



## CASE STUDY

**Project:**  
Golding Homes

**Sector:**  
Social and commercial

**Client:**  
Golding Homes

**Fabricator:**  
Framexpress

**Installer:**  
Feature Architectural  
Fabrications

**Product:**  
Profile 22's Optima Chamfered  
Side Hung Casements

Profile 22's Optima Chamfered  
Fully reversible

Profile 22's Optima Doors  
and Sidelights

Composite Doors & Sidelights

**Location:**  
Wallis Fields, Maidstone

## Optima helps housing association deliver community regeneration project

Optima windows were chosen for the construction of 18 houses, 38 flats and two retail units as part of a regeneration scheme in Maidstone, Kent.

Housing association Golding Homes has invested £50m in a three phase regeneration project to transform and improve the former Park Wood estate in Maidstone. The scheme involved providing over 200 new homes, mainly family houses, as well as new community facilities including new shops, and a much wider package of investment to improve the local area.

Education, housing and healthcare contractor Rydon secured the £9.3m contract to deliver the third and final phase of the project, which involved building 18 houses, 38 flats and two retail units.

When it came to the windows and doors on the project, Rydon turned to longstanding supplier Feature Architectural Fabrications, based in Eastbourne, East Sussex.

### **Optima windows deliver the complete package**

Feature Architectural Fabrications has only been a Profile 22 installer for around two years and Procurement Manager Paul Delaney attributes his company's success in winning the Wallis Fields contract to the system. "Rydon specified PVCU windows and doors. Optima from Profile 22 delivered the technical and aesthetic requirements at a competitive price. It made the difference in this case."

Optima from Profile 22 is rapidly becoming the most widely specified commercial system thanks to its compelling list of benefits that help specifiers meet even the most demanding of requirements.

The system delivers optimal thermal performance, achieving a 1.2 W/m<sup>2</sup>K U-value as standard, with U-values as low as 0.8 W/m<sup>2</sup>K possible. It is PAS24 compliant as standard with Secured by Design options available as well. In its aesthetics and versatility, it sits comfortably in any architectural style.



### **A team pulling together**

Feature worked closely with fabricator Framexpress and Profile 22 at every stage of the project. Profile 22's specification team supported Feature with the technical information Rydon required, including U value calculations. The Framexpress team liaised closely with Feature and Profile 22 to deliver products on schedule and ensure deadlines were met.

On site, Feature worked closely with all other trades to ensure installation went as smoothly as possible. Paul said: "We've been in business for over 20 years and are proud to have built up an enviable reputation for maintaining close working relationships with our clients and fellow contractors."

### **The result**

The project involved the demolition of an outdated shopping parade to create a more pedestrian orientated environment, landscaped areas and improved public realm spaces. The homes and commercial blocks have a modern design inspired by the local Kent architecture, drawing inspiration from the traditional housing of the region including cladding, weatherboarding and render with a mix of flat and pitched roofs. The Optima windows sit perfectly in the design and Paul is delighted with the results.

**For more information on the Profile 22 Optima Range, please visit [www.profile22.co.uk](http://www.profile22.co.uk) or call 01952 290910.**



[www.profile22.co.uk](http://www.profile22.co.uk)