

The Plimsoll report ranks Truframe as 5th fastest growing window fabricator. Windows Active investigates what lies behind the growth

# Investment sparks 18.5% growth at Truframe

The latest Plimsoll PVC-U Window Manufacturers Industry Analysis report certainly made happy reading for Midland's based trade fabricator Truframe.

The report provides the most up-to-date and comprehensive analysis of the top 465 companies operating the market and ranked Truframe as the UK's 5th fastest growing window fabricator and the 7th fastest growing overall company in the industry in terms of sales growth in the latest year.

The report also stated Truframe had increased sales by 18.5% in the last year, well above the industry average of -1.7%, and ranked the company as the 4th best performing overall with a sales return on total investment of 480%.

Steve Lane, Truframe's Sales Director, comments on these figures: "We have gone through something of a quiet revolution here at Truframe and the results published in the Plimsoll report are validation for all of our hard work."

At a time when many companies cut their spending we upgraded our premises, increased our storage facilities, expanded our delivery fleet and acquired new machinery, making us more efficient and ultimately able to provide a better service. We also took the decision to expand on our existing Duraflex product offering and launch a new range of windows and doors into the market. Our Liniar range was very well received by new and existing customers alike and sales of this new system contributed to our impressive growth."

Nothing symbolises Truframe's success quite like the response to the companies new PVC-U bi-folding door, the Liniar Bi-fold Plus. According to Steve, sales of the door have been soaring and the product has helped Truframe's trade customers make profit in an otherwise difficult market.



Steve said: "The response to the Liniar Bi-fold has been unbelievable. Sales have been so good we are planning to expand our fleet even further with new vehicles that will be used exclusively to distribute the bi-folds. We also have plans to employ a sales team dedicated to selling on the benefits of the product across the whole of the UK."

Another growth area for Truframe has been the 'green' market. With spiralling energy costs and environmental issues becoming ever more important, thermal performance is now a key consideration when a consumer invests in new windows and doors.

## Cost effective A+8 rated window

To address consumer attitudes to the environment, Truframe recently launched a cost-effective 'A+8' rated window. Manufactured using energy-efficient Liniar PVC-U, the window achieves the impressive energy rating without the need for thermal inserts or high specification sealed units, giving installers and homeowners the best of both worlds - superior thermal performance at a competitive price. John Cox, MD of trade customer Crown Windows said of this new product: "The 'A+8' rated window is available for the same price as many installers offer an 'A' rated window, which gives us a huge advantage over our competitors."

Underpinning all of Truframe's recent success is a working environment with family at its heart. Founder and Managing Director at Truframe is David Firmager. His son Patrick is Operations and Projects Manager while daughter Megan works full-time in the order processing department. The company also has a very low staff turnover, the majority having worked there for a number

of years, which contributes to the 'family feel'.

"Having loyal and experienced staff means we build good personal relationships with our customers and offer a more tailored service," Steve says. "We recognise our success is strongly linked to our customers and if it wasn't for their hard work selling at the front end, we would not have been able to grow 18.5% in the last year. While it may be a bit of a cliché, the phrase 'big enough to cope, small enough to care' perfectly encapsulates what Truframe are all about and sums up our policy of putting the customer first every time."

David Firmager, Truframe's Managing Director concludes: "Growing 18.5% in a struggling market is a fantastic achievement and I would like to thank all the staff at Truframe for their hard work and dedication during this period. Investing during a recession might have seemed like a bold move, but the entire team at Truframe pulled together and it proved to be the right decision."

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PICTURED ABOVE: MD David Firmager, Megan Firmager and baby Beau Firmager; Operations Manager Patrick Firmager (insert).

