

News Release: Modplan VEKA installer

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Modplan's status as a VEKA Approved Fabricator helps installers build their business



Leading VEKA trade fabricator Modplan's Approved Fabricator status is being used to help their customers stay one step ahead in today's competitive marketplace. Chris Reeks, Modplan's Sales Manager, said, "VEKA's Approved Installer initiative has been designed to help installers grow their businesses. Our status as an Approved Fabricator will mean members can get the benefit of Modplan's product quality and tailored business support as part of the scheme."

The purpose of VEKA's Approved Installer scheme is to help PVC-u window and door installers differentiate themselves from the 12,000 other installers in the UK, not to mention the countless more regional building firms also installing windows and doors. Membership of the Approved Installer scheme is free, but in order to maintain its credibility, members will be required to demonstrate and maintain extremely high standards of installation and customer service. Chris explains, "The scheme is designed to help installers gain more repeat business and build their reputation in their local area. As well as demonstrating commitment to the quality offered by VEKA's world's leading PVC-u window and door systems it will also give you access to a range of professional marketing materials, including exclusive Approved Installer items. Plus, because you need to work with an Approved Fabricator such as Modplan, you get additional technical and tailored marketing support as part of the package."

A number of Modplan's trade counter retailers were inducted into the scheme at the Celtic Manor in Newport recently, at the end of a seminar hosted by Modplan in conjunction with VEKA. Chris said, "Our customers attending the day were excited about what the scheme had to offer them. The bespoke marketing, branded promotional material and homeowner leads were seen as key points in the support, and with all the delegates signing up on the day it underscored their confidence not only in the scheme but in ourselves as a manufacturer."

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 demonstrates 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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Press enquiries

Jane Ward
Team 4 Marketing Ltd
9 Montgomery Close, Cranham Gate, Hucclecote, Gloucester, GL3 3TB
Tel: 01452 617167
Fax: 01452 615894
Email: jane@team4marketing.com
Web: www.team4marketing.com

Product enquiries

Chris Reeks
Modplan Ltd, Imperial Buildings, Bridge Street, West End, Abercarn, Gwent, NP11 4SB
Tel: 01495 246844
Fax: 01495 249102
Email: sales@modplan.co.uk
Web: www.modplan.co.uk