

Press release: Modplan VS

22nd September, 2014

VS sales are booming for Modplan



Leading Network VEKA trade fabricator Modplan has just announced buoyant sales of its vertical slider. Heidi Sachs, Modplan's Managing Director, said, "Sales of our vertical slider have been growing steadily and consistently over the past 18 months and that trend is showing no signs of slowing down."

Modplan had anticipated the continuing interest in vertical sliders and moved production of them to a separate factory in January this year. The move saw production capacity double and helped Modplan to maintain its efficient service for its customers.

Heidi says that vertical sliders are popular with three types of customer. The first is installers who have added vertical sliders to their portfolio and found the combination of traditional looks and modern thermal efficiency a winning combination. The second is fabricators looking to add a specialist product to their portfolio without needing to dedicate manufacturing capacity to it. And the third is established VEKA fabricators who want to buy in ready-made vertical sliders to complete their own product portfolios.

She concludes, "Consumer awareness of vertical sliders is growing, so they're an important part of a portfolio. But they are a specialist product and not every fabricator has the expertise or capacity to dedicate to manufacture them in-house. Modplan provides the perfect solution – the reassurance of a big-name expert backed up with a genuine partnership approach."

It's undoubtedly Modplan's partnership approach that is appealing to many fabricators and installers. The decision to move vertical sliders to a dedicated plant to maintain efficiencies is just one example of this approach. The company also offers individual marketing support to help its customers to grow their businesses.

Of course, the customer-focused approach complements a wide-ranging product portfolio that makes Modplan a one-stop shop. The company manufactures and provides a comprehensive range of products that includes three VEKA profiles, composite doors, PVC-u and aluminium patio and bi-fold doors, conservatories, the Vertex solid tile-effect roof and glass and polycarbonate conservatory roofs. For more information on any of Modplan's products, simply Ask the Man from Modplan.

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