

VEKA installer scheme adds value for Modplan's customers



Modplan's status as a VEKA Approved Fabricator has helped a significant number of its customers to benefit from membership of VEKA's Approved Installer scheme. Chris Reeks, Modplan's Sales Manager, says, "The scheme was only launched in the latter part of last year, but the take up has been considerable and customers who are members of the scheme are already reporting seeing increasing numbers of leads, which is great news."

What is also clear is that the scheme has an excellent profile amongst homeowners. One Modplan customer, Ultimate Windows, reports winning a sizeable retail job thanks to their membership because it was one of the homeowner's key criteria for choosing a supplier.

Membership of the scheme also gives businesses access to a range of exclusive marketing materials to help drive sales. And in order to maximise the potential, Modplan has just tailored the approved installer retail brochure so it shows the Modplan range of hardware. Chris says, "The high quality brochure has been designed to appeal to style conscious homeowners. We've used Modplan hardware in all the photographs so homeowners have peace of mind that what they are ordering is exactly what they see in the brochure." The brochure can be ordered via the Installer Scheme marketing hub and can be overprinted with the installer's logo and contact details as required.

VEKA's Approved Installer scheme was launched to help PVC-u window and door installers differentiate themselves from the 12,000 other installers in the UK. Membership is free but businesses are required to demonstrate and maintain extremely high standards of installation and customer service as well as purchase products from an Approved Fabricator such as Modplan.

Modplan 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. Its status as a VEKA Approved Fabricator and its commitment to helping businesses secure sales proves what increasing numbers of customers know – Modplan offers a high quality product range and an outstanding level of support. For more information on any of Modplan’s products, simply Ask the Man from Modplan.

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