

March 2023

MADE IN
THE UK

Milwood's Growth Newsletter

MILWOOD
GROUP



EDITION 15



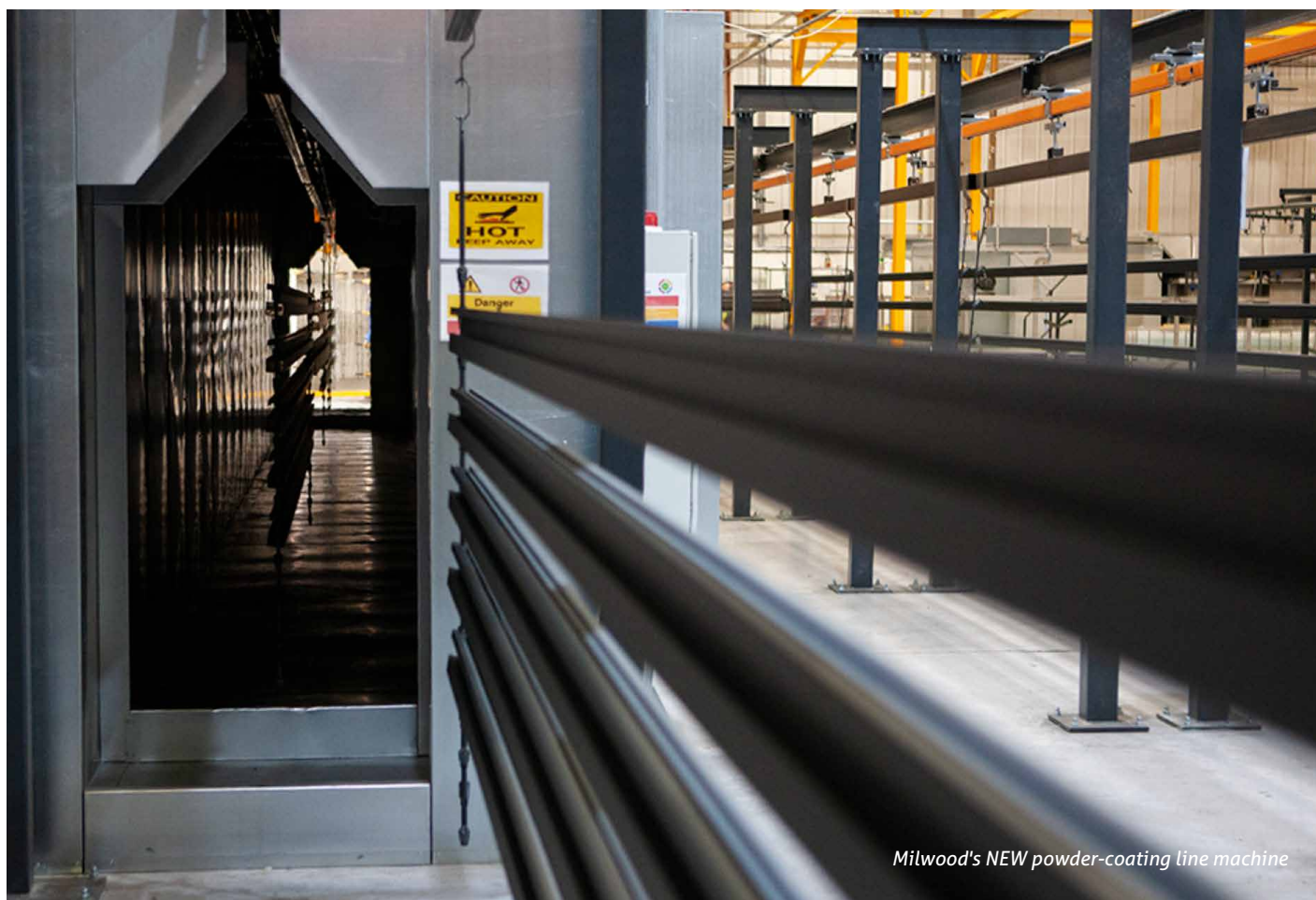
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Dear Milwood Group Trade Partners & Friends,

March has proven to be a positive month with many of our Trade Partners beginning to see an increase in sales as we approach the summer. For many, this is the busiest time of the year for Trade as homeowners look to invest in their outdoor living space.

We would like to offer our existing Trade Partners the opportunity to arrange a meeting with us if they would like to see how we can best support them through this period, including new ways to maximise our products and their versatility.

Any prospective Trade Partners are also welcome to join us at our warehouse and showroom facility in Rochester, Kent, for free lunch and install training sessions should you be looking to expand your range. Alternatively, we're happy to visit you at your earliest convenience should this be preferred.

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

Lovely Simplicity 6

CASE STUDY

Veranda installation at a domestic home in York, England, installed by our Trade Partner Gibson Canopy Solutions

In order to help our Trade Partners across the UK & Ireland to succeed with their projects, Milwood Group proactively seeks to provide the support needed. We provide our partners and customers with the most versatile and bespoke verandas, canopies, and carports on the market, thanks to our talented engineers.

This lovely project in York, installed by our Trade Partners at Gibson Canopy Solutions, has provided a robust new sheltered space for a delightful modern domestic home. The homeowner has been able to create a lovely outdoor living space for their garden patio that leads out from a set of stylish French doors.

Gibson, who is based in York, strives to offer their customers the best products on the market with unrivalled customer service with Milwood Group aluminium solutions at the heart of their range.

The 6mm Clear Toughened Glass will allow natural sunlight to pass through with UV protection for users below, and maximum natural lighting. It will also provide a robust finish and a high level of weather protection in times of adverse weather.

The Simplicity 6 has been installed at the rear elevation of the property and provides ample shelter to a lovely little patio space. By inserting the standing posts, the homeowner has been able to achieve a wider span without the use of an additional standing post being required. This creates a robust system with sufficient load-bearing capabilities while minimising the use of material.

Finished in RAL 9005 Textured Black the powder-coat finish will provide a futureproof and weather-resistant finish. The drainage will be managed by a 40mm downpipe integrated within the standing posts, which are concrete

set into the ground to cap off a robust installation

A successful outcome for all stakeholders involved thanks to the team at Gibson, the homeowner has been enjoying their outdoor living solution for some time now and we're pleased to play a part in their project.

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:	Gibson Canopies
Location:	York, England
Product:	Simplicity
System:	Simplicity 6
Roof:	6mm Clear Toughened Glass
Size:	4.2m x 1.9m
Colour:	RAL 9005 Black Textured



Did you know?

Did you know that the Simplicity 6 and 16 can go 4m between posts with the use of our Gutter Support Kit?

Milwood Group are responsible for thousands of successful outdoor living and home improvement projects across the UK & Ireland. Our range of aluminium solutions are widely regarded as the most versatile and cost-effective solutions available off the shelf, and we supply to over 350 Trade Partners with our unique program continuing to grow.

An example of how some of our systems can be slightly modified to create a more bespoke design is the use of our Gutter Support Kit which is made from 100mm x 70mm box section. By providing additional structural support to the underside of the gutter, we can allow a wider distance between posts because the load bearing capacity will be reduced.

By expanding the space between the posts, you'll be able to enhance your customers' view of their garden area as well as increase the amount of sheltered space they have. The overall distance between posts can increase by a total of 3m to 4m.

This is a great way to convert more leads and upsell on your projects as you provide solutions at a minimal additional cost to yourself. By meeting more specifications at a cost-effective rate you'll find new ways to maximise your profit margins while growing your project portfolio.

From initial enquiry to project completion, we strive to support our Trade Partners every step of the way. We are a supply-only manufacturer based in the UK and are always happy to provide technical support and free installation training where required to increase your chances of winning new and exciting projects.

If you would like to know more about the Gutter Support Kit and how it can elevate your projects in future, please contact us on **0333 305 5272** or email sales@milwoodgroup.com.





As Seen On TV

Milwood Group veranda features on the award-winning national television show, Emmerdale, installed by our very own award-winning Trade Partner, Alfresco Canopies

Milwood Group partners with trade installers within the outdoor living and home improvements industries to bring the highest-quality aluminium solutions to the domestic and commercial customers. As we approach our busiest time of the year for trade, our cost-effective systems are available off the shelf as we're well-equipped to handle such a surge in demand.

We recently received word from our Trade Partners, Alfresco Canopies, that an installation of theirs was set to feature on the award-winning national soap opera, Emmerdale!

In December, we posted across our website and social channels that one of our Trade Partners had won 'National Canopy, Veranda, and Awning Supplier of The Year' at Global Awards 2022/23 in recognition of their amazing work, with Milwood Group as their dedicated supplier of verandas, canopies, and carports.

Since then, Alfresco has been in touch to say they were working on an exciting project that will provide incredible coverage of one of our systems. Sitting flush into the background of the iconic television show, you will be able to visibly see one of our Simplicity 6 model verandas complete with 6mm Clear Toughened Glass and Victorian Upgrades.

The Victorian Gallow Brackets and Post Sleeves truly complement the country setting providing a contemporary and flawless aesthetic, while the RAL 9005 Jet Black powder-coat finish allows for seamless integration into the traditional home.

Of course, we're very excited to see our product gaining such great exposure and are very happy with the results from Alfresco Canopies' first-rate workmanship. Be sure to check out their social channels and website to see more about this project.

We can officially say that one of our verandas can be labelled 'AS SEEN ON TV!'



A
Alfresco
CANOPIES

Solar Protection

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

Milwood Group supplies a wide variety of heat-resistant glazing options which allow our Trade Partners a great way to upsell on their new projects while providing an extra way to convert new leads as we approach the summer, the busiest time of year for trade across the industry.

Alfresco Range Available With:

8mm Toughened Glass

Clear

Simplicity 6 & Xtra Available With:

6mm Toughened Glass

Clear | Grey | Bronze | Green | Blue

6mm Self Cleaning

Clear | Blue

Simplicity 16 Available With:

16mm Structured Polycarbonate

Clear | Opal | Bronze | Grey Heat Shield

Simplicity 35 Available With:

35mm Structured Polycarbonate

Clear | Opal | Bronze | Opal/Grey Heat Shield



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!"

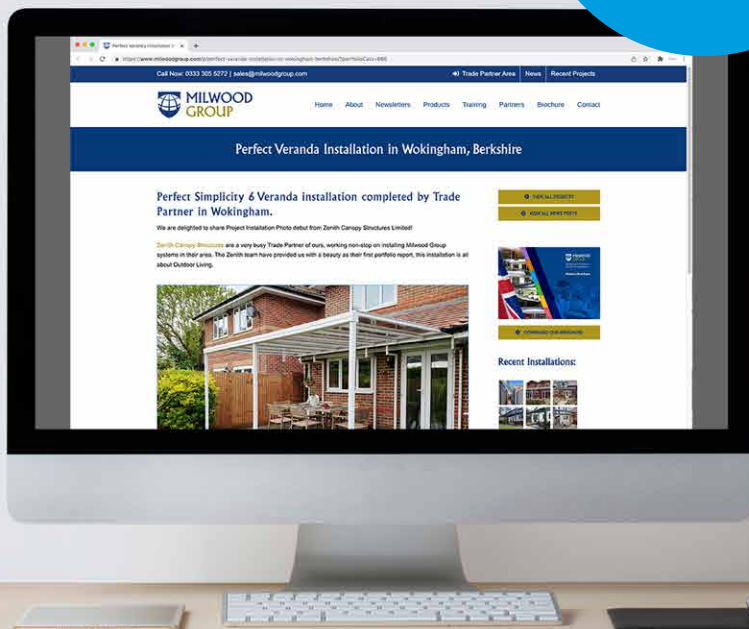
Milwood Group has always been dedicated to providing our Trade Partners with the best platform for marketing our products from. This year will see us to begin to use social media to its fullest capabilities in order to take advantage of the new opportunities available as we celebrate your success by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