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MADE IN
THE UK

Milwood's Growth Newsletter

MILWOOD
GROUP



EDITION 17

Triple Simplicity Xtra Veranda Installation

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Stunning Simplicity Xtra

CASE STUDY

Triple veranda installation in Perranporth, Cornwall, in collaboration with our dedicated distributor in the South West, All Weather Canopies

Milwood Group have manufactured thousands of systems across our 25 years in the industry, with many complex and bespoke designs successfully installed through close collaboration with our Trade Partner program. Our verandas, canopies, carports, and aluminium fencing solutions are high-quality solutions to include within your range.

This stunning project in Perranporth, Cornwall, may look familiar to many of you. Featured on page 13 & 14 of our new unbranded Verandas, Glass Rooms & Aluminium Fencing brochure, this project is a great example of how our systems can enhance any homes usable outdoor living space.

We received images of this project from our dedicated All Weather Canopies, who have sent us this project on behalf of one of their Trade Partners who are benefitting from using our product. AWC have partnered with Milwood Group for 7 years are responsible for all of our projects in the West Country. Acting as our dedicated distributor for the Milwood Group within the South West, we have built a great relationship

with their team in that time and look forward to creating success together with their team for many years to come.

Outdoor living solutions make for a great way to enhance the usable living space for any domestic home or commercial property with a garden or patio space. With summer fast approaching and the sun already beaming down across the UK, now is the time to entice your potential customers to invest in their homes.

This Simplicity Xtra covers a wide section of elevated natural stone patio to the rear of the property, requiring the installation of three separate verandas to accommodate the patio size and shape. This was largely to incorporate an outdoor seating area free of shelter at the base of the stairs, which can be seen clearer in the image provided below.

The 6mm Clear Toughened Glass will provide ample sheltered space under each of the three verandas, but with veranda system 2 being significantly shorter in projection, the homeowners will benefit from the best of both scenarios. Outdoor living solutions are a great way for homeowners to leave

their doors open without fear of the unpredictable elements like sudden downpours in the UK.

The systems are all similar size in terms of width, with little over half a metre between the largest system (1) and smallest (3) allowing for a consistently complementary aesthetic. The posts are built into the side elevation of the patio area for a flush finish, while a cantilever section overhangs to allow for additional protection on each end.

All rainwater is channelled by the gutter into the internal downpipes installed within the 100mm x 70mm posts. The systems are all finished in our most popular standard RAL colour, 7016 Anthracite Grey, which complements the modern home flawlessly.

The outcome of this project has been a huge success and highlights the great potential of our systems, due to the extreme versatility of aluminium and our products modular designs allow for some incredible projects to be successfully brought to life thanks to the first-rate craftsmanship and service provided by our Trade Partners.

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Dear Milwood Group Trade Partners & Friends,

May has officially brought sunshine back to the UK on a regular basis with weather experts signalling more weeks of sunshine ahead as the build-up towards summer 2023 continues. There is no better time to be converting your leads with outdoor living a hot topic!

We've been busy out on the road across May meeting with our existing and prospective Trade Partners and would love to meet with you if you are

interested in arranging something at your earliest convenience.

Alternatively, you can join us at our warehouse and showroom facility in Rochester, Kent, for a free lunch on us accompanied by a factory tour and any product or installation training session you or your team may require.



Increase Your Summer Profits with the Milwood Group's

Heat Shield Poly

It's essential to us that we support our Trade Partners throughout their lead generation and sales process. Our role as a manufacturer means the success of our Trade Partners is our top priority, along with supplying the most high-quality and cost-effective systems on the market.

We therefore like to offer advice on how our Trade Partners can upsell on their projects to maximise profit margins, simply by providing your customers some optional upgrades that could enhance their outdoor living experience.

Our Simplicity 16 & 35 model verandas, canopies, and carports utilise polycarbonate roofing panels, providing a price-conscious alternative to those looking for an effective solution on a stricter budget. Polycarbonate roofing has many benefits, such as our Triplewall Heat Shield Poly options which offers an ideal solution with summer right around the corner!

Features & Benefits:

- Highly robust – Naturally strong with high impact resistance
- UV Resistance – Minimal long-term yellowing while offering natural lighting
- Lightweight – Sheet weight just 7 kg/m²

- Heat Reflecting Properties – Reduces solar gain by up to 50%
- Fire Performance – BS476: Part 7: CLASS 1Y
- 10 year warranty – For peace of mind on your projects

When measured, light transmission is the percentage of light passing through glass or other materials such as polycarbonate. Poly is highly effective at insulating or reducing heat depending on the application.

Light Transmission

Colour	Light	Solar
Clear	77%	73%
Bronze	18%	44%
Opal	42%	47%
Heatguard (EG)	20%	19

Be sure to contact us today if you want to know more about our Heat Shield Poly options and how you could upsell on your upcoming projects, call 0333 305 5272 or email sales@milwoodgroup.com.

If you're looking for a new Top or Fixed Frame for your customer's outdoor living space, be sure to enquire today and contact us on **0333 305 5272** or email sales@milwoodgroup.com.



Commercial Canopies

Proving Highly Popular Outdoor Living Solutions

Enhance your customers' living space all year round with commercial canopies! Milwood Group supply a versatile range of modular aluminium verandas, canopies, and carports to Trade Partners across the UK & Ireland, suitable for domestic and commercial use.

Discover how commercial canopies are an ideal way for you to find those all-important extra leads!

Whether it's a veranda, canopy, or carport, commercial systems offer numerous advantages. Restaurants and bars can transform underutilised areas into delightful outdoor dining spots, while retail venues, warehouses, or even schools can increase their outdoor storage space without fear of the elements. Commercial canopies offer a great long-term return on investment for any business looking to grow.

Features & Benefits:

- **Sheltering from the Weather:** As these Canopies can be used whatever the weather, your customers can enjoy the outside area even in wet weather instead of grabbing an umbrella to stand under or not going outside at all.
- **UV Protection:** The roofing on the Canopies has a high UV protective filter which will protect your customers during the hotter months especially.

- **Peace of Mind:** Because the Canopy is guaranteed, they get a reliable and long lasting product for many years to come
- **Additional Storage:** The Canopy also adds a handy solution for storing outside products and furniture from various issues such as bird droppings, tree sap, snow, rain, and UV rays that may cause fading damage to their products.

For those on a stricter budget, our Simplicity 35 model is a great entry-level system that provides a high quality solution. This contemporary yet robust system has passed the ACR(M) 001:2005 Test for Non-Fragility of Profiled Sheeted Roof Assemblies and is certified as a non-fragile system, making it the ideal canopy for your commercial customers.

Alternatively, our Alfresco Contemporary system offers a glass roofing option. With a 6m projection possible and our 8mm toughened glass available in clear or tinted options, these can be ideal solutions for those looking for a more traditional and premium option. The sleek yet modern structure that features a subtle elegance that will never go out of style.

If you would like to find out more about our commercial canopy options, visit our website or get in touch.



Delightful Canopy

Commercial installation at primary school in Leamington Spa, installed by our Trade Partner Cambridge Canopies

CASE STUDY

Commercial Canopies are proving to be an extremely popular outdoor living solution within the industry over recent years, following the pandemic placing a huge emphasis on outdoor dining and many eateries, pubs, and schools seeing the benefit of increasing their usable living space. Milwood Group canopies are available off-the-shelf, and our Trade Partners can benefit from huge discounts.

A great example of how a commercial canopy can be used within school grounds to enhance the usability and safety of the playground area is this delightful project in Leamington Spa, installed by our Trade Partner Cambridge Canopies.

Cambridge Canopies have been partnering with Milwood Group for several years now and their work across domestic and commercial projects has yielded some excellent results in that time.

Installation of this commercial canopy spans a total footprint of 8m wide while offering a 5m projection away from the building. The playground will now benefit from a sheltered space to keep the children dry in times of sudden downpours, while the opal polycarbonate roofing panels will help to deflect sunlight and cool the area on sunnier days.

Secured to the building using a wall plate, the highest point of the canopy will be 3.1m high, with the lowest at 2.2m, allowing for more than enough head height for adult humans, and well out of reach for the students. As the system is more than 4m wide, additional posts are used to ensure sufficient load bearing is provided for this robust system.

Finished in our most popular RAL 7016 Anthracite Grey with textured powder-coating, the canopy will truly complement the modern school building

all year round.

We're thrilled with the results and thank Cambridge Canopies for sharing this project with us, all stakeholders are pleased with the outcome with the students and staff set to benefit greatly from this newly sheltered outdoor space.



Installed by:	Cambridge Canopies
Location:	Leamington Spa
Product:	Simplicity
System:	Simplicity 35
Roof:	Opal Polycarbonate Roof Panels
Size:	8m x 5m
Colour:	RAL 7016 Anthracite Grey (Textured)



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 videos of your latest installations along with as much detail on the projects



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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