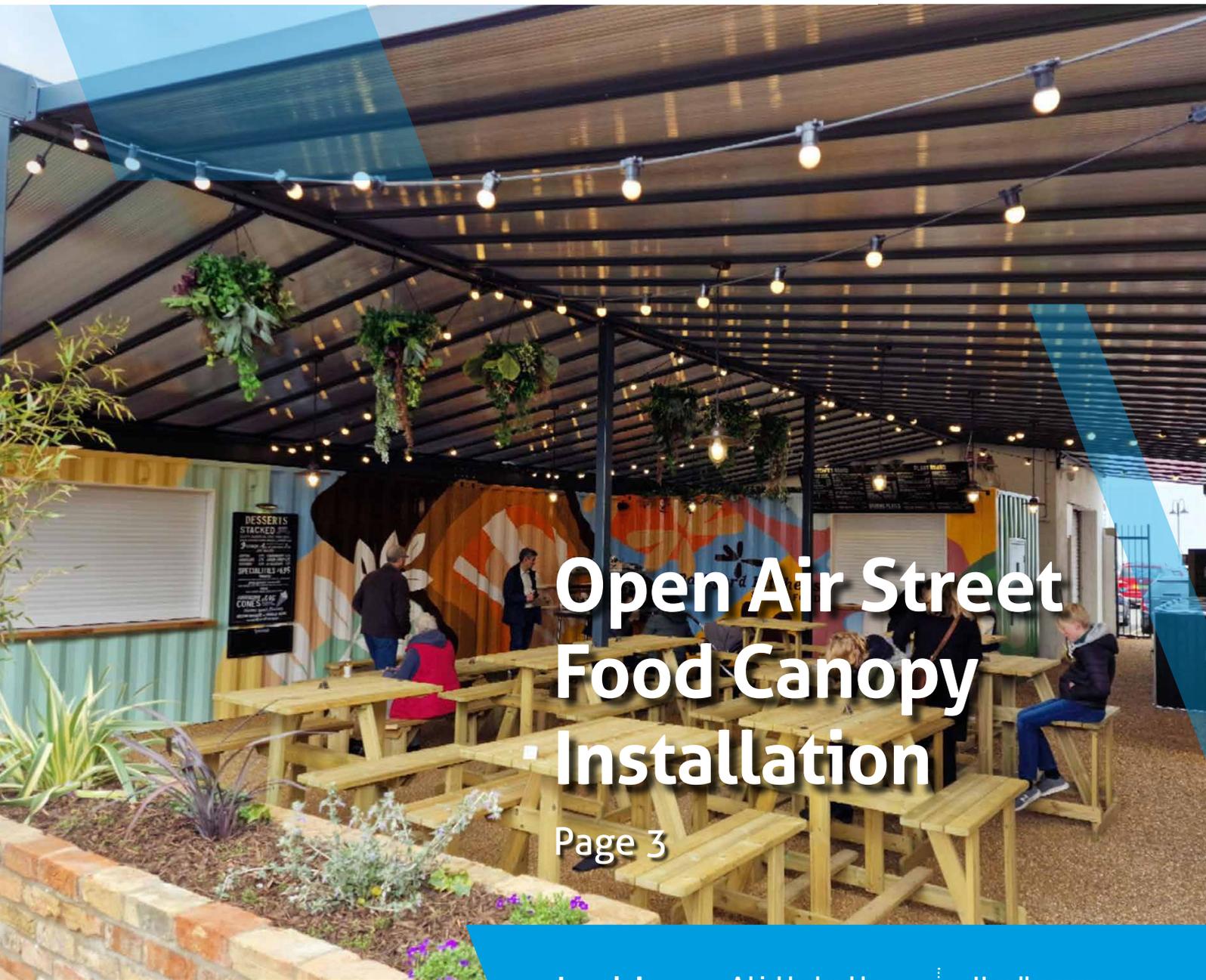
MADE IN
THE UK

Milwood's Growth Newsletter

MILWOOD
GROUP



EDITION 16



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Dear Milwood Group Trade Partners & Friends,

April has passed by and we're looking forward to the month of May which will see three bank holiday weekends. We've been busy as ever, with projects being dispatched to all corners of the UK & Ireland.

Don't forget our unbranded brochures are available for download for Trade Partners as they will be valuable resources across the busiest time of year for trade, hard copies are also available, so please get in touch for more on how to order these.

If you would like to arrange a meeting with us, we welcome all existing and prospective Trade Partners to join us at our warehouse and showroom facility in Rochester, Kent, for a free lunch and installation training session. If you prefer, we are also available to visit you at your earliest convenience.

Be sure to keep your eyes peeled for some exciting content we have planned across the month of May.

A Complex Canopy

Commercial Canopy installation for open air street food venue 'The Yard' in Ely, Cambridge, installed by our Trade Partner Cambridge Canopies

Trade Partners are seeing a rise in demand from commercial venues looking to maximise their usable living space, with outdoor dining proving to be increasingly popular across the UK & Ireland over recent years following the pandemic.

Milwood Group recently received communication from our Trade Partner, Cambridge Canopies, that they had completed work on their project at the open-air street food venue known as 'The Yard' in Ely, Cambridge. The install was highly complex, utilising our Simplicity 35 system and its range of benefits for commercial venues including the unlimited length.

With their experience in domestic and commercial venues, Cambridge Canopies, formerly known as Cambridge Style Canopies, has built a wide portfolio

of successful projects in partnership with Milwood Group over the years.

The new street food venue opened for business on 21st March 2023 and has already seen an influx of satisfied consumers who have thoroughly enjoyed the outdoor dining venue. With UK weather still rather unpredictable at this time of year, our Simplicity 35 has created sufficient shelter to protect both the guests and vendors from the elements.

More than 600 guests poured into the new venue upon opening, spread across 5 shipping containers with a variety of food and drink retailers available along with a children's play area.

The installation of our multiple Simplicity 35 systems is secured to an aluminium Goal Post framework,

supplied by a third party, with multiple Simplicity 35's extending across the containers, walkways, and outdoor seating areas while still allowing sufficient height clearance. It also meant Cambridge were able to create a widespread free-standing structure that is robust and built to last, but most importantly safe to provide peace of mind for the guests.

As our aluminium systems are highly versatile, they can be used in many creative ways. Therefore, we supplied our rooftop main bars, standing posts, and bronze tinted polycarbonate glazing for Cambridge to bring it all together with an externally sourced materials required.



Installed by:	Cambridge Canopies
Location:	Ely, Cambridge
Product:	Simplicity
System:	Simplicity 35
Roof:	Bronze Tinted Polycarbonate
Colour:	RAL 7016 Anthracite Grey (Textured)



Our highly durable canopy

Aluminium garden canopies provide decades of reliable service.

There are many benefits to choosing aluminium ahead of more traditional construction materials such as timber, composite and steel. Not only is aluminium one of the strongest metals, it allows a UK-based manufacturer such as Milwood Group to create highly robust systems at a cost-effective price. You can provide your customers with a truly positive return on their long-term investment.

Aluminium is the second strongest metal, only second to its counterpart Steel. However, pound-for-pound the strength of aluminium is unrivalled. The lightweight nature allows for easy transportation and ease of installation on site, requiring little more than a 2 person team, the required tools, and our free installation training.

Outdoor living has seen a huge increase in demand over recent years, with many homeowners and commercial venues looking to utilise their outdoor space. As we approach the summer, we are officially entering our busiest time of year for trade, but we are well-equipped to handle the demands of our 350+ trade partners and more.

Milwood Group outdoor living solutions are entirely fabricated and distributed in-house. Including our highly durable powder-coat finish. This means we can create bespoke sizes to fit every space, and project solutions to meet even the most complex specifications.

As the market-leading UK-based manufacturer, we're confident you'll find our systems are unparalleled in terms of durability and longevity, as we promise a minimum 60-year life expectancy and a 10-year guarantee.

This is just skimming the surface of why aluminium is the new optimal choice for outdoor living solutions such as our range of verandas, canopies, and carports. Meanwhile, A-Fence is set to revolutionise the garden/perimeter fencing industry, offering a new long-term solution that will make broken fence panels a thing of the past.

To ensure you are giving yourself the best chance of success and converting those all-important leads, be sure to arrange a meeting with us so we can tailor our support to your business needs and incorporate our products into your range with the best possible marketing support and customer service.

To find out more about our range of outdoor living solutions, or to enquire about becoming an exclusive Milwood Group Trade Partner, please call the team on **0333 305 5272** or email sales@milwoodgroup.com.





Case study
coming soon!

Simplicity Free System

An innovative and versatile system that delivers stunning contemporary aesthetics.

The Simplicity Free system has been created with contemporary design, flawless functionality, and ease-of-installation in mind. Named for its free-standing option, the **Sim Free** delivers maximum versatility to homeowners.

This truly modern structure features a quick-fit, top-fix/snap-down glazing solution to speed up the installation of the 6mm toughened glass

With a maximum projection of 4 metres and any desired length achievable, the Simplicity Free is perfect for any veranda patio or carport area.

Constructed from aluminium and designed with the rigours of the UK weather in mind, the Simplicity Free has a sturdy 8 millimetre galvanised steel profile corner connector plate to guarantee firm installation. Engineered to last, the **Sim Free** has an expected lifespan of 50 years and comes with a 10-year guarantee.

Drainage is a key factor for any veranda, canopy, or carport system. The Simplicity Free system incorporates concealed drainage via internal gutters and downpipes. Simple to install using standard UPVC downpipes and spigots, water can either be evacuated at the ground surface or connected to underground drainage pipes.

Lighting is another important consideration to allow comfortable use day or night. The Sim Free has the option of incorporated Somfy Remote controlled LED spot-lighting in the roof bars, providing homeowners with the choice of RGB, warm, or pure white light to suit the mood.



Upsell on your next projects

Secure more leads by offering our Solar Panel Glass options, available across all Milwood systems!

Sunday March 26th saw the UK enter British Summer Time (BST) and the days are noticeably brighter already, with sunset as late as 7:30pm. While the weather may still prove to be inconsistent, now is the time for many of our Trade Partners to secure projects ready for installation in time for the summer months, with Milwood Group's Solar Panel Glazing options are the must have optional upgrade!

Each product is supplied with different roof glazing options to suit all budgets and style requirements.

Solar Panel glass has many benefits and is especially useful for outdoor living in a warmer and sunnier climate. It offers your customers additional protection from the elements as it can withstand high temperatures and direct sunlight. Not only will tinted glass cool the space

underneath but it will also provide a range of health benefits to its users, including protection against ultraviolet rays.

Whether you're looking to supply a veranda, canopy, or carport to your customers home or commercial property, Solar Panel glass is a great way to upsell as the price of our tinted glass options do not come as standard within the system price.

Available in clear, grey, bronze, green, and blue – you'll be able to supply the perfect tint for your customers specification. Our glazing options are easy-to-clean and low maintenance so your customers can feel rest assured that their outdoor living space will look great for years to come!

So don't let the summer heat prevent your customers from maximising the use of their outdoor space – and supply them with Solar Panel glass!

Glazing Options	Clear	Grey Tint	Bronze Tint	Green Tint	Blue Tint
Light Transmission	88% LF	44% LF	50% LF	73% LF	57% LF
Heat Transmission	82% SF	58% SF	60% SF	57% SF	57% SF



Maximise Your Marketing

Get Involved With Milwood Group Trade Partner Marketing

As part of our exclusive Milwood Group Trade Partner program, we are committed to providing all the marketing tools that you need to skyrocket your outdoors living solutions installation business!

Want to be featured in our newsletter or in the 'Recent Projects' section on our website?

Have you got some great installations that you want to showcase or canopies that were tricky to install?

Or anything that you want others to see?

Just send us the photos and a description to sales@milwoodgroup.com and our marketing team will get in touch with you.

Here's a testimonial from Robin at **Canopy Pro Limited**, a Milwood Group Trade Partner, on the benefits he has seen from the marketing work we do together:

"I've seen a lot of enquires come in from general Google searches, showing a positive reflection of the images I've been sending which is definitely worth doing. Having my installations on the Milwood website is generating more enquires for me and especially with the big platform they have, the free marketing exposure is great!"

Milwood Group has always been dedicated to providing our Trade Partners with the best platform for marketing our products from. This year will see us to begin to use social media to its fullest capabilities in order to take advantage of the new opportunities available as we celebrate your success by sharing your installations and case studies.

Send us photographs and videos of your latest installations along with as much detail on the projects as you can and your business will feature in our website, newsletter, social media, and e-mail marketing campaigns!

With our large digital audience, your business will immediately benefit from the reach and exposure we can provide, completely free of charge!

Get in touch with our marketing team today on **0333 305 5272** or sales@milwoodgroup.com to talk about how we can work together to increase your business.

SEND US
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DO YOU HAVE ANY NEWS?

If you would like to showcase your next project or have further news about your company that would benefit our trade partners or readers please email sales@milwoodgroup.com.

*Create comfortable,
stylish, and functional
covered areas for customers
that can protect from all
weather conditions*



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