

REFLECTIONS

NEWSLETTER

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WE'VE MOVED!

OUR NEW HQ IS NOW DOUBLE THE SIZE

At the start of this year we relocated our headquarters in Birmingham to a brand new site, complete with increased stockholding and warehouse facilities.

We outgrew our original offices as a result of significant growth over recent years. The new HQ is a major investment of £6 million for us, and just goes to show how committed we are to the UK market.

In total our new premises provides us with double the room and we made sure that it features some of our biggest and best aluminium curtain walling, windows and doors to really showcase our systems.

The new HQ in Birmingham is a modern, purpose-built facility that has more than twice as much warehouse space to allow greater stockholding and shorter lead times for our trade partners.

A dedicated showroom will be coming soon, which will feature our commercial, trade and high-end domestic products, as well as three meeting rooms and conference facilities for around 75 people. There will also be a brand new Training Centre, including an installation rig. Our new address is 111 Hollymoor Way, Northfield, Birmingham B31 5HE. If you'd like to come and have a look at our wide range of high-performance commercial and residential products, please don't hesitate to get in touch! Contact us by email at reynaersltd@reynaers.com or call: +44 (0)121 421 1999.



BREXIT MEANS BREXIT - WELL THAT'S CLEARED THAT UP THEN!

Over the past year it has slowly dawned on most of us that Brexit is actually a complete mystery to even the most highly regarded 'experts'. The only constant in all of the analysis seems to be uncertainty. With that in mind, Reynaers remain totally focused on what we can affect and what we are good at. There are so many positives for Reynaers and our partners in the immediate future: the FIT Show, our superb new showroom, the elegant new SL 68 Window System, as well as many other exciting new developments and enhancements that will support our customers to grow and prosper over the coming months and years. Regardless of what Brexit may turn out to mean, Reynaers will continue to be driven by our passion for great products and our close partnerships with great customers.

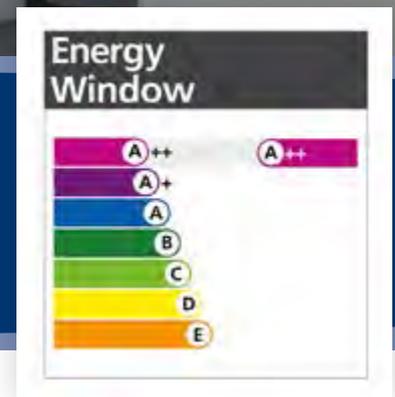
Justin Hunter Managing Director at Reynaers





SL 68

TRANSFORMING HOMES WITH SL 68



Designed specifically for the UK domestic trade sector, our new Slimline 68 window offers a perfect combination of exceptionally slim frames and the highest levels of thermal performance.

Perfectly complementing both contemporary and traditional styles of property, the Slimline 68 window is stylish and timeless in its design.

Rebecca Cope, Marketing Manager at Reynaers, said: "This window is the first of its kind for Reynaers, in line with our increased focus on the trade market. While Reynaers prides itself in offering specialist and innovative products, we identified a need for a high-quality and high-performance, standard casement-style window that will suit the needs of homeowners across the UK.

"We have three colour options available in stock. Other colours and dual colours are available upon request, with a choice of handles to suit each individual project. This personalisation makes SL 68 an attractive alternative to the generic uPVC household window systems, with frames that are slimmer, more durable and with a luxury feel."

SL 68 is designed to offer the ultimate in flexibility. The strength of the aluminium frame and the clever design make it possible to create windows with surprisingly large

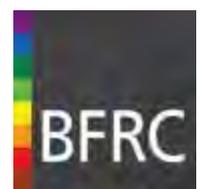
panes of glass. These factors, combined with its ease of maintenance and durability, make it the perfect window for the everyday homeowner.

Available in a huge range of design options, the SL 68 also has industry-leading thermal insulation, weather-resistance and security.

With triple glazing, a U-value of 1.0 W/m²K and a Window Energy Rating (WER) of A++ can be achieved. With double glazing, the U-value can go down as far as 1.4 W/m²K and an Energy Rating of A.

SL 68 security meets PAS24 and Secured by Design standards, as well as achieving Class 4 air tightness. The window has a wind-resistance rating of E2400, and water-resistance of E1050. As the name suggests, SL 68 has a frame depth of 68mm, and can carry a maximum glass thickness of 43mm.

If you are interested in our new Slimline 68 window, please contact the office on 0121 421 1999.



STEEPED IN HERITAGE

THE NATIONAL MEMORIAL ARBORETUM



A £15.7 million Remembrance Centre has welcomed its first visitors following a nine-year fundraising campaign by the National Memorial Arboretum in Staffordshire.

The Royal British Legion's Arboretum at Alrewas, near Lichfield, has 330 memorials across a tranquil 150-acre site with 30,000 maturing trees. The build includes three exhibition galleries, a multi-screen cinema and hands-on interactive displays.

The centre, sympathetically designed by the prestigious Glenn Howells Architects, features our aluminium window and door systems in a beautiful bronzed, anodised finish. The systems used include CW 60 modular curtain walling, CS 77 and ES 50 doors, CS 68-HV Hidden Vent windows and the Vision 50 entrance door system. It was built by contractors Stepnell and the consultant was Wintech Ltd.

Michael Kendrick, Project Architect at Glenn Howells Architects, said: "We were appointed in 2009 and the architectural brief was to provide larger and higher-quality facilities that included flexible and efficient spaces for interpretation, education, catering and retail.

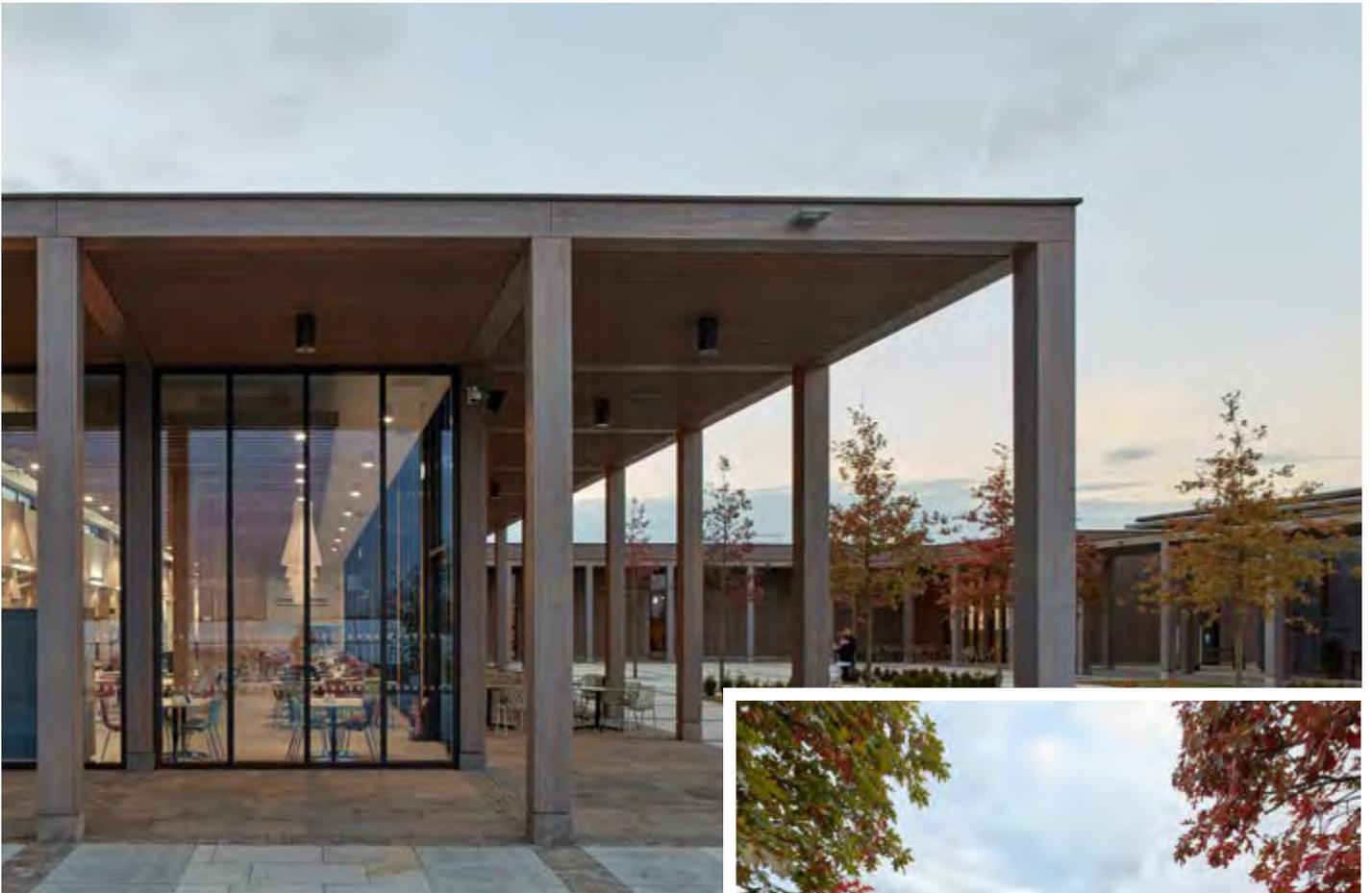
"The aim of the new contemporary Remembrance Centre was to transform the NMA's visitor offer by providing a warm and inviting space for reflection, memorial and celebration of life, to be enjoyed by people from all walks of life and by all generations. The large glazed openings play an important part in creating an appropriate mood for the spaces throughout the development, and a bronzed, anodised finish was chosen to tone in with the warmth of the timber frame and cladding.

"I've worked with Reynaers for years - they provided a really good specification service and we were really happy with the products that were installed."

With a large restaurant and shop, separate coffee shop and beautiful cloistered courtyard with garden, it's hoped that the new centre will attract hundreds of thousands of new visitors to the Arboretum.

The iconic building will give people the opportunity to record and upload their own stories to a new national





archive through a unique Memory Booth, as well as enjoying a sensory play garden, full of textures, scented foliage and natural materials.

It's a beautiful place in a unique setting and Reynaers is really proud to have this in our extensive portfolio of energy-efficient and aesthetically pleasing buildings.

Project information

Project address: Remembrance Centre, National Memorial Arboretum, Alrewas, Staffordshire

Architect: Glenn Howells Architects

Fabricator: MB Glass Supplies Ltd

Consultant: Wintech Ltd

Main contractor: Stepnell

Reynaers systems: CW 60 curtain wall, Vision 50, ES 50 and CS 77 doors, CS 68-HV (Hidden Vent) windows

Q&A SESSION WITH: **IAN CLAYTON** OPERATIONS DIRECTOR



Ian Clayton, Operations Director at Reynaers, has been working for us for the past 18 years. He shares his insights into how things have changed since he joined - and during the move to our new HQ.

PLEASE EXPLAIN YOUR ROLES, RESPONSIBILITIES AND DUTIES

I have overall responsibility for finance, internal sales office, purchasing, quality, and warehouse and transport.

HOW LONG HAVE YOU BEEN IN THE INDUSTRY, AND WHEN DID YOU JOIN REYNAERS?

I joined Reynaers in 1999, having previously worked in finance in the service sector and also in manufacturing.

HOW HAS REYNAERS DEVELOPED SINCE YOU JOINED?

Since I first joined Reynaers UK, turnover has grown by more than 500%. Naturally over that time there have been many changes to our company structure, our product range, our supply chain and to the industry as a whole. Nonetheless, and most importantly for me, despite those many changes we've managed to maintain our core values and standards. We still have a very close-knit team that works hard for each other and for our clients. We enjoy being successful and part of an award-winning team.

I look back at my time with Reynaers with much pride. I've been part of a successful team that has helped to grow Reynaers within the UK to a higher level year after year. We still have loads of potential to win more market share and grow exponentially and I really do believe that we're on the right track.



HOW DO YOU VIEW THE YEAR AHEAD FOR THE COMPANY?

During January 2017 we relocated our warehouse and offices to a fantastic brand new facility, more than doubling our physical space so that we're very well equipped to have another successful year.

On the other hand, after having delivered record results in 2016, there is now a lot of uncertainty in our wider market and in the UK economy caused by ongoing uncertainty surrounding the Brexit process. This makes forecasting for the period 2017 to 2019 very difficult indeed. Nonetheless, whatever the landscape, we have a clear strategy and an ambitious and versatile plan, which is backed up by a very experienced and talented team with a great deal of passion and energy to succeed. So far, as we import a lot of our materials from Europe, the impact of a 20% drop in Sterling has been a very big challenge but if anyone is going to buck the trend, it will be Reynaers!

HOW HAS YOUR ROLE CHANGED SINCE YOU BEGAN YOUR CAREER?

I've been working for 30 years now and have only ever worked for three companies. The vast majority of this time was spent in finance, starting at Securicor in 1986 as a YTS trainee. I spent several years there in a variety of roles, ranging from a parcel courier to accounts supervisor. I even got seconded to some special events doing security at the British Grand Prix and Cheltenham Gold Cup. I'd say that the jobs I did at Securicor taught me valuable skills needed for a customer services role.

I then moved to a safety and relief valve manufacturer in Birmingham where I covered all the roles within the accounts function, starting in Credit Control and ending up as the Finance Director.

In 1999 I joined Reynaers as Finance Manager working with one other person in accounts. My role now is totally different from when I joined and I juggle my time between finance and operations. However, I've no doubt that after so many years it's the variety, the challenge and the people that keep me motivated.

HOW MANY ARE IN YOUR TEAM?

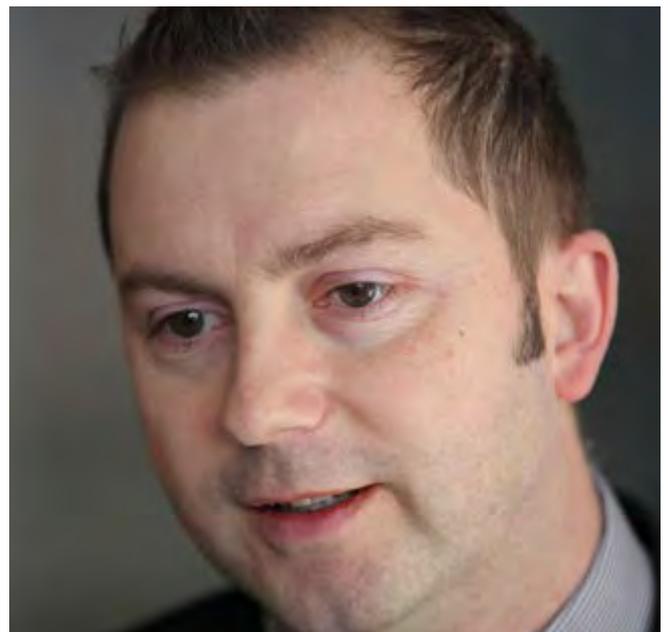
In total I have 30 people in my team. I have nine people reporting directly to me with a further 21 indirect reports across five different departments.

WHAT'S THE BEST PART OF THE JOB FOR YOU?

The variety. Having such a varied role in recent years I think that nowadays I would probably get bored just solely doing a financial role. There's always something that needs doing in one department or another. There's always a challenge and never a dull moment.

WHAT IS THE BIGGEST CHALLENGE?

Time: there's just never enough of it, but I'm lucky as I have great support from my team. I have some great colleagues who are always there to help me out.



FIRST FIT SHOW A GREAT SUCCESS

Reynaers made a big splash for the company's first appearance at this year's FIT Show.

We showcased our range of aluminium window and door systems at the National Exhibition Centre (NEC) in May and showed off some big, brand new systems on our impressive stand.

The show took place not far from our brand new HQ in Birmingham and we had a really huge stand with innovative products that have never been seen all together before. Developed by our highly-regarded design team, we demonstrated how we are pushing the boundaries and showed trade visitors just how big the potential for Reynaers products is.

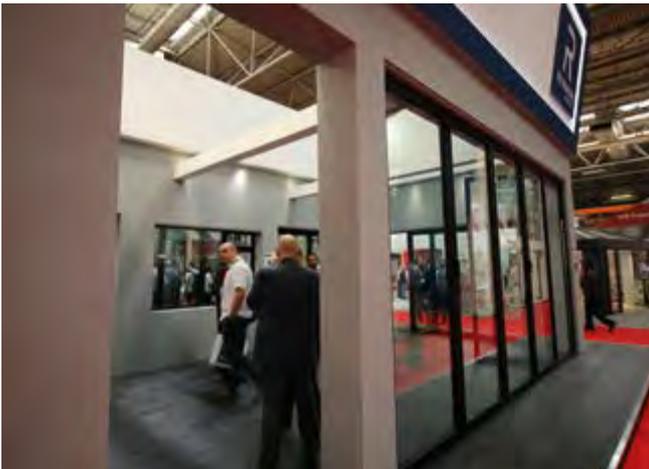
This all tied in with the FIT Show's theme, Think Big, and we certainly made our mark.

Rebecca Cope, Marketing Manager at Reynaers, said: "We met so many new people from the trade at the show and our stand featured some spectacular applications of patio doors - sliding, folding and open-corner - as well as windows in a range of design variants, many Secured by Design accredited.

"We also brought along some curtain walling, as well as some European-inspired product exclusives. We were very proud to see that our striking bifold doors also made an appearance on the trade body The Council for Aluminium in Building (CAB) stand."

A variety of the aluminium systems on display caught the imagination of attendees to this year's FIT Show, including our cutting-edge Hi-Finity sliding door system, which featured very large expanses of glass with minimal sightlines, and impressive thermal performance.





The installation was 3.5m high and the system's award-winning design and high strength allows Hi-Finity to carry the weight of a large glass pane, up to 750 kilograms when used in a motorised application. Fixed panels can weigh as much as 1,200 kilograms. The system allows multiple configurations and opening types such as duo-rail, three-rail and central closing solutions, providing the option of multiple movable glass panes.

The bespoke CW 50 curtain wall system we built for the show caught the eye of visitors due to its unusual staggered façade and unique drainage options. The system has Uf-values down to 0.56 W/m²K as well as industry-leading weather-resistance. It is suitable for Passive House buildings, whether they are domestic or commercial applications. It comes in several design and glazing variants, plus opening vent options.



MISSED US AT FIT?

If you missed us at the show you still have the opportunity to learn more about our comprehensive range of systems from our knowledgeable team, as well as how we can provide the tools to market and sell the products too. Further details are available from us - you can find all our details on the back cover of Reflections.

NEWS FROM HEAD OFFICE

THE START OF THE SUPPLY CHAIN

Our operations and logistics department has expanded over the years and plays a crucial role in delivering goods to our fabricator base. Read how we've increased our warehouse capacity as a result of our new headquarters in Birmingham, as well as the expertise of the team. This includes the recruitment of Steve Newman, who heads up logistics and distribution.

Steve Newman, our Head of Supply Chain, runs his ship with military precision - which is unsurprising seeing as he joined the Royal Navy after leaving school, where he progressed to Chief Petty Officer.

He says: "I spent 17 happy years travelling the world doing things like hurricane, drugs and pirate patrol in the West Indies, probing territorial waters in Russian territory, and serving in the Falklands War. I'd recommend it to anyone looking for adventure and constant life challenges.

"I then transferred my skills into operations management within the logistics sector and have worked for 3PL providers and own-brand distributors."



A successful warehouse and transport supply chain manager, Steve has extensive experience in people and change management. His role at Reynaers covers all aspects of the supply chain and logistics functions, consisting of warehousing, transport, purchasing, quality and Environment, Health and Safety best practice management. There are now 20 members in his team.

He says: "Each one of these brings with it different challenges and aspects, and keeps my day diverse, varied and interesting. The team around me are vastly experienced in dealing with everyday issues and challenges, and keep things in perspective when things don't always go to plan.

"I always try to challenge the status quo and never accept the 'this is how it has always been done' approach. I'll always look for better, more efficient ways to do things."

When asked about challenges in his role, Steve replies: "Getting the right product to the right customer, in the right quantity, at the right price, at the right quality, on time, every time. It sounds easy but an awful lot of process goes into getting it right."

"Much of my time in the past year has been spent developing and improving systems and processes in readiness for our move. Now it's a case of maintaining these processes, and ensuring they allow the logistics function to move efficiently in line with our turnover, allowing our business to develop and grow."

The move to the new warehouse in Birmingham as part of our new headquarters has increased our stockholding capacity by almost 150% and has allowed us to stock a more comprehensive range of systems and colours, reducing lead times to customers and increasing our offerings in terms of stock. It has also enabled a successful launch of the new SL 68 system due to the vast quantities of stock we decided to hold for our customers.

Steve says: "An immense amount of planning and work by the operations team went into ensuring the move was as streamlined as possible to ensure our customers had minimal disruption to their respective businesses."

"It was particularly rewarding when a customer asked 'When are you moving to your new site?' after we'd actually completed our move! The new site has allowed us to plan and prepare for the future and not be restricted by the resources available to us."

In the future, Steve says that he envisages Reynaers offering more flexibility in what we offer to our partners, increased stockholding, reduced lead times and stocking UK-painted product for the first time.



STEVE'S WORKING DAY:

"My working day varies but usually starts at 7.30am when I sit down at my desk for an hour and try to answer / send emails before the day's challenges begin. I then walk the warehouse facility to ensure everything's going to plan and, in particular, is operating safely. I keep a close eye on the day's events as they unfold as every day is different. I begin to work my way through my to-do list, which inevitably alters as the day progresses. I finish the day with a further walk of the warehouse facility when all work has ceased and reflect on the working day just passed."



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aluminium

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