

Press release: Modplan growth products  
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## **Modplan's extended door range extends sales and boosts growth**



Leading VEKA trade fabricator Modplan has reported an increase in sales of both their latest VEKA door products introduced earlier this year. Both the Bowater Duo composite door and the VEKA Imagine Bi-fold door are product types very much in demand by homeowners and are helping to grow sales for Modplan's customers.

Chris Reeks, Sales Manager at Modplan explains, "The majority of homeowners now ask for a composite door by name when looking to replace their front door. The new Bowater Duo, in particular, has greater benefits than a standard composite door such as a thicker slab for better thermal efficiency and a double rebate for better acoustic insulation. Our customers know that this is a great option to offer their own customers and

sales are up as a result."

One such customer, Alphaplas in Saltash, have really bought into the new product range, designing their showroom to incorporate the Bowater Duo range from Modplan. The specific displays include marketing materials to promote the product and provide homeowners with all the information they need. Phil Penprase of the double glazing supplier comments, "We had ideas for specific displays incorporating the Duo range, and we've worked closely with Modplan and Bowater to help bring these ideas to life." The Bowater Duo range has a large choice of styles and glass options to give customers an excellent choice of this popular door type.

Modplan's other successful new recruit, with sales exceeding target every month, is the VEKA Imagine Bi-folding door – another product linking closely to a consumer trend. As well as bringing 'the outside inside', the product can act as a doorway from the conservatory into other rooms with low level threshold options including a room divider.

Offering a foil finish in a range of 18 colours and being a cost-effective alternative to aluminium, it's hardly surprising it's proving such a hit with customers.

Modplan manufactures and provides a comprehensive range of products that includes three VEKA profiles, composite doors, PVC-u and aluminium patio and bifold doors, conservatories, the new Open Canopy, the Vertex solid tile-effect roof and glass and polycarbonate conservatory roofs. For more information on any of Modplan's products and support, simply Ask the Man from Modplan.

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