

February 2023

MADE IN
THE UK

Milwood's Growth Newsletter

MILWOOD
GROUP



EDITION 14

Homeowners will benefit from our Simplicity Designs

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Dear Milwood Group Trade Partners & Friends,

Just like that, February has passed us by with the shortest month of the year still proving largely positive for Milwood Group. This highlights to us that the market remains strong, which is great news as we prepare to enter the busiest time of year for Trade with the summer fast approaching.

Milwood group remain well-equipped to handle your demands and look forward to supporting you every step of the way across your future projects.

We openly invite all of our current and prospective Trade Partners to join us at our warehouse and showroom facility in Rochester, Kent, so that we can discuss your needs at length so that we can best support you moving forward. We're happy to visit you at your earliest convenience should this be preferred.

We still have a small amount of RAL 7016 Anthracite Grey Semi-Gloss stock remaining from our recent clearance event, please contact us to find out how you could save on future projects!

Beautiful Simplicity 16

CASE STUDY

Carport installation with bespoke finish in Stoke-on-Trent, Staffordshire, installed by our Trade Partner Strata Windows

Milwood Group are looking forward to supplying our Trade Partners throughout the demanding times that lay ahead, with early signs suggesting that demand within the outdoor living market is steadily increasing in 2023. Our aluminium systems are highly versatile and offer your customers a wide range of solutions to create bespoke designs to suit even the most complex specifications.

This recent project in Stoke-on-Trent, Staffordshire, was completed by one of our newest Trade Partners, Strata Windows. The homeowner in question was looking for a bespoke carport to shelter their driveway and main access point, with our popular Simplicity 16 option proving a cost-effective and highly complementary solution to the property.

Strata Windows recently joined our Trade Partner program and are off to an amazing start, with their first-rate level

of craftsmanship within the glazing industry paying dividends on this install.

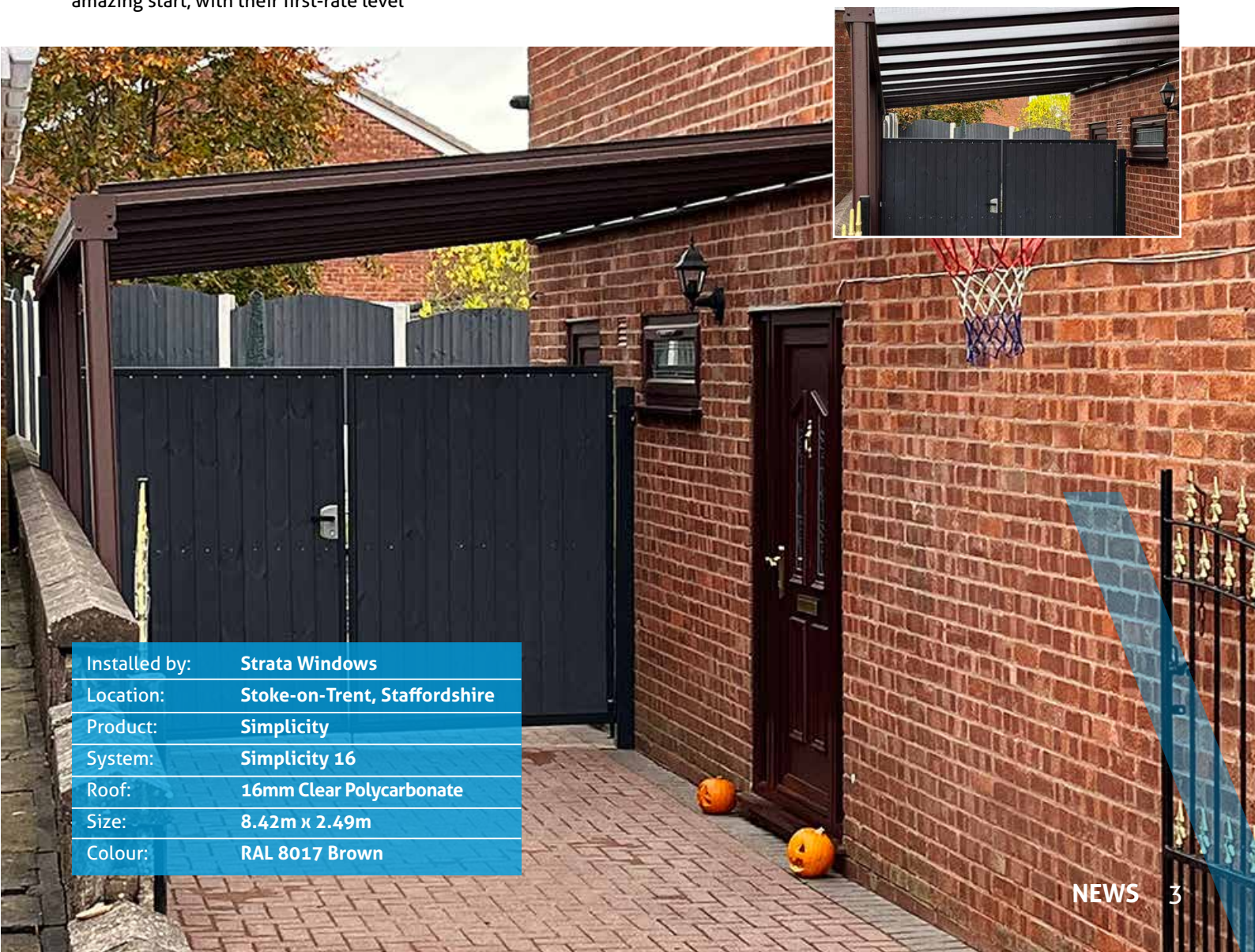
The Simplicity 16 system is installed to the side elevation of the property, spanning a total of 8.42m wide with a projection of 2.49m. The carport therefore covers the entire width of the driveway, while providing adequate space and length to comfortably store a car in the newly sheltered space. The homeowner will no longer fear the elements as they enter or exit their vehicle in times of harsh weather.

The system is finished in a bespoke RAL 8017 Brown Textured powder-coat, available upon request for an additional fee. Bespoke colours are a great way to upsell your projects, with 2 extremely popular colours available as standard. This installation truly complements the overall aesthetic of the modern home, seamlessly integrating with the brickwork and doorway.

The Sim 16 also sees the use of our 16mm clear polycarbonate roofing panels, and all drainage managed through integral downpipes within the standing posts. This provides a safe and robust system that will protect the sheltered vehicle and its users all year round.

We look forward to sharing many more successful project outcomes with the team at Strata, who can now look forward to offering their customers new and exciting products by integrating our systems into their range.

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.



Installed by:	Strata Windows
Location:	Stoke-on-Trent, Staffordshire
Product:	Simplicity
System:	Simplicity 16
Roof:	16mm Clear Polycarbonate
Size:	8.42m x 2.49m
Colour:	RAL 8017 Brown

Homeowners will benefit

from These Aesthetically Pleasing and Highly Versatile Simplicity Veranda, Canopy, & Carport Designs

The Milwood Group has been manufacturing all-aluminium outdoors living systems for many years now and our expertise is second-to-none for design and production of beautiful and durable solutions.

In collaboration with our growing list of over 350 Trade Partners, Milwood Group is proud to be responsible for thousands of successful home improvement projects across the UK & Ireland. All of whom have benefitted from incorporating our market-leading aluminium range of outdoor living solutions into their product portfolio, allowing them to bring exciting and highly innovative verandas, canopies, and carports to their customers.

We took several factors into account when designing the Simplicity range. Our mission is to develop outdoor living solutions that are futureproof, easy to install, and cost-effective so that Trade Partners can offer high-quality, affordable outdoor living solutions to their customers.

We place a lot of importance on keeping things simple, hence the name, and our trade Partners have since reaped

the rewards by incorporating our aluminium solutions. The sleek yet simple design not only allows for us to create a versatile and modular system that enables hassle-free installation, but it also provides a greater ability to complement the aesthetic of any home or commercial property.

This is all supported by a wide range of RAL colour options, 2 of which are available as standard, and our ability to create bespoke designs that will overcome even the most complex project specifications. This allows our Trade Partners to guarantee their customers that their dream outcome is achievable, so more leads can be converted into sales.

Made entirely out of aluminium, and powder-coated to Qualicoat standard, we are able to offer a 60 year minimum life-expectancy with 10 year manufacturer guarantee. This is a great selling point

to offer both your domestic commercial customers who will have the peace of mind that their investment will be worthwhile in the long-term, while creating value to their property upon sale.

It is also possible to enhance the systems aesthetically while also creating a more user-friendly experience all year round. If your customers wish to create a more traditional and contemporary look to their system, our extremely popular Victorian Upgrade Package is a great way to upsell on your projects. Additionally, our lighting, heating, glazing, and height solution upgrades can improve customer satisfaction and increase your profit margins.





Build Trust & Convert More Sales

with Bespoke Canopy & Veranda Samples or a Showroom Model from Milwood Group

In the current economic climate, outdoor living customers are more cautious about the investments they are making, which is why we're working closely with our Trade Partners to provide value-for-money products that are highly aesthetically pleasing, durable, and will last for decades.

To help you convert more leads, we offer our Trade Partners the opportunity to request Bespoke Samples. By producing these samples to meet the specifications of your projects, you will give customers valuable insight into their investment and help them build trust in the product design.

A Bespoke Sample makes for an excellent sales tool, manufactured from the offcuts of our premium aluminium lengths. They are a tried-and-tested method and have proven to be a valuable resource for many Trade Partners both on the road when visiting customers on-site, as well as in your showroom.

If you haven't already, be sure to check out our showroom deal to ensure that you are taking advantage of this unique and unrivalled opportunity.

Milwood Group is always on hand to support our Trade Partners, including those who feel they can benefit from our extensive product training and marketing support. In the dedicated Trade Partner Area of our website, you will find a wide range of resources designed to help you integrate our products into your business.

The average turnaround time for samples is short, typically around 2 weeks, so be sure to allow time for this before meeting potential buyers. We can also deliver these to you personally along with a supply of our latest unbranded product brochures, to maximise the resources available throughout your sales process and convert those additional leads.



Unique Simplicity 6

CASE STUDY

Veranda installation in Essex featuring bespoke third party metal cladding, installed by our Trade Partner SBI Products Ltd

Milwood Group outdoor living solutions are made entirely from aluminium, and the simple yet flawless aesthetic allows our Trade Partners to unlock their creative side to offer customers bespoke designs. A wide variety of optional upgrades are available to enhance the user experience, but sometimes it is necessary to think outside the box to meet a complex project specification.

This recent project in Essex, installed by our Trade Partner SBI Products Limited is a fantastic example of how additional privacy and weather protection can be implemented into our designs by using third party metal cladding.

SBI have been a Trade Partner of ours for over half a decade now and we continue to successfully collaborate on a range of diverse projects together across the South East.

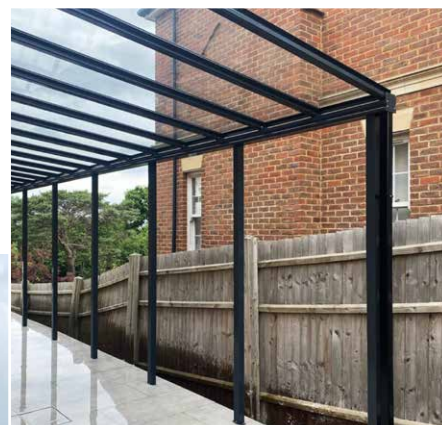
SBI are one of our most active Trade Partners, regularly producing a first-rate level of craftsmanship and we could not recommend their quality of service enough.

The Simplicity 6 has been installed across the side elevation of the property, spanning across the length of the raised patio decking. The posts are fixed to the flagstones using our Post Foot Cleats which provide ample support and create a robust finish. The system used eight posts in total, spanning 10.95m in total to create an ultra-wide sheltered space.

Metal cladding has been used to fence off Simplicity 6's front facing elevation, opposing the wall plate, to create a semi-enclosed space. In order to be able to access the front and rear gardens, the side elevations remain open, while the veranda should provide a dry exit through the side access doors.

The RAL 7016 Anthracite Grey finish, available as standard, integrates seamlessly with the modern property and bespoke third-party metal cladding. As a result of the 6mm Clear Toughened Glass, the space and its users will be protected from heavy snow or falling debris in high winds.

Another successful project by the team at SBI, and we're thrilled with their work as ever. It's always great to receive images of the final product install, so we can provide marketing support through our case studies and incorporating any web-optimised images in the Trade Partner Area on our website.



Installed by:	SBI Products Limited
Location:	Essex
Product:	Simplicity
System:	Simplicity 6
Roof:	6mm Toughened Glass
Size:	10.950m x 2.7m
Colour:	RAL 7016 Anthracite Grey Semi Gloss

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!"

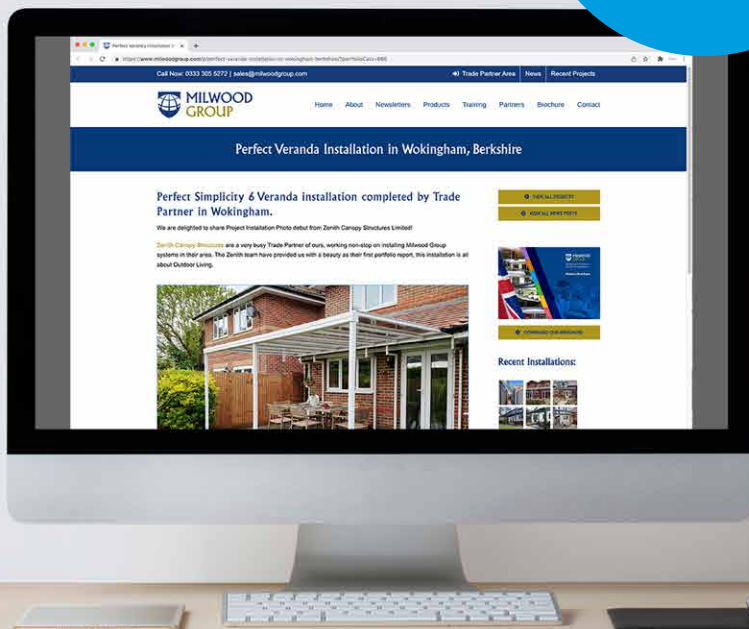
Milwood Group has always been dedicated to providing our Trade Partners with the best platform for marketing our products from. This year will see us to begin to use social media to its fullest capabilities in order to take advantage of the new opportunities available as we celebrate your success by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