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Commercial manufacturer's Support guide



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PROFILE 22 is an international PVC-U profile system supplied to local independent manufacturers and installers who contract to install windows, doors and conservatories. PROFILE 22 SYSTEMS cannot be held accountable for manufacture or installation by independent companies. All information in this publication is provided for guidance only and is given in good faith. As it is company policy to continually improve products, methods and materials, changes of specification may be made from time to time without prior notice. This statement does not affect your statutory rights. © PROFILE 22.



Welcome

Welcome to the Approved Commercial Manufacturer's Support Guide. Within this guide, you'll find information on all the support services and tools available to you as a valued Profile 22 customer to achieve success in the commercial market.

You'll also learn how you can become an Approved Commercial Manufacturer to achieve further credibility in the commercial market and privileges.

Why not register today? Further information and an application form is available from our specification team on 01952 290910.



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Introducing your support guide

This guide has been produced to assist existing Profile 22 commercial customers and also trade/retail manufacturers looking to enter the commercial market for the first time.

Why choose Profile 22?

It is true that more clients have trusted the Profile 22 System for more refurbishment programmes than any other system.

Why is this? Well, specifiers like to know that a high quality product is backed-up by comprehensive advice from a systems company who understands their targets.

Profile 22 possesses the UK's most widely specified PVC-U window and door system, having been used for projects across the country for almost every Local Authority, Registered Social Landlord (RSL) and House Builder.

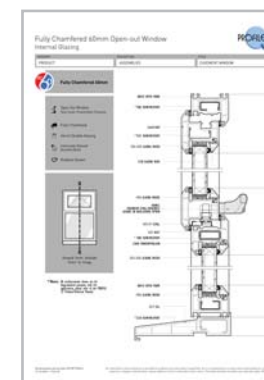
As a Profile 22 Approved Commercial Manufacturer, you'll benefit from a comprehensive support package, backed by a dedicated specification team offering you a service that will help your business grow within the commercial marketplace and exceed your Clients' expectations.

You can also choose from a fully integrated window and door system, curtain walling, high security hardware and accessories; all specifically designed to provide an ideal solution for refurbishment and new build in social housing, private housing and commercial buildings such as education and health.



Keeping you up-to-date

This guide is perfect to keep for future reference to remind you of the services we offer. As our service offering is evolving and improving all the time, we will endeavour to keep you up-to-date with anything new by e-mail.



Why become an Approved Commercial Manufacturer?

Increase your credibility in the marketplace by achieving Approved Commercial Manufacturer status. Joining is easy - all you need to do is prove that your company meets certain criteria, as well as commit to attending our commercial awareness training course.



Improve your knowledge

If you're planning to commit to the commercial market, it's important that you're armed with the knowledge you need to operate successfully. Whether you're completely new to commercial, or you've worked in the commercial arena for a long time, there's a wealth of knowledge to learn. It's all about ensuring that you're up-to-date with everything you need to know covering the realms of contract management and law, estimating, understanding duties of the designer, CDM regulations and legislation.

As you know these can lead to success or failure during a project's procurement process and it's essential that you're equipped with the latest information needed. The knowledge you'll learn on these courses, offered by an independent qualified training provider in this field, will assist you in conducting business professionally; giving you a competitive edge.



Benefits to you

- Become more confident in producing tenders and gain more understanding of contract management
- Understand and speak the language of your clients/contractors
- Improve the quality of your submissions
- Earn "Approved Commercial Manufacturer" status
- Ensure you're fully aware of all the latest Government initiatives
- Develop solid procedures and exceed on tender lists
- Receive leads from leading industry providers
- Access to a legal advice helpline
- Receive commercial awareness contract law bulletins

Achieving approved status



Become approved today

To achieve "Approved" status and start reaping the benefits, all you need to do is request and complete an application form. You'll also need to provide evidence of holding the latest quality accreditations and comply with the BPF code of practice for surveying and installation.



Requirements from you

- Hold constructionline or EXOR
- Attain other important accreditations
- Commit to recycling, using services of Dekura
- Attend commercial awareness training
- Payment of a membership fee

Standards and accreditations that matter

The minimum standard that you're required to hold is constructionline or EXOR. Other accreditations that we recommend you hold are shown to the right. We also recommend you have in place detailed health and safety and environmental policies.



As an approved Profile 22 commercial manufacturer you'll receive a certificate to prove your status.



Helping you generate leads

Market intelligence is essential to success in the commercial market place. Source focused, up-to-date and comprehensive information is an integral factor in winning new business.

Win new business

If you operate on a national level and meet our minimum criteria for accreditation, you'll be put forward for every enquiry we receive in-line with your capability. Regional manufacturers will be added to the list based on their geographical catchment area.

All of our clients will receive a list of our commercial manufacturers, clearly indicating whether or not they are 'approved' and accreditations held, in order for the client or contractor to shortlist the companies that best-fit their project requirements.

Profile 22 will also generate leads for commercial manufacturers through:

- **Marketing activity (such as mail shots, advertising, news stories, exhibitions)**
- **Sectors targeted (public and private sector including social housing, house building and education etc)**

The above marketing activity is subject to change to follow current market conditions.



Lead generation

As an Approved Commercial Manufacturer you'll have access to free licence(s) to Barbour ABI Evolution lead generation service. This provides you with national lead coverage and access to your own lead generation source direct from your premises via the internet.

Evolution provides your company with a dynamic set of construction intelligence modules designed with speed of delivery and flexibility in mind. You'll be able to have access to the system to download your own geographical selections to receive the latest live project notifications to increase your lead generation and opportunities within the competitive marketplace.

You can secure a Barbour ABI licence for your company by completing an application form to become an Approved Commercial Manufacturer, obtainable from Profile 22.



Project planning advice

Planning is essential for any successful project delivery. The 'right' individuals need to be involved from the outset, committed to work together to understand and meet the ultimate goal of achieving best value and efficiency gains for the Client.



Successful planning involves developing close relationships; these are crucial in the commercial market. As an existing commercial manufacturer you may already have developed invaluable relationships with social housing providers, house builders, contractors, local authorities and education providers.

Developing a thorough understanding of your Clients' individual needs and targets are very important. Once this is understood, you'll be able to meet their specification requirements more closely. When tendering for commercial business, you may be asked to demonstrate your competence and understanding of the following:

- Key performance indicators
- Mutually agreed benchmarks
- Continuity of supply
- Supply chain management
- Green credentials
- Guarantees
- Whole life costings
- Technical product features

Take care when selecting your suppliers; be sure that they have the ability to commit to supply agreements for the long-term. All parties involved must be able to demonstrate compliance to the specification, Key Performance Indicators and other timescales of the project.

Profile 22 can advise you on manufacturing and installing the most suitable products in-line with your client's specification. Be sure that you make an informed decision when selecting products considering the following:

- Security and safety
- Energy efficiency
- Environment
- Sustainability
- Choice of products
- Supply continuity
- Long and short-term maintenance provisions



Profile 22's involvement at the design stage of a product is highly valuable. We can work collaboratively with clients, and our network of Approved Commercial Manufacturers, to develop a product and service offering specific to the needs of the individual project.

Our team offers Approved Commercial Manufacturers the following services:

- Site surveys to ensure appropriate designs
- Advice on specifications and current building regulations
- Providing specifications with section drawings of our systems for the tender document
- Supply of sample windows for planning approval
- Forward planning budgeting advice
- PQQ and tender advice.

Marketing support

Marketing encompasses all the activities and processes that meet customers' needs, at the right price, time and place. Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably. Market your business today and watch your sales grow.



There are several marketing tools you can make use of to maximise your opportunities for tenders and contract works.

Profile 22 also has an existing commercial literature package, which has been produced using our in-house experienced team, which includes:

- Specification and technical guide CD Rom
- Guide to schools refurbishment
- Curtain walling
- Recycled Composite Material (RCM)
- Sustainability credentials
- Windows that won't cost the earth
- Window energy ratings flyer
- Future of PVC - recycling DVD

As an Approved Commercial Manufacturer you're entitled to a free allowance of sales support materials.

Bespoke campaigns and marketing tangibles for you

So you've decided that you'd like to market your business more effectively?

Profile 22 offers you, as an Approved Commercial Manufacturer, assistance in producing a bespoke strategic marketing proposal to fit your requirements. Upon request, a dedicated professional will visit your company to undertake a review of your existing business plan and produce a marketing plan based on your budget and available resources.

Watch your sales grow



Marketing tactics

There are several marketing tools you can choose from - listed on the following page. What's best for your business will depend on what you want to achieve and your available budget.

Literature: Development of corporate brochure including copywriting and design work to fit the target audience. Literature is your 'silent' salesman and should outline your key unique selling points (USPs) and experience showing the client you're a commercial specialist.



To discuss moving your commercial business forward today, simply contact our marketing department on: 01952 290910.

Exhibitions/tradeshows: Some of the benefits of attending exhibitions or a tradeshows are: they instantly put you in touch with thousands of new buyers, help you develop a direct relationship with your clients, show off your full product range in real life rather than a brochure, promote a new product and generate media interest. As an Approved Commercial Manufacturer you can take advantage of Profile 22's discounted rates.



Advertising campaign: An advertising campaign can be developed to promote awareness of your company within the commercial marketplace. As an Approved Commercial Manufacturer why not take advantage of our discounted advertising rates with leading commercial magazines?

Direct mail: Mail-shots are a cost-effective way of targeting clients and increasing awareness of your company and products. As an Approved Commercial Manufacturer you can take advantage of Profile 22's commercial databases free of charge.

More marketing tactics

Presentation Support: Activity in support of any exhibitions attended or resident liaison meetings, including presentation materials for tender opportunities.

PR: Public Relations is all about reputation - the result of what you do, what you say and what others say about you. Ensure you keep Profile 22's PR team informed of everything you achieve and we'll try to get you in the news.



Case studies templates: Case studies are a valuable way of showing off your skills and experience. They act as a testimonial of your capabilities and showcase the work you've successfully completed.

Website: When researching your company, a Client's first point-of-call will often be to check out your presence online. Now you're active in commercial, you may want to consider developing a commercial section to your website to showcase your experience and accreditations.



To discuss moving your commercial business forward today, simply contact our marketing department on: 01952 290910.

Commercial top tips

Once a construction project is underway there can be from time-to-time alterations to the original brief. These are either caused by changes in what the customer wants, or by the day-to-day onsite working requirements. These changes can have implications in terms of time and money and must be managed in an efficient and professional manner.

As an Approved Commercial Manufacturer you'll get access to legal advice-line and discounted rates for legal services.



Top tips on dispute resolution & quantity surveying

We have included for information the following top tips to assist you with your commercial activity:

1. Always ensure that you have an agreement in writing before commencing work.
2. Understand your legal position - you are under no obligation to agree to the imposition of any discounts or delays in payment of retentions.
3. Understand that your best friend is The Housing Grants, Construction & Regeneration Act 1996 ("The Act") and that you have a right to recourse under that Act (as long as your contract either is in writing or can be evidenced in writing in some way). Understand your rights under this Act and in particular:
 - a) s.108 - Right to refer disputes to Adjudication
 - b) s.110 - Dates for payment
 - c) s.111 - Notice of intention to withhold payment
 - d) s.112 - Right to suspend performance for non-payment

4. Check the terms of the contract and work out the difference between the amount due and the monies that have actually been paid.

Check the terms of the contract and work out the payment terms. Ascertain the final date for payment of your invoice/application and check if you have been paid late. You are entitled to interest on both the discount not paid AND the late payment of the amount you were paid.

6. Check to see if the main contractor has issued a 'Withholding Notice' under s.111 of the Act that includes this additional discount.
7. Write to the main contractor to protest and make it clear you are not prepared to agree to the unilateral imposition of any underpayment and request full payment of monies withheld within 7 days.
8. Check to see if the ultimate client is in the Public Sector. If so, send a copy of your letter to NSCC, Carthusian Court, 12 Carthusian Street, London EC1M 6EZ. This will assist NSCC in compiling evidence on contractors that do not pay their supply chains on time.



9. If repayment is still not forthcoming after the time given in your letter, then assert your rights under s.112 of the Act and issue a 7 day notice that you will suspend the performance of your works until repayment is made.
10. Resort to Adjudication on the amount withheld now or continue to send letters of protest each month and go to Adjudication to recover any monies still withheld.

Information provided by P J English Associates.

Our services

This section lists all Profile 22's services to you as an Approved Commercial Manufacturer. Keep your guide at hand to remind you of how we can assist you in your commercial activity.



Survey, design & advice services

- Standard product technical drawings
- Small one-off project technical drawings
- Large commercial project (various designs/styles)
- Surveying windows for advice design purposes

Curtain Walling

- Small one-off project technical drawings
- Large commercial project (various designs/styles)
- In-house training
- Site surveys for manufacturing sizes
- Manufacturing drawings

Technical services

- Manufacturing training - factory based
- On-site installation training
- Window energy ratings (WER) calculations
- In-house calculations
- Wind loading calculations
- Advice on performance and structural elements
- Building Regulations support advice
- Technical presentations

Commercial market training

Our specification and technical advisory team can support you in offering training materials and presentations on any of the subjects below. If you're completely new to commercial, we'll be happy to visit you and give you an introduction to the market.

- Understanding building regulations
- Window energy ratings
- Recycling service (Dekura)
- Recycled composite material (RCM)
- Curtain walling
- Education sector
- Regional social landlords (RSLs) and Housing Associations

External training

Training from outside providers and industry experts will be made available to you from time-to-time. We'll keep you informed of any training on offer.



Manufacturer's commitment

Your commitment to us revolves around communication, progress reports and notification of tenders you return and succeed in winning. This ensures we provide you with the opportunities that best fit the needs of your business.

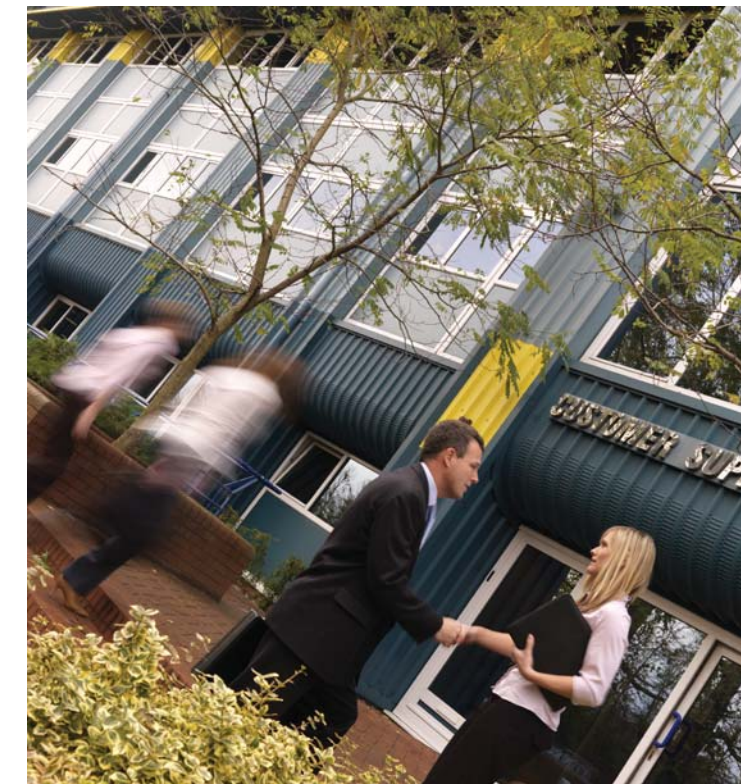
Tender types	Schools	RSL/LA	Curtain walling	New build	Profile 22 activity	Limitations	Manufacturers commitment
EU Notification of major contracts	No	Yes	No	No	<ul style="list-style-type: none"> Collate and pass on information 	<ul style="list-style-type: none"> Manufacturer size compliance 	<ul style="list-style-type: none"> Advise progress
Open specification system approval on select list	Yes	Yes	Yes	Yes	Tender lists to Main Contractor/client: <ul style="list-style-type: none"> Gaining system approval Presentations Arrange samples Joint visits 	<ul style="list-style-type: none"> Local manufacturer requirement Specific commercial considerations Client preference Manufacturer size/product mix Manufacturers competitiveness Manufacturer Compliance 	<ul style="list-style-type: none"> Notify tender return Who tendering for Notify when successful Early notification of not tendering Reciprocal work Specific product/system training (Curtain walling)
Sole specification Partnering	Yes	Yes	Yes	Yes/ RSL requirement	<ul style="list-style-type: none"> Client visit & presentation Site survey Design drawings Write specification Supply manufacturer list for approval Supply sample window or organise pilot In progress site visits Tenant liaison meetings Product testing Visits to Profile 22 	<ul style="list-style-type: none"> Local manufacturer requirement Commercial considerations Client preference Manufacturer size/product mix Manufacturers competitiveness Manufacturer Compliance 	<ul style="list-style-type: none"> Specification compliance Notification on tender submission & progress Joint pre-contract meeting Early notification of not tendering Early notification of problems/issues on site Specific product/system training (Curtain walling)
ABI Services	Yes	Yes	Yes	Yes	<ul style="list-style-type: none"> Approved Commercial Manufacturers will have access to free licence(s) to Barbour ABI Evolution lead generation service 	<ul style="list-style-type: none"> Cost per geographical area 	<ul style="list-style-type: none"> Must follow up and progress leads through adequate resource

Management of scheme

The value of the Profile 22 Approved Commercial Manufacturer scheme depends on high standards.

In order for a manufacturer to achieve 'Approved' status, they must operate in-line with our manufacturer commitment requirements and terms and conditions (refer to pages 26-27). Manufacturers must also ensure open communication at all times to ensure high standards are maintained.

Profile 22 reserves the right to terminate membership of the Approved Manufacturer's scheme and remove 'Approved' status.



Terms of agreement

If you have any queries on any aspects of your support package as an Approved Manufacturer then do not hesitate to contact our specification team.

The terms of agreement have been included in this guide for your reference should you need them. To join the Approved Commercial Manufacturer's scheme you will be asked to sign an agreement as part of your application. These terms may be subject to change and are correct at time of printing. The same conditions will apply to all commercial manufacturers.

1. Profile 22 requires a minimum of 10 days' notice from a commercial manufacturer if support is required for any of the following support services; presentations, joint client visits, training, consultancy and design drawings.
2. A regional manufacturer must inform Profile 22 of its geographical catchment area and any amends to this must be made in writing. We do not offer geographical exclusivity.
3. Profile 22 will supply a list of all national manufacturers and relevant regional manufacturers to a client upon request, along with their accreditations to allow the client to select accordingly. If a contractor is being used by a client, the same list will be supplied to the contractor.
4. If a specific specialist product is required for a project, for example; pivot windows or curtain walling, then only manufacturers that have the required expertise and training to deliver these products will be supplied to the client.
5. Profile 22 will inform all manufacturers if we have supplied their name to a client for a potential project, along with the contact details for the project. It is the manufacturer's responsibility to follow up any projects and ensure they receive the tender documents.
6. If a manufacturer is unsuccessful and does not receive the tender documents etc, then they must inform Profile 22.
7. All approved manufacturers must supply their Profile 22 'Approved' certification to the client with submission of their tender documentation.
8. A manufacturer who decides to decline to tender for a Profile 22 specified project, or project that they have been notified of by Profile 22 in writing. They must also inform Profile 22 immediately in writing. If a manufacturer fails to notify Profile 22 they may be omitted from future tender lists.
9. If a manufacturer wins a contract for a Profile 22 sole specification and then declines the contract at a pre-contract meeting or at first order, they must notify Profile 22 immediately at the earliest point with their reasons.
10. An approved manufacturer must comply with a Profile 22's specification. If they fail to comply they will be given the opportunity to correct the specification and to justify their failure to comply. Profile 22 will reserve the right to inform the client as deemed necessary.
11. All approved manufacturers must ensure they visit a site at their earliest convenience to ensure they price a project accordingly and gain a full understanding of the client's requirements.
12. If a client's specification is incorrect for the specific requirement of the site, Profile 22 and the manufacturer will liaise with the client as necessary.
13. If a client complains about a manufacturer on site, Profile 22 will act as an arbitrator to resolve the issue.
14. If an approved manufacturer is experiencing issues with a client then they need to ensure Profile 22 is updated on the situation.
15. All approved manufacturers must keep up-to-date with membership payments, to avoid termination of their membership and all related services.
16. Profile 22 will provide the client with specification (window testing - site visits by engineer) if requested by the client, however will ensure the manufacturer is informed as necessary.
17. In order for a manufacturer to achieve 'Approved' status, they must purchase profile systems from Profile 22, whenever possible, and operate in-line with our manufacturer commitment requirements. They must also ensure open communication at all times to maintain our high standards. Also you must possess the qualification requirements (detailed on page 8).
18. Profile 22 reserves the right to maintain a relationship with all clients (surveyors, architects, Local Authorities, RSL's, Procurement Consortia, contactors, ALMOS'S, etc) at all times.
19. If an 'Approved' manufacturer wishes to use the Profile 22 trademark in marketing activities, they must gain approval from Profile 22 in writing to do so, to protect the brand.
20. Profile 22 reserves the right to terminate membership of the Approved Manufacturers scheme and remove 'Approved' status. In the first instance depending on the nature of the breach of conditions, a written warning will be passed to the party involved for immediate resolution. If the resolution is still unsatisfactory to Profile 22 then we reserve the right to remove 'Approved' status by written notification with immediate effect.

For latest terms, visit Profile 22 website or call 01952 290910.