

## Maco RAIL goes from strength to strength

Since its launch at the beginning of 2008, our new RAIL lock has proved a great success. Providing enhanced security, smoother operation and a reduction in price compared to a shootbolt lock, it has become the product of choice for householders and installers alike.

We can now announce that Maco will refund to the householder up to £500 of the excess on insurance claims due to burglary via a window fitted with RAIL locking. This should prove to be a real sales aid. There is even a registration document (pictured below) to give to your customer. To become a registered installer, please contact us.



maco secure		REGISTRATION DOCUMENT		maco secure	
<b>Homeowner Copy</b> Installation details					
Company name: _____					
Maco Secure number: _____					
Installation date: _____					
Registration completed: _____					
<small>In order that your registration is accepted it is important that this registration form is completed in full and the right hand side is returned to us within 14 days of installation.</small>					
<small>For full terms and conditions please see the Maco Guaranteed Secure brochure.</small>					
MACO SECURE PO BOX 348 SITTINGBOURNE ME10 3DG		MACO SECURE PO BOX 348 SITTINGBOURNE ME10 3DG			
<b>Personal Details</b>		<b>House Style:</b>			
Name: (Mr, Mrs, Miss, Ms) _____		Semi <input type="checkbox"/> Detached <input type="checkbox"/> Bungalow <input type="checkbox"/> Flat <input type="checkbox"/>			
Address: _____		Numbers of windows replaced:			
Postcode: _____		Have all the windows been replaced?: yes <input type="checkbox"/> no <input type="checkbox"/>			
Daytime telephone: (office hours only) _____		Style of window: Outward Open <input type="checkbox"/> Tilt & Turn <input type="checkbox"/>			
<b>Installation Details</b>		<b>Signed on behalf of the Installation Company:</b>			
Company name: _____		Signature: _____			
Post Code: _____		Print name: _____			
Maco Secure Number: _____		Date: _____			
Date of installation: _____		I hereby confirm that the windows we have installed under this scheme are manufactured in compliance with the terms and conditions thereof.			

We have also added the option of RAIL locking to our Energy Rated windows, as they offer improved overall energy performance compared to the shootbolt locking option.

*New window order forms are now available with the option of RAIL or shootbolt locking. Contact the office or download from our website [www.tradesmith.co.uk](http://www.tradesmith.co.uk)*

As a result of the success of this product, we will discontinue the supply of ordinary espagnolette window locks for orders placed after 30th May 2008.

## Further machinery investment

We have added another Elumatec SE4-AS CNC corner cleaner (pictured right) to our production facility, to give us increased capacity and improved quality. Programming and tooling is now complete and the new machine is in operation.



## Our new Sales Manager

Tradesmith is very pleased to announce the return to the company of Will Timlin. Will rejoined Tradesmith in October 2007 as Sales Manager, and has made an excellent start in



his new post. Will is technically able, familiar with our products, and after several years' experience in conservatory retail sales he has a firm understanding of installers' needs and expectations.

His mobile no. is 07808 911498 or email [will@tradesmith.co.uk](mailto:will@tradesmith.co.uk)

## Survey results

Thank you to all our customers who took part in our satisfaction survey in late 2007; your feedback is very much appreciated.

We are delighted to say that the survey indicated dramatically improved performance, with significantly improved scores in 11 of the 12 categories that we measure. The overall approval rating has risen to over 90%. While pleased with the improvement, we will not be resting on our laurels, but making every effort to further improve during 2008. We hope you find we deliver a product and service which exceeds your expectations.

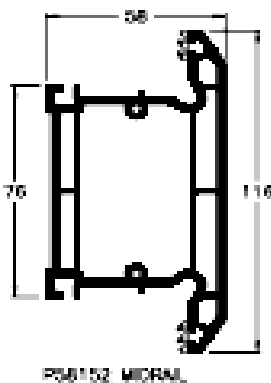
## New brochure coming soon

Our new retail brochure will shortly be available, and we think you will find it to be a big step forward and very beneficial to you. Our sales team will be in touch soon to talk to you about your brochure requirements.



## Improvements to patio doors

As part of WHS Halo's programme of improvements our patio door sections now take a single-leg bead in order to make glazing easier. The mid-rail section (shown here) also features a rebated inside face to improve the fitting of a letter-plate.



## Lower price threshold

Our welded low pvc door threshold is now supplied at no extra charge compared to the standard 72mm threshold.

## Price list revision

Our price list will be revised to show window prices fitted with RAIL locks as standard. Please let the office know if you would like a new price list and we will supply one as soon as they are available.

## Watch this space!

Exciting times are ahead. During May we will be launching the New System 10 Mk II along with the introduction of Rustique MK II, a new ovolo sculptured window and door profile suite, which will be a tremendous addition to our product range and a great advantage to our customers. We will, naturally, let you have more details in due course, but you can look forward to some really fantastic new products from Tradesmith!