

COLOURED FOILED ROOFS

THE ULTRAFRAME CLASSIC SYSTEM HAS BEEN AVAILABLE FOR OVER 12 MONTHS IN A CHOICE OF FIVE COLOURED FOILS WHICH FURTHER ENHANCE THE AESTHETICS OF THE INDUSTRY'S FAVOURITE CONSERVATORY ROOF, CM REPORTS.

Cream, Sage Green, Fir Green, Grey and Black foiled roofs are available to order direct from Ultraframe, potentially offering great value when compared to an overpainted roof. The five coloured foiled roofs feature a wood-grained effect, complementing painted timber or aluminium side frames particularly well and are also a perfect match to coloured foiled PVC side frames which are increasingly available from the major window system manufacturers. A white foil finish is also available, allowing consumers to match to their existing windows, whilst still benefiting from the aesthetics of the foiled finish.

COMPETITIVE ADVANTAGE

The coloured foils offer users of the Ultraframe Classic system a way to differentiate themselves from the competition and provide a cost effective way to compete at the 'higher' end of the market, where coloured conservatories are often perceived to belong. Ultraframe believes that no other roofing system on the market can offer such a comprehensive coloured foil option – colour bonded or painted aluminium systems may be more expensive, and may also be more prone to site handling/installation charges.

CONSUMER TRENDS

The five roof colours have been carefully matched to existing side frames – in addition to the white foil that is also offered – giving users of the Ultraframe system a further way to differentiate themselves from the competition. The coloured foils on the Classic PVC roofing system are another interesting development on the system that is the fitter's

favourite - having been refined by Ultraframe's renowned Research & Development team over many years. Whilst spray painting all of the roof components has been the usual way to offer colours up until now, the majority of the Classic roof is foil wrapped.

Major components such as ridge bodies, fascia claddings, radius ends, and valley and box gutter under claddings use the foil wrapping to offer a finish which is more resistant to knocks during installation, therefore offering fitter benefits too. By the careful selection of appropriate technology the Classic system's reputation is further enhanced with a new way of achieving stunningly different aesthetics.

AESTHETICS

Whilst offering great value, the foiled roofs add a touch of flair to any conservatory, either traditional or contemporary in style. Style conscious consumers, keen to add a bold statement to their home find the grey or black options especially pleasing, whilst the greens & cream offer a more traditional 'heritage' feel to blend in with the surrounding environment. Marley classic gutter - black as standard - is fitted, but can be coloured foiled too at additional cost. A further option that is



available for the guttering is a unique patented manufacturing process which combines the architectural detailing of true cast iron with the performance of pvc.

SALES SUPPORT

To support retail installations with selling the coloured foils, a specification datasheet is available along with an 8 page retail support brochure that deploys high end paper finishes, creating just the right image in a consumer's mind.

Quotations for foiled roofs are on a job by job basis - for further information on the new coloured foils or for a quotation please fax 0843 208 6844 or contact your usual fabricator/trade intermediary.

Cheadle Glass Ltd - operating in North Cheshire and South Manchester have a well established reputation, particularly for upscale Orangeries, glasshouses and large grand designs of conservatories. In the past, they would have had to seek out a poorer performing alternative aluminium based roof system - but now that the Classic roof is available foiled in a range of five colours (plus white), the natural choice is an easy one.

Commented Phil Alley, Conservatory Manager at Cheadle Glass, "We like the Classic system - it's heritage is second to none, as proven in the Wintech wind uplift tests recently conducted. This roof is our first choice for the demanding clientele we work for, when your typical installed price is £25,000 and above - you can't be seen to be compromising. The availability of the coloured foils is the 'icing on the cake' for us and as you can see from the two projects alongside, they allow us to even further differentiate ourselves from other local retailers".



For more info contact Ultraframe on 01200 443311 or visit: www.ultraframe-conservatories.co.uk