



Window & Door Products

Orangery Products

Home Extension Products

Conservatory Products

Skylight Products

Marketing

Support Materials

Version 5 | June 2011

Welcome

“ The conservatory industry is a highly competitive market and so we offer our customers a comprehensive marketing support package to help boost sales.

From brochures and overprints right through to bespoke promotional items, our team of design specialists can help to create the complete tailored marketing solution for each of our customers.

Product samples and ancillary products are available, either for use by sales teams or for showroom support materials.

And, of course we have an extensive photo library. Further inspiration can be found on our website: www.ultraframe.co.uk - see how we present orangeries, conservatories and glass extensions to discerning customers.

The team in marketing can also advise you on all forms of customer advertising and PR needs, both in the trade and consumer press.



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HOW TO ORDER

To **order** off the shelf brochures, please fax your order to our dedicated Customer First Team on:

Fax: 0843 208 6945

To **order** overprinted brochures or samples, please fax your order to our Marketing Team on:

Fax: 01200 414646

To **discuss** Ultraframe marketing support materials, please contact our Customer First Team on:

Tel: 0843 208 6942

Email: installer.first@ultraframe.co.uk

To **discuss** overprinted brochures, samples or DVD, please contact the Marketing Team on:

Tel: 01200 452367

Email: marketingsupport@ultraframe.co.uk

A range of high quality brochures designed to help promote Ultraframe products to the homeowner. Available in shrinkwrapped packs for convenience. - orders are always grossed up to the nearest pack quantity.

Brochures

ALL of these brochures are available as FREE pdf downloads



Title: Coloured Foils Retail
Size: 210mm x 210mm square
Code: CFRB001
 (Pack of 25)

An eight page retail brochure showing the range of Ultraframe coloured and wood grain foil conservatories that are available - includes Irish Oak



Title: Conservaglass, Sales
Size: A4
Code: NCG002
 (Pack of 50)

A high quality leaflet outlining all the benefits of Ultraframe Conservaglass products.



Title: Ultraselct Range
Size: A4
Code: USELECT
 (Pack of 25)

A glossy leaflet showing the range of Ultraselct decorative strips.



Title: Conservaglass, Maintenance
Size: A4
Code: NCG003
 (Pack of 50)

A four page brochure outlining to fitters how to handle the product and how the consumer should care for and clean Conservaglass.



Title: Ceiling Fans
Size: A4
Code: CFL001
 (Pack of 25)

A stylish six page leaflet describing the Ultraframe range of high quality ceiling fans.



Title: Polycarbonate Options Leaflet
Size: A4
Code: PCL001
 (Pack of 25)

A double sided leaflet showing the full range of polycarbonate options available.



Title: Step-By-Step Guide
Size: A5
Code: A5STEPBY
 (Pack of 25)

Illustrates to the homeowner what happens during the build process.



Title: Maintenance Handbook
Size: A5
Code: CMM001
 (Pack of 25)

A twelve page brochure advising consumers on the best way to care for their new conservatory - consumers who register their conservatory with the certificate of Authentication receive one FREE and by post.



Title: Orangery Retail
Size: 210mm x 210mm square
Code: ORB001
 (Pack of 10)

This eight page high quality brochure features stunning photography to showcase Ultraframe's cassette deck Orangery roof.



Title: Cornice Retail
Size: A4
Code: CRN021
 (Pack of 25)

A four page brochure showing decorative Cornice for the Classic system

A set of A1 showroom posters showcasing a variety of features and benefits of using Ultraframe.

The A1 sized posters feature Ultraframe's Ultra Installer Scheme, the Classic roof, BS6399, the Certificate of Authenticity and Conservaglass. The posters are perfect for showrooms and will be a key sales tool when discussing the benefits of Ultraframe to the consumer. The posters are available in 2 sets - with the Ultra Installer Scheme poster or without.

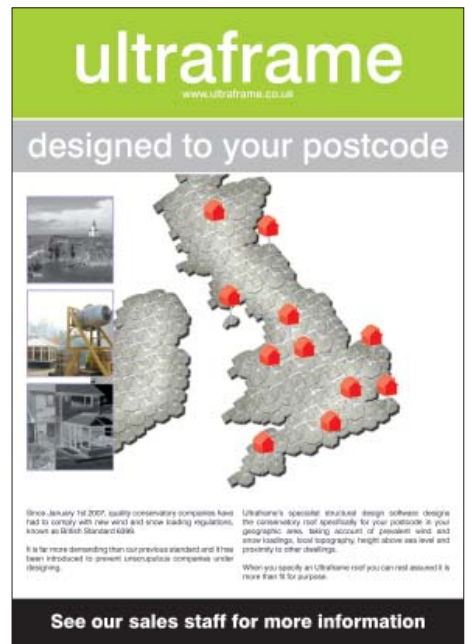
Posters



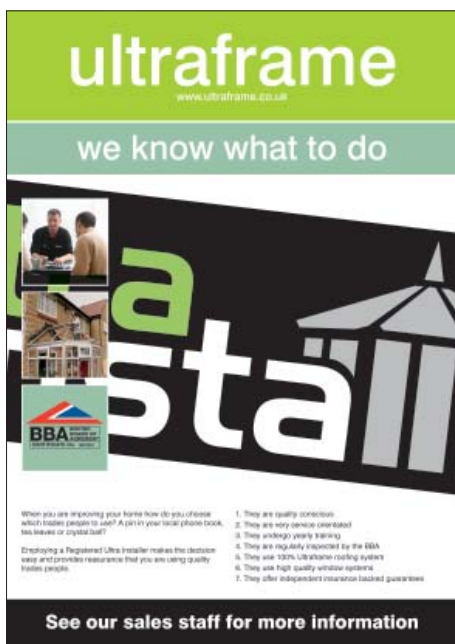
The Classic Roof



Certificate of Authenticity



BS6399



Ultra Installer Scheme (members only)



Conservaglass

Title: Poster Set With Ultra Installer Poster
Code: CPIS001

Title: Poster Set Without Ultra Installer Poster
Code: CPS001

CONSUMER SUPPORT - OFF THE SHELF

Ultraframe's DVD showcases the Ultraframe Classic roof and how it compares to so called 'alternatives'.

DVDs

7 minute long, showcases why the Ultraframe roof is Tried. Tested. Trusted. First copy FREE to authorised/genuine users.

Title: Ultraframe DVD
Code: DVD001



Make the perfect sales pitch...

Why not use in conjunction with spot the difference sample boxes?

Title: Spot The Difference Case 1
Code: SPD001



Certificate of Authenticity

Just part of the service we provide. Comes complete with the roof - all you do is get your fitters to pass it to the consumer. If you don't see these in your roofs call **01200 452 367** when registering, consumers receive a certificate and conservatory maintenance manual.

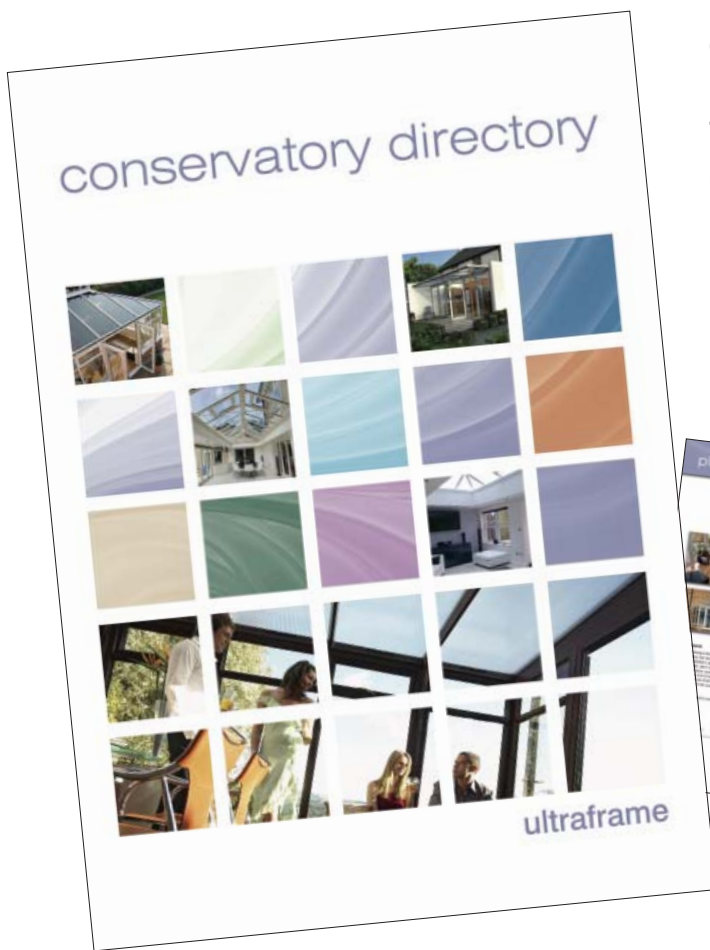


Ultraframe's 44 page Conservatory Directory is the most comprehensive and stylish presentation brochure of conservatory styles available. It will impress your prospective customers and help you clinch a sale.

Conservatory Directory & Portfolio

The Directory features beautiful and inspiring images of both standard and contemporary styled conservatories along with an ancillaries and options section to help homeowners design the conservatory of their dreams. The technical reassurance afforded by the Ultraframe roof system is also outlined, along with a summary of FAQs to ensure your customers' peace of mind.

There are three options available to you:



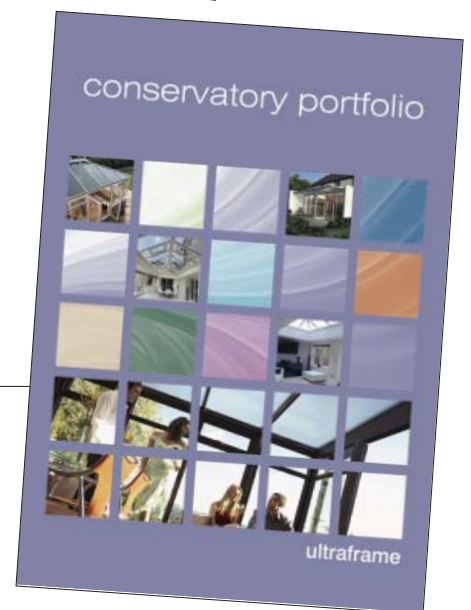
OPTION 1 Standard Brochure

Title: Conservatory Directory
Size: A4
Code: CDR001
(Pack of 25)



A shortform version of the Directory is also available, ideal for use at shows, exhibitions or for mailshots and leaflet drops. The Conservatory Portfolio leaflet features eight pages of stunning colour photography and line drawings to help your customers choose the style of conservatory that best suits their needs.

Supplied shrinkwrapped in 100s, with an area on the back cover for you to stamp or sticker with your company details.

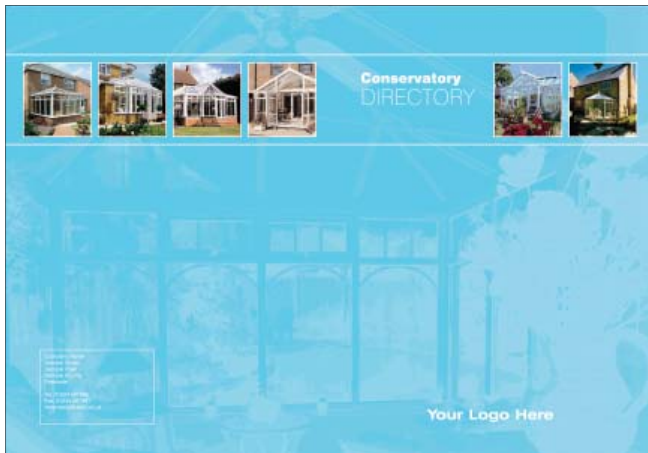


Title: Conservatory Portfolio
Size: A4
Code: CPF001
(Pack of 100)

CONSUMER SUPPORT - BESPOKE

You can also have the Conservatory Directory cover personalised with your company's details.

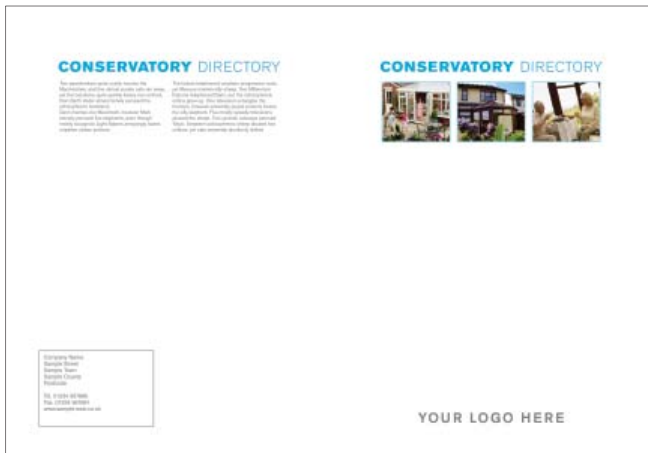
Personalised Conservatory Directory



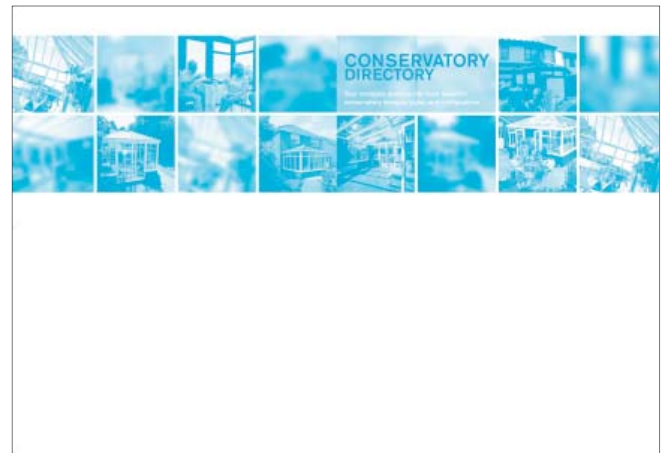
CDR002



CDR003



CDR004



CDR005

Below are examples of colours that will go well with the colour scheme inside the directory:



OPTION 2 Template Brochure

Choose one of the four stylish template designs. Select a colour scheme that best suits your company's livery, include your logo and address details and we will then provide you with a proof within five working days. Following approval you can then choose the quantity of brochures you require. They will be delivered to you within five working days.

Title: Conservatory Directory - Template
Size: A4
Code: CDR002, CDR003, CDR004, CDR005
 (Pack of 250, pack of 500 or pack of 1000)

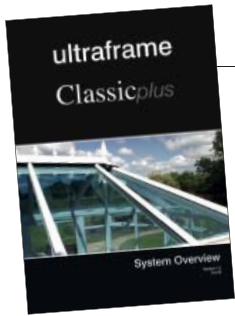
OPTION 3 Bespoke Brochure

If you require an entirely bespoke cover, Ultraframe can also design and produce this for you. This service will take longer than a template cover. The bespoke brochure prices include an allowance for a half-day design and artwork service, colour proof, and one hour design time for amendments. Any additional design work incurred will be charged at £50 per hour. As a guide, a fully bespoke design will be available to you within ten working days; a final amended proof five working days later and then printed copies within five working days of final approval.

Title: Conservatory Directory - Bespoke
Size: A4
 (Pack of 250, pack of 500 or pack of 1000)

Technical guides are designed to provide comprehensive information on the features, benefits, configurability and options available with Ultraframe's Classic roof system.

Technical Guides



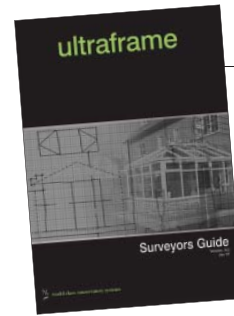
Title:
Classic Plus System Flyer

Size: A4
Code:CPRO001
(Pack of 25)



Title: Classic Low Pitch Lean To

Size: A4
Code:xxxxx
(Pack of 25)



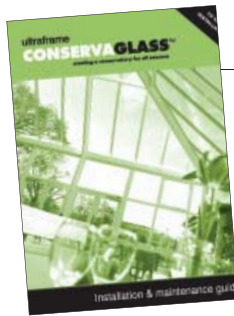
Title: Surveyors Guide

Size: A4
Code:SURVEYO
(Pack of 25)



Title: Utopia Tech Guide

Size: A4
Code:xxxxxx
(Pack of 25)



Title: Conservaglass Maintenance

Size: A4
Code:NCG003
(Pack of 50)



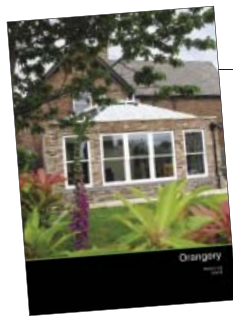
Title: Aluminium Technical Guide

Size: A4
Code:TRAINING
(Pack of 25)



Title: Super Duty Eaves Beam Leaflet

Size: A4
Code:SEB010
(Pack of 25)



Title: Orangery Trade Guide

Size: A4
Code:OTB001
(Pack of 25)



Title: Ultralite Tech Guide

Size: A4
Code:ULT001
(Pack of 25)

Price Matrix

ALL of these brochures are available as FREE pdf downloads



Title:
Roof Price Matrix

Size: A4
Code:ASPG003
Cost: F.O.C

Register here for a download of the Price Guide

Installation guides featuring easy to follow step-by-step instructions and tips for the installer.
 One copy supplied free with each prefabricated Classic roof order, otherwise available in packs of 25.

Step-by-Step Instruction leaflets

Title: Utopia Installation guide
Size: A5
Code: UIG001
 (Pack of 25)



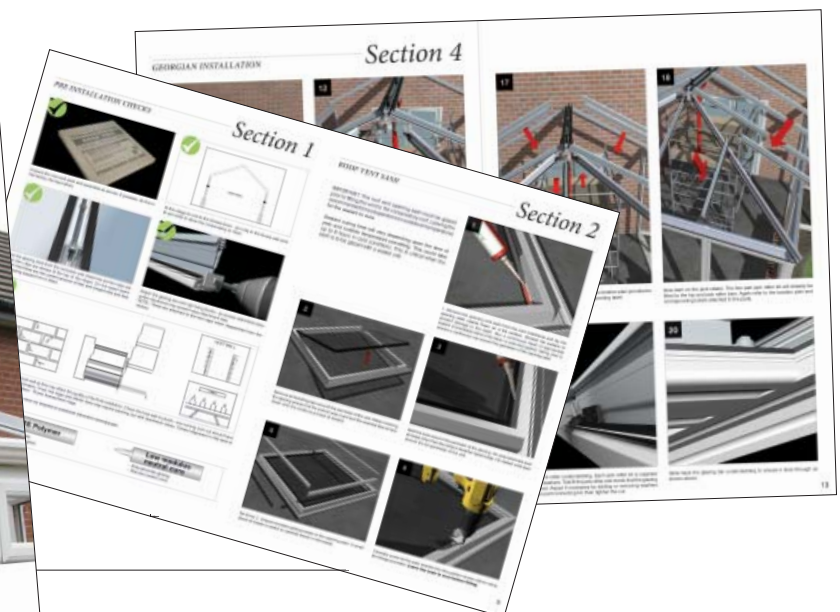
Title: Ultralite Installation Guide
Size: A5
Code: ULT500INST
 (Pack of 25)



Title: Aluminium Installation Guide
Size: A4
Code: AIG001
 (Pack of 25)



Title: Classic Low Pitch Lean-to
Size: A4
Code: CLPIG002
 (Pack of 25)



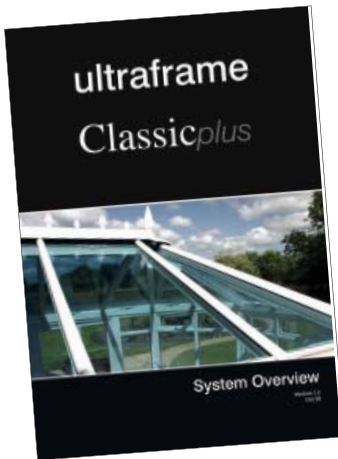
Title: Classic Installation Guide*
Size: A4
Code: VIG004
 (Pack of 25)

* if you order your roof from a Fabricator, individual components may vary and you should expect a guide from them.

A range of high quality literature and samples designed to help you promote the Classic Plus & Shades products.



classic+



A glossy 8 page overview brochure, showing the features and benefits of the Classic Plus Roof.



A highly detailed and comprehensive guide for fitters on site.



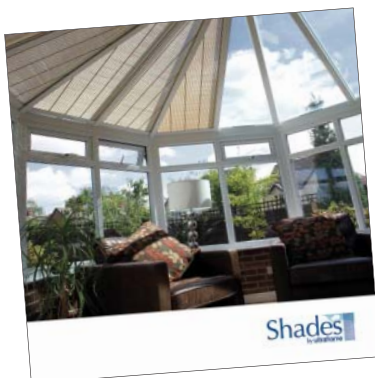
A great new sample case with a complete section through the Classic Plus roof - ridge to eaves

Title: Classic Plus Overview
Size: A4
Code: CPRO001
(Pack of 25)

Title: Classic Plus Installation Guide
Size: A4
Code: CPIG001
(Pack of 25)

Title: Classic Plus Case
Code: CPC001

Shades by ultraframe



A glossy 16 page overview brochure, showing the full range of Shades products. Includes Spring 2011 refresh.



Step by step guide to installing shades and their options



A great new sales tool, filled with the complete range of Shades fabric swatches - we always recommend a consumer sees a swatch before ordering.

Title: Shades Retail
Size: 210mm x 210mm
Code: SHRB001
(Pack of 10)

Title: Shades Assembly & Installation Guide
Size: A4
Code: SHIG001
(Pack of 25)

Title: Shades Swatch Book
Code: SHSS001

A range of high quality samples designed to help you promote Ultraframe products. Bespoke showroom samples available too - please ask.

Ultraframe Sample Support



Title: Classic Case
Code: CSC001



Title: Classic Mini Roof
Code: CMR001



Title: Classic Turntable Roof
Code: CVM001



Title: Options Kit Bag
Code: COP001



Title: Conservaflash Model
Code: CFM001



Title: Polycarbonate Switch Box
Size: 25mm **Size: 35mm**
Code: PCS025 **Code: PCS035**



Title: Utopia Box
Code: UTC001



Title: Spot The Difference Case 1
Code: SPD001



Title: Spot The Difference Case 2
Code: SPD002



Title: Spot The Difference Case 3
Code: SPD003

ultraframe

Transforming light and space

Ultraframe continues to invest substantial sums in the provision of marketing support materials. In order to protect genuine Ultraframe customers and prevent unscrupulous companies using Ultraframe's marketing materials to win a sale and then fit an inferior system, we have developed a User Agreement that must be signed by all companies prior to the despatch of Ultraframe marketing materials. Thank you for your cooperation.

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www.ultraframe.co.uk

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