

January 2023

MADE IN
THE UK

Milwood's Growth Newsletter

MILWOOD
GROUP



EDITION 13



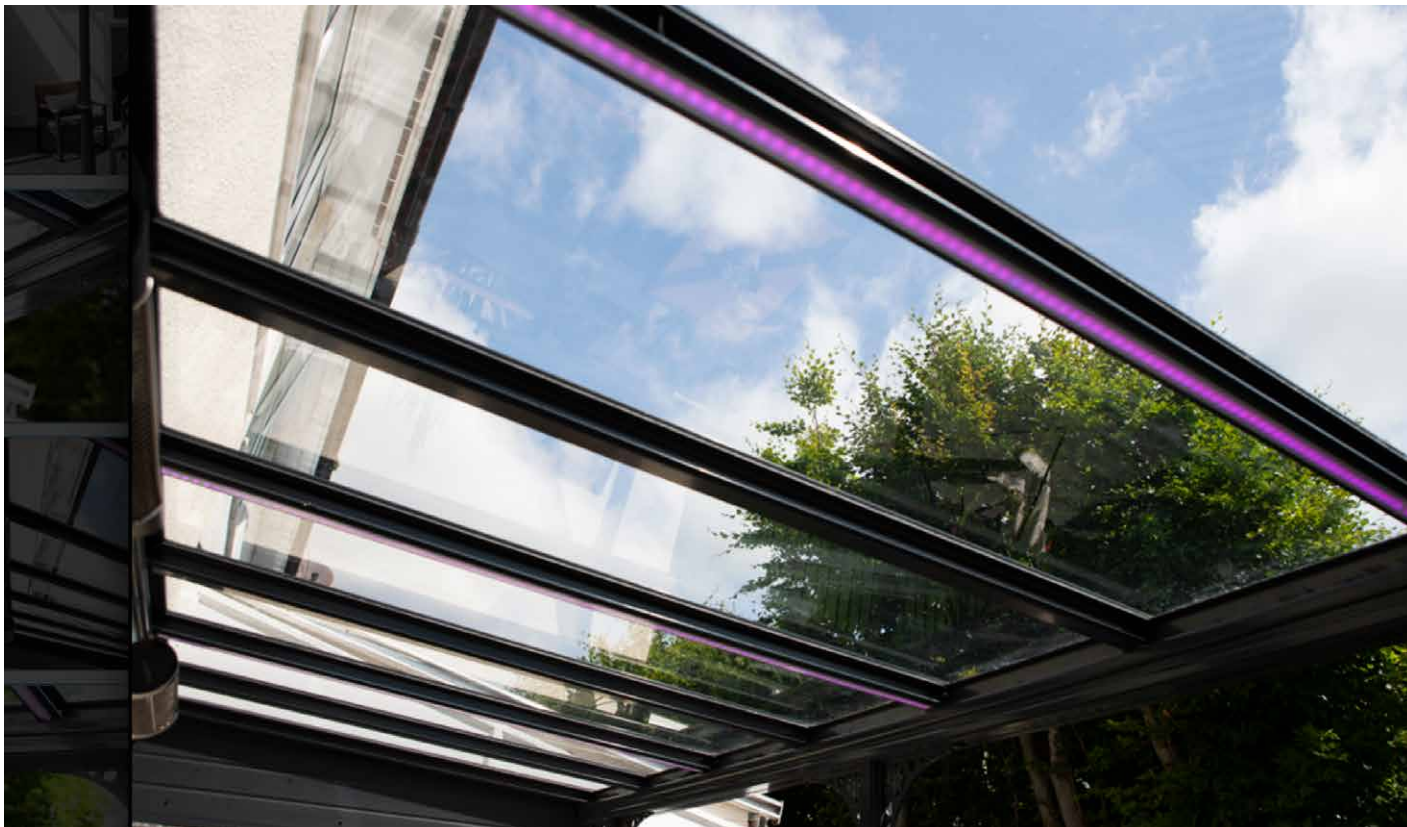
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Dear Milwood Group Trade Partners & Friends,

It is officially time for our first monthly newsletter of 2023, in which we'll recap some of the latest news, projects, and company updates from across the month of January. As we are now in the midst of Winter, outdoor living remains a hot topic as we begin the countdown to Summer once more.

The forecast for the market at present is promising, with homeowners continuing to see value through investment in home improvement projects, and Milwood group is well-equipped to handle your demands as we approach our busiest time of the year for trade.

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 semi-gloss stock remaining from our recent clearance event, please contact us to find out how you could save on future projects!

Here's your latest news from Milwood Group, the market-leading manufacturer and supplier of outdoor living solutions in the UK, which includes;

- **Maximise profit margins with Milwood with homeowners investing in verandas & canopies**
- **How do we manufacture aluminium kit-form verandas, canopies, and carports?**
- **Unique Free-Standing Carport in Southampton, installed by Zenith Canopy Structures**
- **Request a meeting to join our unique Milwood Group Trade Partner program today.**

Unique Carport Install

CASE STUDY

Free-Standing Carport Installation in Southampton,
installed by our Trade Partner Zenith Canopy Structures Ltd

Milwood Group offers a wide variety of outdoor living solutions with a diverse range of functionality, all possible through our modular and versatile cleverly designed systems. We supply the most innovative and cost-effective aluminium products to our Trade Partners across the UK & Ireland and have successfully supported many thousands of projects in our 25 years within the industry.

This recently completed Simplicity 35 Carport project in Southampton highlights the unique design possibilities our systems can create, due to the highly versatile nature of aluminium allowing us to create bespoke designs upon request.

Zenith Canopy Structures have been a Trade Partner within the Milwood Group program for many years and we are extremely pleased once again with this incredible display of their craftsmanship.

To create a free-standing structure, Zenith have used our goal post height solutions to create a support frame at the front of the carports entrance, with the regular standing posts used to the rear as three posts are required due to the carport spanning more than 4m wide.

All posts have been concreted into the ground by 600mm in order to create a durable and robust system that will withstand the harsh elements such as high winds. The drainage will be managed by a 2.6° degree pitch and evacuated through external downpipes, keeping the homeowners dry and safe whilst sheltered underneath.

We love the result of this installation and are pleased to hear the homeowner is also thrilled with the work from Zenith. Success for all stakeholders involved, we look forward to collaborating on more projects with Zenith in 2023.



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:	Zenith Canopy Structures Ltd
Location:	Southampton, England
Product:	Simplicity
System:	Simplicity 35
Roof:	Clear Polycarbonate Roof Panels
Size:	6m x 6m
Colour:	RAL 7016 Anthracite Grey Textured
Drainage:	External downpipe
Upgrades:	Goal Post height solution to create free-standing system

Make more profit

with Milwood Group, outdoor living market continues to rise, aspirational homeowners investing in verandas and canopies

Milwood Group are a leading UK-based supplier and manufacturer responsible for the most innovative and cost-effective outdoor living systems within the UK & Ireland. With recent demand suggesting that the outdoor living market is once again seeing a steady rate of growth, there is no better time than to expand your product portfolio.

We are well into the Winter season and now also the new year of 2023, meaning the countdown to summer has begun. With the approach to warmer weather often proving the busiest period for our Trade Partners, it's important to us that we are building relationships with prospective partners to ensure we can best support their needs across this time.

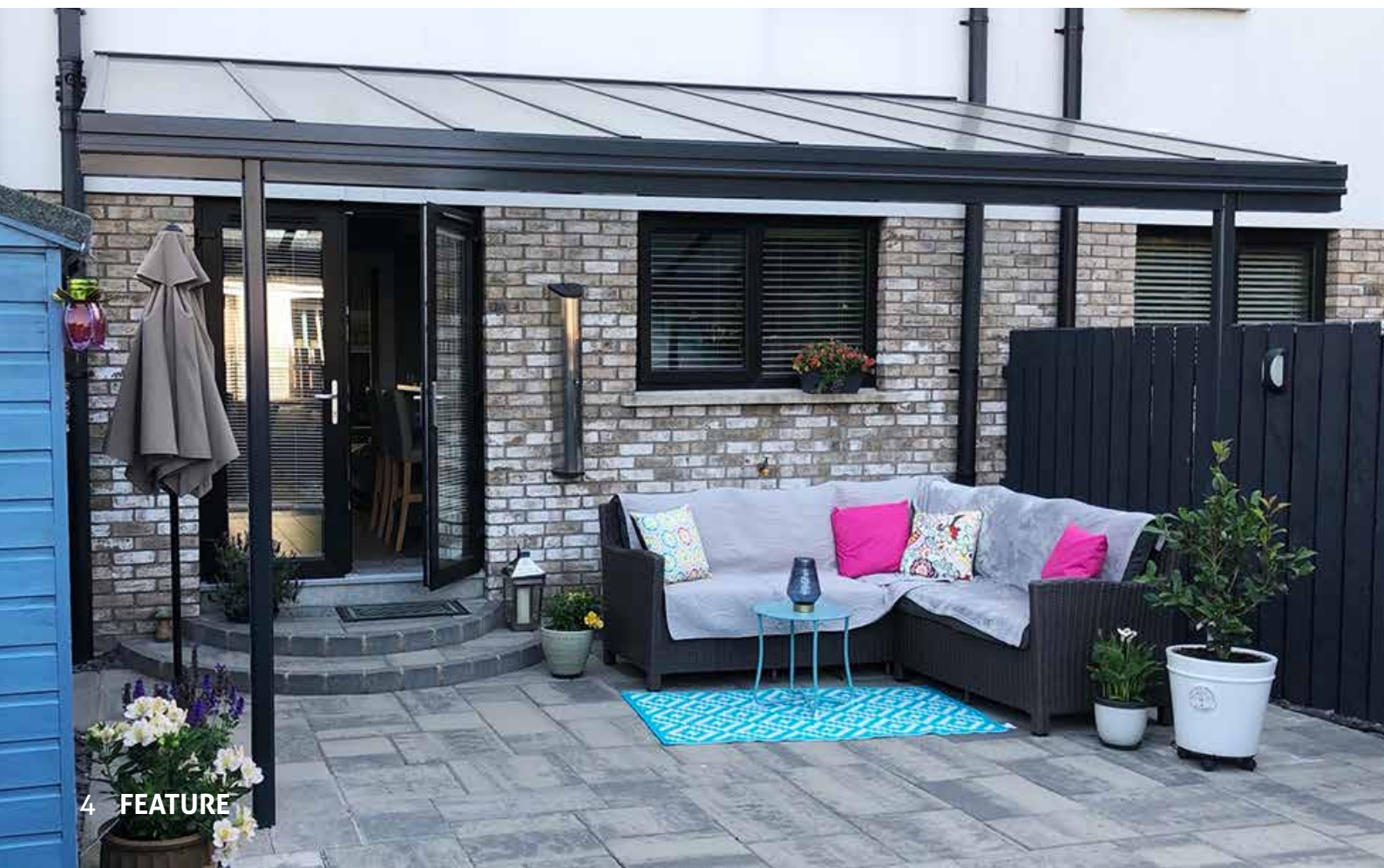
One of the key benefits gained from supplying our range of aluminium verandas, canopies, carports, and fencing systems, is the chance to join our unique Trade Partner program. Not only will you be able to receive our dedicated 30% discount on all system purchases, allowing you to maximise your profit margins, but you'll also have the peace-of-mind that we'll support you every step of the way.

Milwood Group systems are extremely cost-effective and can be bespoke made to even the most complex specifications. They also offer a wide range of desirable upgrades and solutions that will allow our Trade Partners to further enhance their installations and profit margins by upselling each project.

Milwood Group are continuously looking to expand our Trade Partner program to prospering businesses across the UK & Ireland, regardless of your experience of installing outdoor living solutions. With our in-depth product and staff installation training available at no additional fee, we are happy to support those looking to expand their service offering or their product range.



If you wish to enquire more on how we can help you to increase your profit margins, please contact us on **0333 305 5272** or email sales@milwoodgroup.com.





How do we manufacture aluminium kit-form verandas, canopies, and carports?

Milwood Group have over 25 years of experience within the glazing industry, supplying the most innovative and high-quality aluminium outdoor living solutions to Trade Partners across the UK & Ireland. The recipe to our success has therefore been simple, supplying versatile and futureproof systems far and wide at a cost-effective rate.

The success of our Trade Partners is the greatest metric for us to measure our own, we therefore ensure that we support our installers every step of the way throughout their projects. As a supply-only manufacturer, our key focus is the design of our systems to ensure that each project is successful for all stakeholders involved.

All our products are manufactured by our highly experienced production team who are trained to always maintain the greatest standards through close attention to detail. Our entire production process operates across our 2 warehouse branches in Rochester, Kent, and Hinkley, Leicestershire.

We source the highest quality aluminium extrusions to form robust systems that are built to last and withstand the test of time. With our products being outdoor living solutions, they must also be able to withstand the harsh environments

and adverse weather across the UK & Ireland. Fortunately, our seven-stage pre-treatment powder-coat finish also supports our systems to maintain their incredible aesthetic all year round.

Supplied in kit-form to allow for hassle-free installation, the modular designs allow for a versatile design process to suit the needs of your customers' bespoke requirements. Supplying our systems in kit-form also allows for easy manoeuvrability on site to allow for smoother delivery and assist site teams in meeting harsher deadlines.

Each order will be thoroughly inspected before dispatch to ensure it meets our high standards. As we have our own dedicated delivery drivers and vans who will meet your team on-site, we can guarantee that no external parties will handle our profiles.

Please note: Our Glazing and Polycarbonate is sourced externally and can be delivered direct on occasion, please report any discrepancies within 24 hours of delivery as per our terms and conditions.



Request a meeting

to join our unique Milwood Group Trade Partner program today



There's never been a better time to join forces with Milwood Group, the UK's leading manufacturer and supplier of kit-form outdoor living solutions!

A wide range of installers use our veranda, canopy, and carport products, including general builders, outdoor living specialists, and glazing companies to name just a few. Whether you routinely install outdoor living solutions, or you have been considering expanding your offering into new markets, we are keen to meet with you and discuss how we could be support you to maximise your profits!

All of our systems are designed, manufactured, and powder-coated in-house across our two warehouse facilities. We are well equipped to handle a high-level of demand and offer the shortest lead-times in the sector. The market is showing early signs of increased demand in 2023 and there are opportunities to be found with increased profit margins the end result.

We currently have over 300 Trade Partners across the UK & Ireland benefitting from our excellent trade discounts. With thousands of successful home improvement projects under our belt, we'd love to support the next step of your business growth.

Kevin Horne, our Managing Director and Himin Singh, our Head of New Business Development, would love to visit you for meeting at your showroom or premises. You are also welcome to join us at our head office, factory, and showroom in Rochester, Kent, for a tour, free lunch, and training session across our product range.

To book a meeting you can call us on **0333 305 5272** or email sales@milwoodgroup.com.



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!"

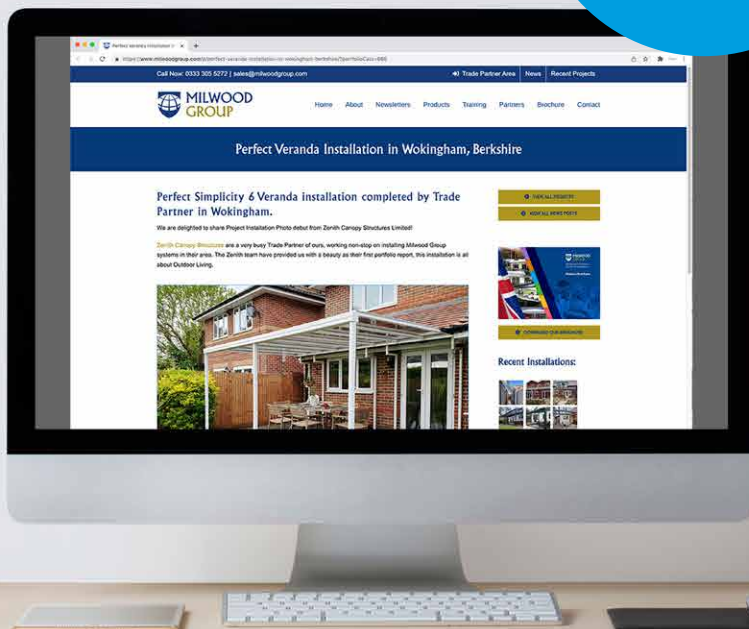
Milwood Group has always been dedicated to providing our Trade Partners with the best platform for marketing our products from. This year will see us to begin to use social media to its fullest capabilities in order to take advantage of the new opportunities available as we celebrate your success by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

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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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