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MADE IN
THE UK

Milwood's Growth Newsletter

MILWOOD
GROUP



EDITION 18



A-Fence Revolutionises Outdoor Living

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Incredible Glass Room

CASE STUDY

Installation with Fixed Panels and Glass Sliding Doors in Hamilton, Scotland, installed by our new Trade Partner Gardens Rooms by Concept Ltd

We offer a wide range of products, including verandas, carports, and canopies. We also have rapidly growing Trade Partner Program, many of whom are already seeing the drastic benefits of adding our aluminium outdoor living solutions to their range.

Our aluminium outdoor living solutions are perfect for adding style and security to any outdoor space. Our new Trade Partner, Gardens Rooms by Concept Ltd, recently completed this incredible Simplicity Xtra Glass Room installation in Hamilton, Scotland. Locally sourced materials required.

GRBC offer fantastic service and high quality standards for customers in the domestic and commercial markets, with multiple successful veranda, canopy, carport, and glass room projects already complete in partnership with Milwood Group.

It's amazing what a glass room installation can do to enhance the look and feel of any outdoor space. This modern design solution not only adds style but security as well. The glass room features our cheese frames, fixed panels, and bespoke sliding doors to create a full enclosed multi-functional space that is perfect for garden parties and making the most of the great outdoors all year round.

The Simplicity Xtra specified has a footprint of 4m wide with a project of 3m, allowing for ample space to fit a stylish set of outdoor dining furniture with room to spare. Projecting out across an elevated patio deck in the rear garden, the glass room provides shelter across a set of patio doors.

Our Trade Partners use the best materials combined with expert

construction for a professional finish that will add value to any property. The glass room will provide shelter from wind and rain in the winter months, while also offering protection from the sun in the summer while still allowing light to enter the area through the 6mm Clear Tinted Glass Roofing Panels.

We are extremely proud of what we have achieved here at Gardens Rooms by Concept Ltd in completing such a complex project – making us even more confident in delivering excellence when it comes to creating beautiful outdoor spaces for our customers all over Scotland!



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Dear Milwood Group Trade Partners & Friends,

You may remember that we recently mentioned some exciting product innovations were on the way, and we've been working hard to have them available for order. Several new products are now live on the price list and ready to order. Contact us if you have any questions.

We're also proud to share some recent case studies from a few of our Trade Partners. If you would like to feature

on our case studies page, simply send us some high-quality images of your finished installations and we'll do the rest!

We're grateful for your continued support and look forward to working with you to create beautiful outdoor living spaces for your customers.

Installed by:	Glass Rooms by Concept
Location:	Hamilton, Scotland
Product:	Simplicity
System:	Simplicity Xtra
Roof:	6mm Grey Tinted Glass Roof Panels
Size:	4m x 3.5m
Colour:	RAL 7016 Anthracite Grey (Textured)
Upgrades:	Cheese Frames, Fixed Frames, Glass Sliding Doors



Effective Sales Strategy to Convert More Leads

Showroom Display Model Glass Room Highlights

Showrooms are a powerful tool for those within the trade, this includes our Trade Partners. A visual demonstration of the systems in your range is an invaluable tool when it comes to converting those all-important leads. Milwood Group understands the potential impact of this, and we would like to share an example with you from a recent project.

A showroom provides the opportunity for customers to experience your range of products in a way that simply isn't possible through other mediums such as online or through a physical brochure.

It is possible to provide your customers with a personalised experience by inviting them to your showroom. It enables your customers to see a variety of options up close and personal, providing them with additional inspiration and a greater understanding of how the product would look in their own outdoor space.

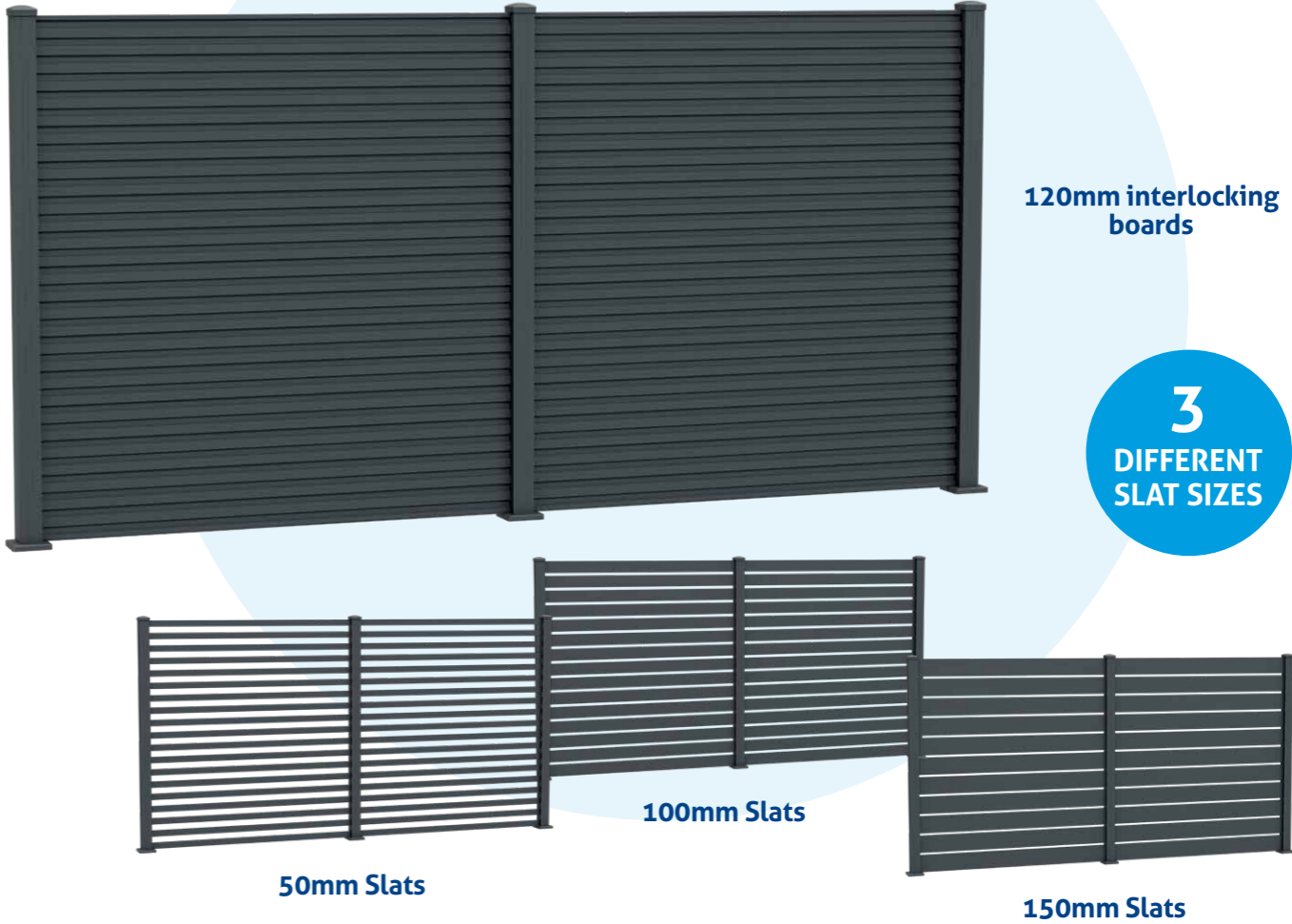
In the world of sales, trust is everything. Customers crave the knowledge that they will be receiving a positive return on their investment. A showroom can help you to develop that trust with your customers by allowing them to ask questions about the quality, design, and functionality. This personal interaction with our outdoor living solutions can help to build a long-lasting relationship between you and your customers.

Following these positive meetings with your potential leads, a showroom is a tried and tested method that has proven to significantly increase conversion rates. Studies have shown that customers are more likely to buy a product when they see it displayed in person.

We've supplied many showroom models to Trade Partners that have taken a proactive decision to invest in our showroom models with positive feedback. An example of this can be seen in a recent case study in which a Glass Room Showroom model was installed over the entrance of Strata Windows Conservatory Showcentre with a range of optional upgrades to enhance the display.

As part of this sales strategy, we offer showroom discounts to our Trade Partners, benefitting all parties involved, and you can find out more about this on our website.

To find out more about our range of showroom models and how they can benefit your business, or to enquire about becoming an exclusive Milwood Group Trade Partner, please call the team on **0333 305 5272** or email sales@milwoodgroup.com.



A-Fence Aluminium Fencing

Designs to Revolutionise Outdoor Living Solutions

Are you looking to expand your range with the latest outdoor living solution that combine timeless design with innovative high-quality construction? Look no further than the A-Fence Aluminium Fencing range with new Interlocking board from Milwood Group, now available on our latest price list.

This versatile and lightweight system features modern, cutting edge designs to suit all styles of homes and landscape settings. A-Fence is made entirely from T6 6063 grade aluminium which has undergone rigorous testing for strength and endurance against all weather conditions with aluminium fully corrosion resistant – meaning your customers fencing will stand the test of time!

With its durable finish it's easy to install as well as maintain, which makes it ideal for our Trade Partners to expand their existing range. It also offers Landscaper's, home improvement professionals, and homebuilders, to name just a few, a new way to offer their customers the very best products on the market.

The new Interlocking Board design will provide a highly popular and cost-effective option that will support customers who require a private and fully enclosed design. The lightweight design will provide a futureproof solution that will offer a far greater lifespan than traditional alternatives such as timber and concrete systems.

Both the interlocking and slatted boards are available in 2 colours, Anthracite Grey RAL 7016, and Jet Black RAL 9005. This low maintenance aluminium fencing option comes with a 10 year manufacturer warranty for peace of mind, so you can guarantee success on every project.

More details will be available very soon, so please keep your eyes peeled across our channels for more information.

If you wish to make an enquiry about A-Fence and our new interlocking board profile in the meantime, please contact us on 0333 305 5272 or email sales@milwoodgroup.com.



Stylish Glass Room

Installation Featuring Glass Sliding Doors in Gaine, Co. Kildare, in Ireland, Installed by Our Trade Partner Roofit.

CASE STUDY

We take pride in our extensive range of aluminium outdoor living solutions that cater for the needs of our Trade Partners, so they can meet the high demands of their customers. Our products are designed to offer the perfect combination of style, functionality, and durability, making them ideal for any outdoor space. From elegant verandas and practical carports to stylish canopies and sturdy garden fencing solutions, our range is unmatched in terms of quality and versatility.

Milwood Group recently collaborated with our trusted Trade Partner, Roofit, to install a stylish glass room in Gaine, Co. Kildare, Ireland. The project was aimed at creating an aesthetically pleasing outdoor space while also providing protection against harsh weather conditions.

Roofit has been responsible for many successful projects in Ireland in

collaboration with Milwood Group, receiving great feedback from their customers for their exceptional range and service.

The project was completed across two phases, as seen in the images below, with the homeowners benefiting from a safe, secure, and comfortable environment.

Phase one saw the installation of the Simplicity Xtra veranda with Roofit providing a bespoke side infill on the right-hand side (RHS) to create a panel of windows, offering the homeowner a variety of methods to increase ventilation while free from the elements. We also supplied our Glass sliding Doors for the Front RHS to create additional protection through a semi-enclosed design.

Phase two involved incorporating the LHS panels with our Cheese Frame infills, and our Glass Sliding Doors to

the Front LHS creating a complete Glass Room environment, the doors allow for seamless integration between the outdoor living area with the garden space, and maximum protection from the elements all year round.

The result was a stunning, polished, and highly functional outdoor space that added significant value to the property. The sleek design of the glass room, coupled with the sliding doors, created a beautiful and spacious atmosphere while allowing ample natural light to shine through, making the space feel airy and open.

Roofit did an exceptional job, and we are incredibly proud to have worked with them on this project. Their team of highly skilled professionals made sure that attention was given to every detail, ensuring that the final product exceeded the client's expectations.



Installed by:	Roofit
Location:	Gaine, Co. Kildare, Ireland
Product:	Simplicity
System:	Simplicity Xtra
Roof:	6mm Clear Glass Roofing Panels
Size:	6m x 4m
Colour:	RAL 7016 Anthracite Grey
Upgrades:	Glass Sliding Doors, Cheese Frame
Drainage detail:	40mm Internal Downpipes
Bespoke:	LHS Windows supplied by Roofit

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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