

Advertising:

MRA Marketing's in-house design team has established a track record for creating distinctive, compelling advertisements both in print and online.

Our creative and PR teams work closely together to ensure our campaigns do more than merely catch the eye. We combine an in-depth knowledge of the home improvement and construction sectors with well-written copy, clever concepts and exceptional design to create adverts that get results.

This is what makes us different.



SGG **SWISSPACER**®

Our advice to someone considering investing lots of money in warm edge technology is simple:

DON'T

Geometrically identical to conventional aluminium spacers, Swisspacer can be fitted using your existing manufacturing and IGU equipment. It delivers the very best in warm edge technology without the need for expensive investment in new machinery. And not only does Swisspacer outperform rival systems on thermal values it also offers a package of features other systems don't – including perfect corners, fully integrated Georgian bars and a choice of over 17 colours from stock.

**Why buy expensive machines when you don't have to?
Join the warm edge revolution**

To find out more call us on 0845 6011265

Swisspacer is a Saint-Gobain Glass Solutions company.

Swisspacer is one of Europe's warm edge market leaders

magazine advert for Swisspacer, 2008

Improve the performance of your sales team

Give them some stick*



Crystal Direct now offers customers a comprehensive, personalised price list combined with a fully integrated quote generator – all on an easy-to-use USB data stick! It means Crystal's customers can find the information they need to accurately price a job at the touch of a button then print off a professional quote in an instant. It makes selling easier. That's got to be good for business.

For more information on our Smart-Price-Stick and the choice of doors, conservatories and windows available from Crystal, call 01462 489900 or visit www.crystal-direct.co.uk

Crystal
making life easier

Crystal

Delivering real support



We deliver great products at great prices. But that's not all...

In addition to our superb range of windows, doors and conservatories, Crystal Direct offers customers a comprehensive package of real marketing support.

Our package includes personalised retail brochures, personalised showroom posters and quotation wallets along with a full range of showroom display goods. It also includes exciting innovations such as our Conservatory Trade Price Matrix on micro CD-ROM and our new 'Smart-Price-Stick' - a personalised trade price list for windows and doors on an easy-to-use USB data stick.

And how much does all this support cost our customers? Nothing. It wouldn't be real support if we charged for it.

Want to find out more?
Call Crystal on 01462 489 900
www.crystal-direct.co.uk

Crystal
making life easier

You wouldn't let
your supplier
tell you what
to wear.

So why let them
dictate what
products you
can sell?



At Crystal we do things differently. We believe in giving our customers choices. That's why we offer a choice of profiles, of internal or external glazing, of welded or mechanically jointed frames, of glass or polycarbonate roofing plus a host of other options that aren't available through other major manufacturers. Our goal is to supply the products installers tell us they want – not to tell installers what products they should be selling. We offer great choice at a great price. As a result our customers make more sales.

To find out more
call Crystal on 01462 489900

Crystal
making life easier

Crystal has a new price list.

Guess where you can stick it...



...in your wallet!

Crystal's 2007 Conservatory Trade Price Matrix is now available on micro CD. The same size and shape as a credit card, it is small enough to fit in your wallet yet contains comprehensive information (including price and dimensions) on all the products in Crystal's conservatory range. It's just one of the ways Crystal is making life easier for installers.

To order your FREE disk
call Crystal on 01462 489900

Crystal
making life easier

Crystal believes Window Energy Ratings save more than energy



They also save sales

If you can't get your hands on products the market wants, you're bound to lose valuable sales. By offering our customers an unrivalled choice of products, Crystal makes selling easier. That's why when it comes to window energy ratings we give our customers a choice of both A and C rated windows in both Shield and SynerJy profiles. It also explains why Crystal:

- was the first fabricator in the UK to offer customers the complete range of woodgrains and colours in the Artisan collection
- offers installers a choice of internal or external glazing and mechanical joints or reverse butt welding
- gives customers a choice of Ultraframe or Synseal conservatory roofing systems
- offers products the market wants and installers need - including vertical sliders, bi-fold doors and a new range of composite doors

Crystal believes giving installers more choice means our customers can make more sales. To find out what we can do to boost your business, call Crystal today on 01462 489900 or visit www.crystal-direct.co.uk

Crystal
making life easier

CHARTER

INTEGR8

innovative roller shutters



The advantages are obvious.



You can't see them.

The Charter-Integr8 range of architecturally advanced shutters delivers the highest level of security without compromising aesthetics. Featuring a shutter mechanism housed within a structural lintel, it represents the ideal built in solution for new build projects since it has almost no impact – internally or externally – on a building's appearance. The range also includes a retro-fit solution greatly extending its possible applications.

- ® Tried and tested reliability backed up by an on-site guarantee
- ® The ideal security solution for health, education, community and prestige residential developments
- ® Includes vertical rise, rooflight and retro-fit options
- ® Brise Soleil option - shutters can be adjusted to control light and heat levels

For more information visit www.chartergroupuk.com or call 0845 050 8705

Q: How can you predict the future?



A: By making it happen

The market for first time replacements is fast approaching saturation. The implications are huge. Fabricators need to prepare now for the changes and challenges which lie ahead. Those that do will be ready to capitalise on new sources of growth and profitability. Those that don't, won't. The industry needs inspiration and vision; it needs leadership and it also needs to listen. This is why we are hosting The Fabricators' Conference. And it's why you need to attend.

The Fabricators' Conference: **July 15, 2008**
It's your company's future we're talking about

To find out more
Call on: 0845 330 1230



Concept campaign developed for Spectus, 2007



Stand out: offer more

Other systems companies talk about integrated profiles. Ours is different. While our rivals were talking, we were busy creating the only genuinely integrated systems range available in the UK. And we created it from scratch. It has taken five years but it means we've overcome the legacy issues that still dog our competitors. We're ready with the products needed to succeed in tomorrow's market. And we're ready today.

To find out more
call on: 0845 330 1230



Don't follow: lead

Following others is all too easy. And all too dangerous. Especially when the future of your business is at stake. Five years ago there were more than 20 systems companies in the UK. Today there are around 12. In five year's time there may be fewer than 8. We have spent the past decade developing a system that will guarantee our own future and that of our customers. Can your supplier say the same? If not, it's time you changed direction.

To find out more
call on: 0845 330 1230



Moving: it's easier than you think

We have spent the past decade developing the most fully integrated range of systems available in the UK. We're ready for the challenges a changing market presents. Can your supplier say the same? Changing systems company might seem like a daunting proposition. But with us it's easier than you think. We don't just have the system your business needs to succeed. We also offer comprehensive support tailored to meet your needs and ensure a seamlessly smooth transition. It all starts with a phone call. What are you waiting for?

To find out more
call on: 0845 330 1230

Concept campaign developed for Spectus, 2007

Pave the way to creative landscaping



- The UK's leading independent supplier of quality paving materials
- Brett's Approved Installer Scheme can help you grow your business
- Exciting products for driveways, patios and paths
- Quality service, built on relationships



Inspired?

Interested in becoming a Brett Approved Installer to tap into a big, fast growth market?
Call 0845 6080577 or visit www.brett.co.uk/landscaping for your free Brett Landscaping Directory. Please quote code INSTLR01

Concrete Block Paving • Garden Paving & Accessories • Natural Stone • Decorative Aggregates • Lighting • Walling • Water Features



Make sure your direct mail lands here

...and not here



Direct mail is among the most effective ways to win new customers. But a mailing campaign is only as good as the database behind it. Cut corners on your contacts and you also dramatically cut your chances of success.

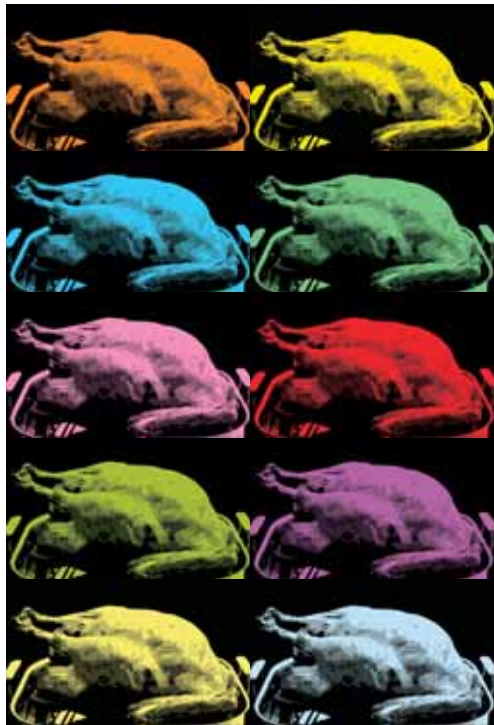
Because we update our records daily, Windowbase delivers unrivalled, verified access to key decision-makers across the whole of the fenestration industry. Talk to the right people, talk to Windowbase: call 01453 845 717

Windowbase: the difference between direct mail and junk mail.



To find out more call us or visit our website at www.windowbase.info

Looking for a bit more choice?



If your supplier doesn't offer great choice, give them the turkey treatment this Christmas. **Stuff 'em!**

At Crystal we do things differently. We believe in giving our customers choices. That's why we offer a choice of profiles, of internal or external glazing, of welded or mechanically jointed frames, of glass or polycarbonate roofing plus a host of other options that aren't available through other major manufacturers. Our goal is to supply the products installers tell us they want – not to tell installers what products they should be selling. **We offer great choice at a great price. As a result our customers make more sales.**

To find out more
call Crystal on 01462 489900
or visit www.crystal-direct.co.uk

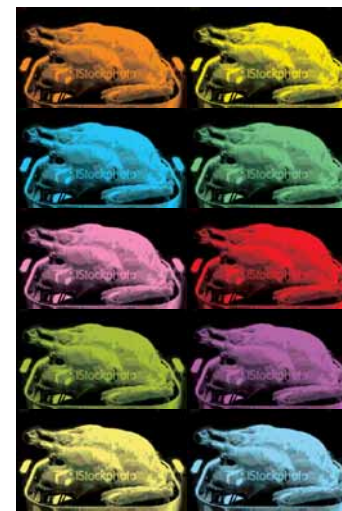
Crystal
making life easier



Looking for a bit more choice?
It's time to talk to Crystal.



Looking for a bit more choice?
It's time to talk to Crystal.



Looking for a bit more choice?
It's time to talk to Crystal.



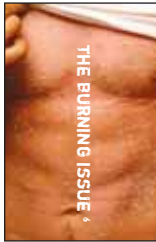
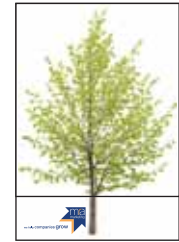
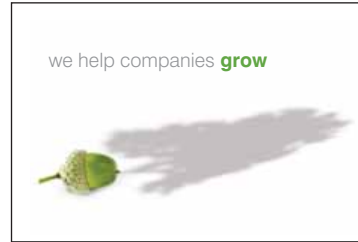
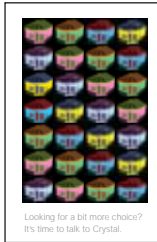
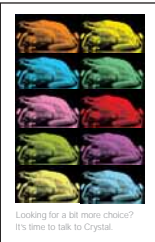
Looking for a bit more choice?
It's time to talk to Crystal.

Direct Mail:

design portfolio

If you want to start opening doors, you need to start knocking on them. Direct mail is among the most effective ways of doing just this. It's easy to get DM campaigns wrong by cutting corners. However, the formula for success is actually very simple: great design, sharp copy that speaks directly to your target audience and a good quality database.

MRA Marketing delivers all three elements.



we help companies **grow**



A



B



When A hits B, who do you **call**?

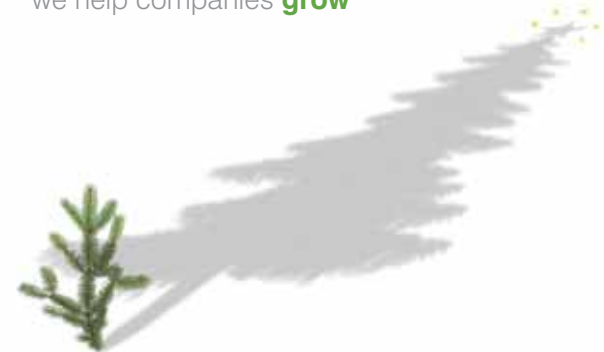
Throwing money away on PR stunts?



Cut the bull



we help companies **grow**



Direct Mail postcard campaign for
MRA Marketing, 2006 – 2007



PR headache?
Take MRA Marketing



Stop pouring
your PR budget
down the plughole

Direct Mail postcard campaign for MRA Marketing, 2007/2008

company • Orchard Windows Kent Ltd • Hull City Council • J & B Windows • Lid
/indows • Morcambe Trade Windows • Pandaglaze Ltd • Permaframe Ltd • Prestwic
lass & Glazing Ltd • Qualplas **We** Ltd • Rutland Windows & Conservatories Ltd •
T Windows Ltd • Square Deal Windows & Conservatories Ltd • Tradesmith Ltd
akefield Metropolitan District Council • A B I Conservatories Ltd • Genesis Windows
onservatories • Pocklington Window Centre Ltd • Brighthouse **already** UPVC Window
ssured Windows Ltd • Aztec Windows • Window Systems Ltd • Academy Windows
onservatories Ltd • **have** Bespoke Windows Ltd • Britannia Windows • Cheltenham
binery Ltd • Traditional Joiners & Builders Ltd • D T Smith Joinery Ltd • Touch of Glas
rd • David Smith St Ives Ltd • Des Smith Joinery • Durham Window & Door Centre Lt
Eastern Home Improvements • Eric Smith & Co • Lyndon Conservatories • Hewi
treet Glass Ltd • I D Products Ltd • Ingerpam Ltd • J & S Joiners & Builders Ltd • J S M
binery Ltd • Kitts Green Glass Company Ltd • Lawrence Smith Joinery Ltd • Lightfo
/indows (Kent) Ltd • Llechid Joinery • M J **the** Joinery • New Windows • Period Joiner
SW) Ltd • Prospect Joinery Ltd • Roy C Smith Joiners Ltd • S & S Joinery • Sapphir
ouble Glazing • Sheppard Glass • Smith & Jones Joinery • South Norwood Glazing C
rd • South Notts Joinery • Stort Faber • Stourport Glazing Co • T F Smith Joinery Ltd
nibuild Ltd • Westminster Joinery Ltd • J K Garden Buildings • Poole Joinery Window
rd • DJ's **names** Purpose Made Joinery • G & S Windows • Window Express • M & C
/indows • Premdor Crosby Ltd • Allied Glazing Systems Ltd • Rainbow Conservatorie
rd • Smiths Glass Ltd • Avondale Window **of** Systems Ltd • Clearviews UK • G V
Fitters • Aylesbury Windows Ltd • Universal Plastics Northwest Ltd • Swift Glazin
(Midlands) Ltd • North Lakes Glass & Glazing Ltd • Baydale Architectural Systems Ltd
xpress Trade Frames Ltd • Sure View Ltd • Eurocell Building Plastics **your** Ltd • Falco
lass Ltd • Penkrige Windows & Conservatories Ltd • Insight Architectural Glazing Lt
Suffolk Heritage Joinery **next** Ltd • Broadland Home Improvements • Windowtec
ervices Ltd • J S S Installations Ltd • P F S • Cofton Windows • Martin Smith • Victori
/indows • K P S Windows Ltd • David Smith & E P Mcgoldrick • Visibly Better Ltd
sssex Improvements Ltd • Winyates Windows • I C Home **customers** Improvement
rd • P D Smith Window Systems • J H S Group • Peter Smith • Countywide - Homecar
David M Smith • Colin Joseph Smith Esq • Acorn Windows & Conservatories Ltd

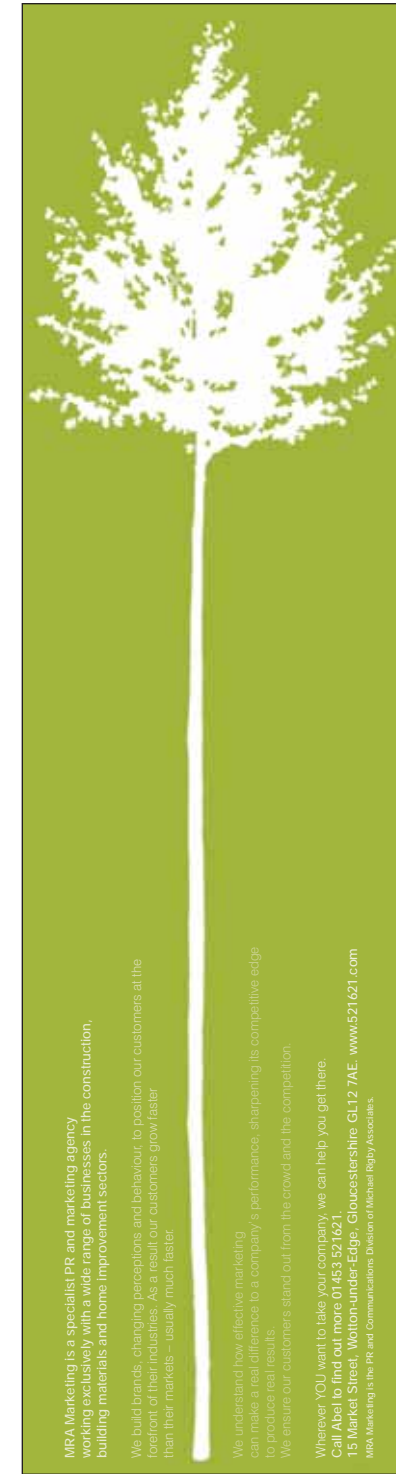
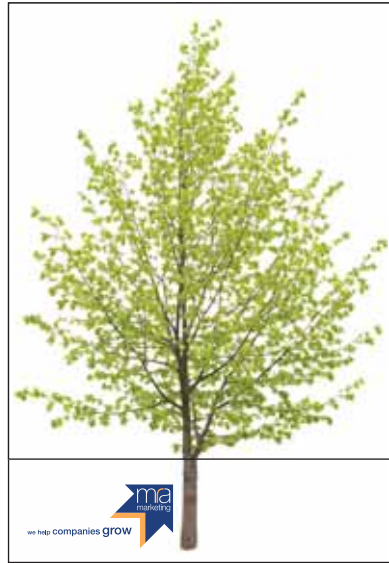
Looking for new customers?

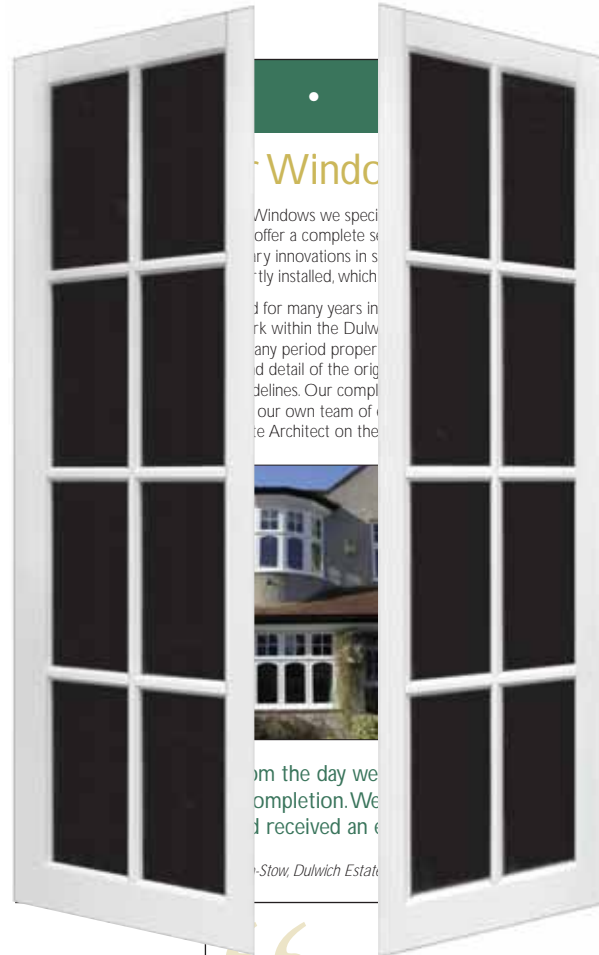
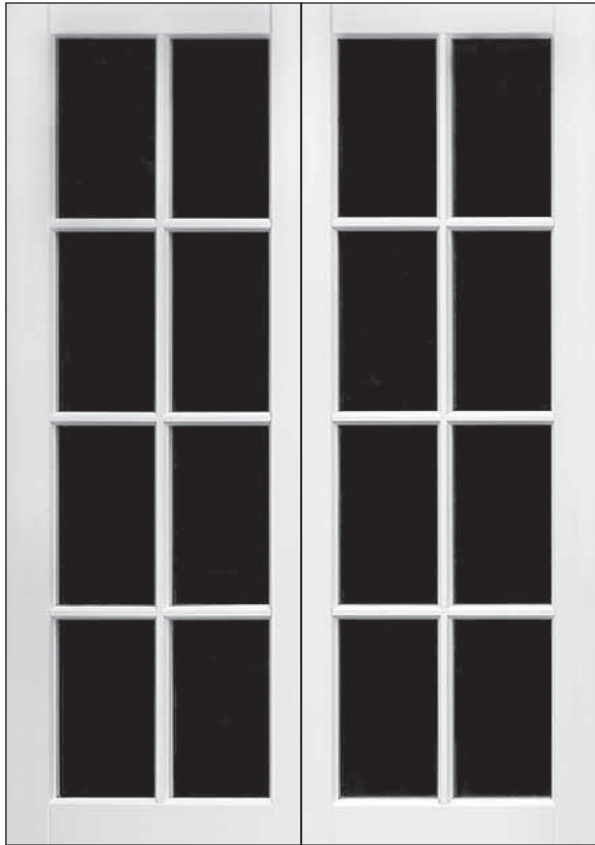
The solution is in your hands: Windowbase

01453 845 717

Direct Mail postcard campaign for Windowbase, 2008

Direct Mail A6 mailout campaign for MRA Marketing, 2008





Windows

Windows we specialise in designing, supplying and installing. We offer a complete service that combines traditional craftsmanship with contemporary innovations in security and durability to create beautiful windows, expertly installed, which will last for generations.



From the day we found the company on the internet to completion. We were kept informed, treated well and received an excellent service.

Acton-Stow, Dulwich Estate, London

Durable • Traditional • Secure

Timber Windows Ltd

Timber Windows Ltd has worked for many years in Greater London and the Home Counties, including extensive work within the Dulwich Estate – an area subject to a strict conservation management with many period properties. Our replacement windows reproduce the design and detail of the original windows in accordance with the Estate Architect's policy guidelines. Our complete service includes site survey, quotation and full installation by our own team of expert joiners. We also offer a liaison service to liaise with the Estate Architect on the homeowner's behalf.



The sales service was excellent, and the installers treated our home with respect. They were courteous, tidy and we would highly recommend Timber Windows.

Mr & Mrs Leeson, Surbiton, Surrey



We were happy from the day we found the company on the internet to completion. We were kept informed, treated well and received an excellent service.

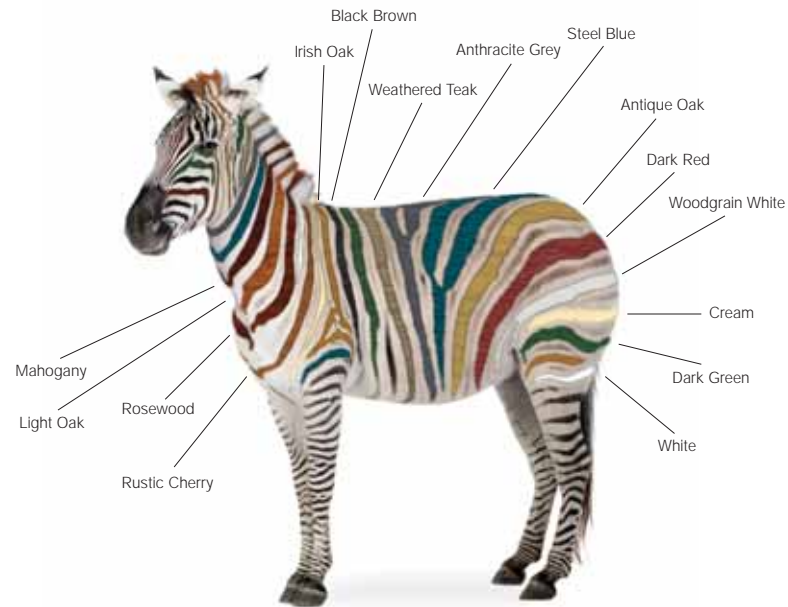
Mrs Acton-Stow, Dulwich Estate, London

I would definitely recommend Timber Windows Ltd as I had never expected the installation could be so tidy. I was fully prepared for extensive redecoration, but almost none is needed.

Mr & Mrs Lughart, Mortlake, London

Our offer in black and white

(and green and red and blue...)



At Crystal we believe in giving installers choice. That's why we are the first fabricator in the UK to offer all the colours in Synseal's new Artisan Colour Collection across our entire profile range including SynerJy sculptured and Shield chamfered suites.

- Seven vibrant colours
- Seven "real wood" finishes
- All in stock = fast lead-times!

Want to find out more? Call 01462 489 900, fax back (see over) or visit www.crystal-direct.co.uk

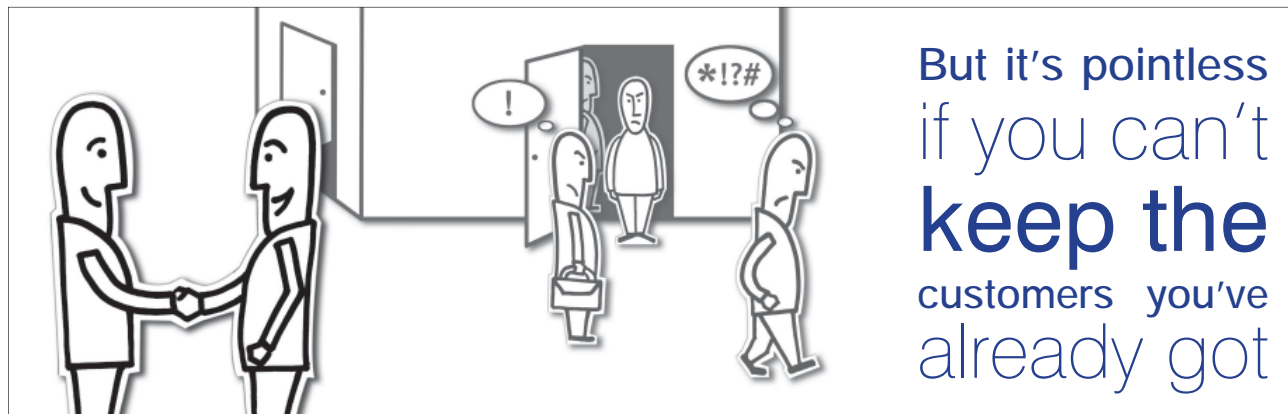
Artisan
colour collection



Crystal
making life easier



Winning
new customers
is great!



But it's pointless
if you can't
keep the
customers you've
already got

It costs up to **ten times** more to acquire a new customer as to retain an existing one. So it pays to know what they are thinking.

That's where we come in.

Rigby Research will find out what your customers really think about the way you do business. We find out what you're doing right. And what you're doing wrong.

We help you talk to your customers. Before your competitors do.

Don't let your customers walk.
Talk to us instead.



**To start the conversation, call Neil Parsonson today
on 01453 521621.**



Rigby Research is a division of Michael Rigby Associates
7 Market Street Wotton-under-Edge Gloucestershire GL12 7AE
T 01453 521621 F 01453 521681 E results@rigby-research.co.uk W www.rigby-research.co.uk
Michael Rigby Associates is the trading name of Michael Rigby Ltd. Registered office as above. Registered in England No. 4690666.



Direct Mail postcard campaign "Burning Issue"
for Freefoam, 2007

For sunbathers the problem is painfully obvious. But few people realise the sun's powerful UV rays also cause serious damage to the structural fabric of their homes and buildings.

FACT NO. 1
Levels of UV radiation are currently increasing by up to 2% each year.
To find out more visit:
www.freefoam.com/burningissue

To find out more about the Burning Issue contact Sarah Carless on 01453 521621 or email sarah@521621.com
<http://www.freefoam.com/burningissue>

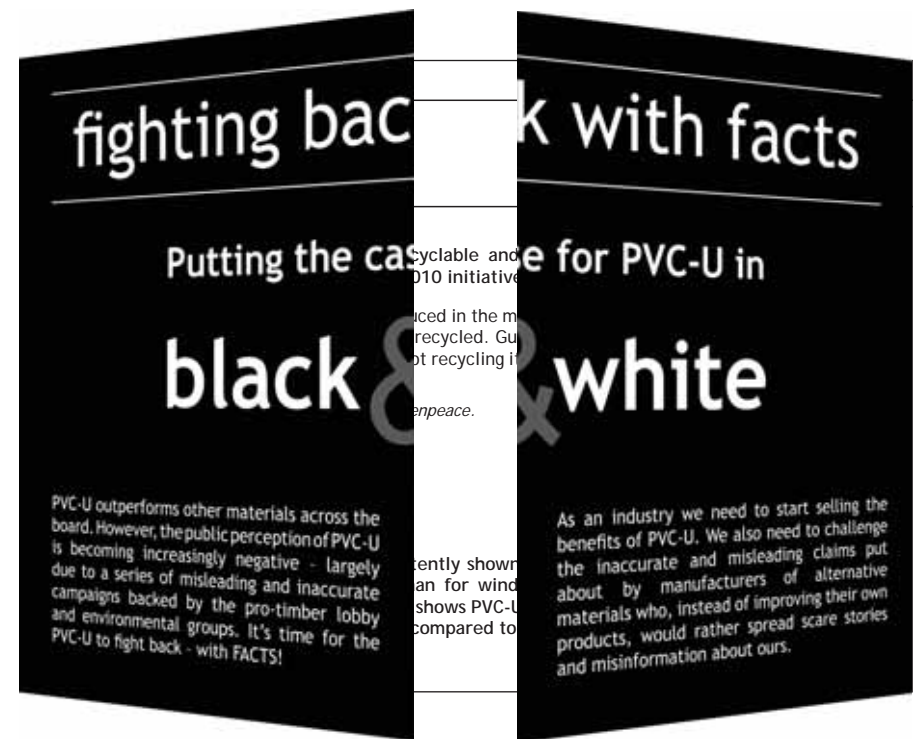
fighting back with facts

Putting the case for PVC-U in

black & white

PVC-U outperforms other materials across the board. However, the public perception of PVC-U is becoming increasingly negative - largely due to a series of misleading and inaccurate campaigns backed by the pro-timber lobby and environmental groups. It's time for the PVC-U to fight back - with FACTS!

As an industry we need to start selling the benefits of PVC-U. We also need to challenge the inaccurate and misleading claims put about by manufacturers of alternative materials who, instead of improving their own products, would rather spread scare stories and misinformation about ours.



Material

Fact: PVC-U is completely inert and 100% safe - that's why it's used in so many medical products such as blood bags.

Fact: PVC-U is exceptionally durable. Windows made from PVC-U typically have a life-expectancy of more than 35 years.

Fact: PVC-U has less environmental impact than many other materials. PVC-U consists of 43% ethylene (a by-product of the oil industry) and 57% chlorine (derived from ordinary salt). In the future, it will be possible to produce much of the ethylene we need from organic sources such as sugar and vegetable oil.

Recycling

Fact: PVC-U compounds are 100% recyclable and the amount of post-consumer PVC-U recycled through the European Vinyl 2010 initiative increased by 80% last year.

"Nearly 100% of the scraps that are produced in the manufacture of vinyl are mixed back in and used. Not a lot of post-consumer vinyl is recycled. Guess why? It's all still in use! So it's kind of unfair to charge the vinyl industry with not recycling its products when, because it's so durable, it is still on the sides of houses."

Dr. Patrick Moore, founding member of Greenpeace.

Costs

Fact: Independent studies have consistently shown the whole life costs of windows made from PVC-U are significantly lower than for windows made from alternative materials. Recent German research, for instance, shows PVC-U delivers typical savings of 20% over 25 years compared to hardwood and 50% compared to aluminium.

Fight back!

I believe fabricators and installers need to play a much more active role in securing and shaping a prosperous future for all those in the PVC-U industry. But if we want to be heard, we need a voice. And we need to agree what we want to say. That's why I've started the Fighting Back With Facts campaign. I invite you to register your support and use the online poll and forums to start contributing to the debate.

Visit www.fightingbackwithfacts.com to find out more alternatively send an email to Martin@pro-PVC.com

Martin Randall, Chairman, Crystal Direct

Branding & online:

design portfolio

MRA's team is setting a new standard for design across the building and home-improvement sectors. Our work includes re-branding and the creation of new corporate identities along with the design and development of websites, online content management systems, online adverts and e-zines. Our design work is about more than looking good. It's about getting results.

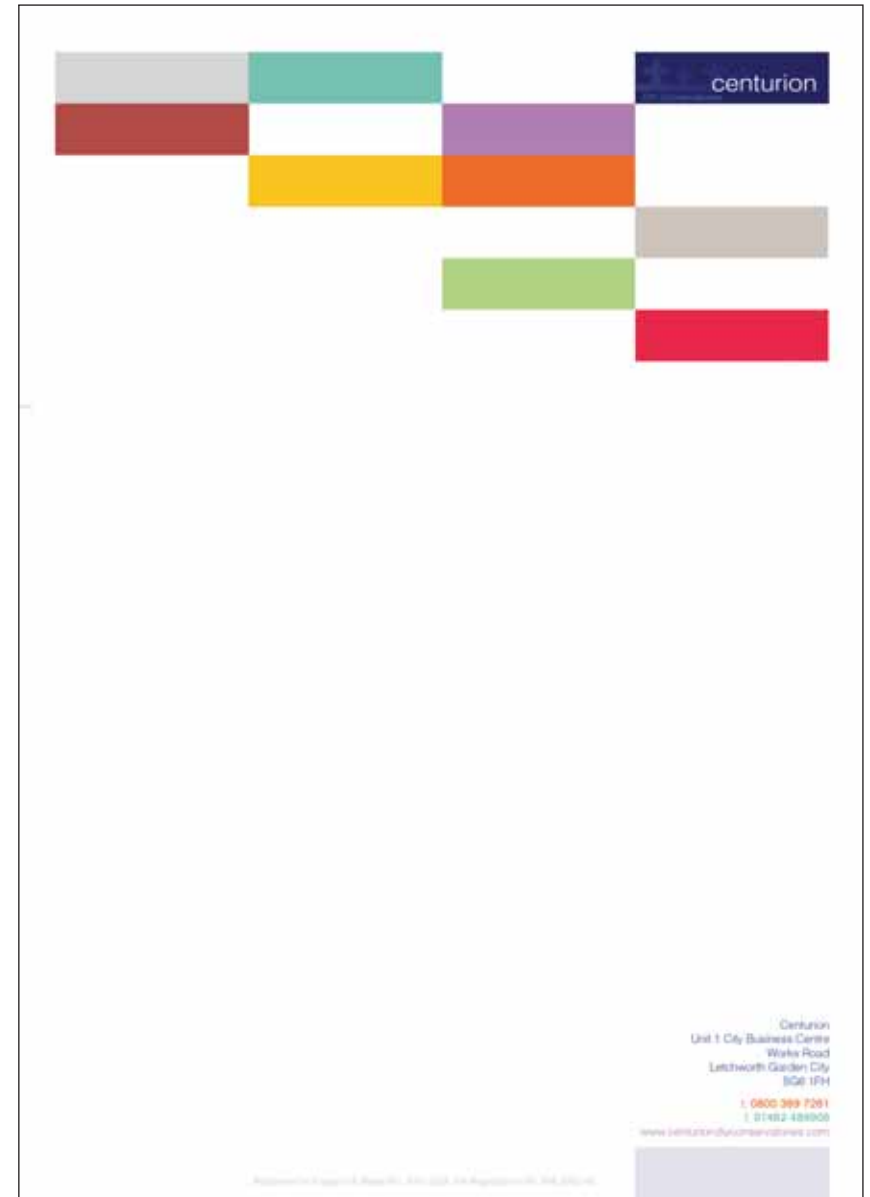
It's about helping companies grow.





Before

After



Centurion re-branding, 2008: design of new logo before and after

Extension of new logo into livery: Centurion's new stationary, 2008







Original Logo



Charter and Charter integr8 re-branding, 2009



Extension of new logo into Charter's new stationary, 2009



www.rigby-research.co.uk



www.rigby-research.co.uk

www.crystal-direct.co.uk



centurion
DIY conservatories

Home
Virtual showroom
Design your Centurion conservatory
Help centre
Frequently asked questions
Finance options
Step by step
Feedback
Reviews
Contact us

your home
your lifestyle
your budget

On-line help and advice
Get help 24/7 using our Live Link and FAQs

Got a question? Get an answer! Centurion's friendly support team are here to help you every step of the way.

Call us now
For a free no-obligation quote
0800 389 7261

Welcome to Centurion
Explore our website to find out more about creating the perfect self-build conservatory. Or, if you would prefer to talk to our friendly customer support team

call us free on
0800 389 7261

Centurion offers beautiful self-build conservatories in a wide range of traditional and contemporary designs. Find out more about the choices available and how we can help you create a conservatory tailor-made to your requirements – click here.

Special offers finance options Buy Now - Pay Later... Find out about our range of inter

centurion
DIY conservatories

Home
Virtual showroom
Design your Centurion conservatory
Help centre
Frequently asked questions
Finance options
Step by step
Feedback
Reviews
Contact us

Step by Step Guide

Step 1.
Choosing and planning

First, you need to decide what type of conservatory would right be for you and your home. Click on the links below for more information:

- What style is right for me?
- How much will it cost?
- Do I need Planning Permission?
- What about Building Regulations?
- You also need to check the proposed site - new conservatory for anything that may restrict the space available or cause problems with installation.
- Other things to consider.

Step 1: Choosing and planning
Step 2: Site preparation: starting building work
Step 3: Building the dwarf wall
Step 4: Starting the conservatory installation
Step 5: Putting the frames in position
Step 6: Ready for the roof
Step 7: Installing the roof skeleton
Step 8: Flashings
Step 9: Glazing the roof
Step 10: Finishing the roof cappings, final and creating
Step 11: Glazing the frame
Step 12: Finishing off inside

www.centuriondiyconservatories.com

centurion
DIY conservatories

Home
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Feedback

"Our conservatory is up and we are very happy with it. Everything from the price, delivery and quality of workmanship are excellent!"
Mrs C. (Hillingdon)

We are constantly looking for ways to improve the service we offer our customers and value the feedback we receive. We'd like to know about YOUR experience - where we got it right and where there's still room for improvement. To complete our Customer Feedback form, [click here](#)

Photos courtesy and copyright © 2004 of David & Allison Legg, web: www.readingweb.co.uk

Live Link

If you've got a problem, a question or need some advice, simply call our free helpline on 0800 3897261. You can also send us a message using our Live Link service. You will receive an immediate response via email with more information on the topic you have enquired about while a member of our customer support team prepares to respond to your query in person.

centurion
DIY conservatories

Home
Virtual showroom
Design your Centurion conservatory
Help centre
Frequently asked questions
Finance options
Step by step
Feedback
Reviews
Contact us

Live Link

Live Link Support - FAQ's

FAQ Categories

The FAQ's are organized into different categories; please select a category that you are interested in. You can also search the FAQ's by entering keywords in the navigation bar beside this text.

Designing your conservatory (4)
Q: I want the French doors on the side rather than the front - can this be done?
Q: Which is better - glass or polycarbonate roofs?
more topics

Building your conservatory (4)
Q: How can I be sure my conservatory will fit on my base?
Q: Do I need a tie bar?
more topics

Planning Law & Building Regs. (1)
Q: Will my new conservatory need Planning Permission?
more topics

Payment and Finance (2)
Q: What are your payment terms?
Q: Do you offer any Finance deals?
more topics

Peace of mind (3)
Q: How strong are your conservatories?
Q: What happens if any part of my conservatory is damaged or missing?
more topics

Back

Home | Live Link | FAQ's | Downloads

PVC-U: fighting back with facts

Home About News Forum Poll Registration



I want to provide a platform that will bring fabricators and installers together to promote the benefits of PVC-U.

As an industry we need to start selling the significant benefits of PVC-U as a building material. We also need to challenge the inaccurate and misleading claims put about by manufacturers of alternative materials who, instead of improving their own products, would rather spread scare stories and misinformation about ours.

My intention is to start a constructive debate. And I'm asking for your support. [Read more...](#)

Click [here](#) to pledge your support for the campaign and get the username and password you need to make your voice heard on our online forums



HAVE YOUR SAY

I believe the industry needs to unite to promote PVC-U in order to prosper.

But what do you think?

Cast your vote in our online poll. Make sure your voice is heard. [Vote now.](#)

search...

NEWS

Fighting Back With Facts Goes Live

FORUM

The front line - Zack

Typical... you wait ages for a campaign to promote PVC-U, then two come along at once!! - JF

This campaign is a great idea. But we need more than just a talking shop. - Jason

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“ The question isn't do we care. I know we all care. The question is do we care enough to actually do something? ”



Britain's PVC-U industry has a lot to be proud of. We make great products. Our windows, doors and conservatories not only look great, they are also extremely durable. And they are 100% recyclable. In fact, PVC-U out-performs rival materials such as timber across the board - particularly where it really matters in areas such as energy efficiency, durability, sustainability and whole life costs.

Our products are fantastic. Our products aren't the problem. The problem is we no longer bother to tell anyone just how good they are. As an industry we've stopped promoting the benefits of PVC-U. I believe that this represents the single biggest threat to our future prosperity. I've been in the windows industry for 25 years. I started out as an installer. I now run a successful fabricating business, Crystal Direct. I care about the future of the industry. And I'm prepared to put my money where my mouth is.

This isn't about promoting my own business. I want to create a platform that will bring fabricators and installers together to promote PVC-U. I don't wish to exclude systems companies or anyone else who wants to support the campaign. However, we cannot rely on anyone else to do this for us. Installers and fabricators are in the front line. When PVC-U takes a knock, it hits us first and hits us hardest. Fabricators and installers have a vital role to play and a vital interest at stake - it's time we stepped up to the plate.

We need to start selling the real and compelling benefits of PVC-U as a building material. We also need to challenge the inaccurate and misleading claims put about by manufacturers of alternative materials who, instead of improving their own products, would rather spread scare stories and misinformation about ours. My intention is to start a constructive debate with specifiers and the public. And I'm asking for your support.

To find out more about what I'm proposing and how YOU can play an active part in helping to promote PVC-U, please visit www.fightingbackwithfacts.com or email me at Martin@pro-PVC.com

Martin Randall, Chairman, Crystal Direct

PVC-U: fighting back with facts

Meet the core members of our team:

Mike Rigby:

Managing Director and founder of MRA, Mike has more than 20 years experience of PR and marketing in the building materials, construction and home improvements sector. His unrivalled expertise ensures our creative team remain on target as they set out to identify and achieve campaign objectives.

Lucia Di Stazio:

Lucia joined MRA Marketing as Director and PR Manager in 2006 having spent almost 10 years working for our sister company, Rigby Research. Lucia's considerable experience in research and in-depth knowledge of the home improvement markets helps to ensure our creative output always remains market focused and results driven.

Julie Fussell:

Our Senior Designer has more than 15 years experience in the design industry working within the full range of media formats including advertising and corporate branding.

Jason Page:

An award-winning journalist and writer, Jason has written extensively for both the Daily Telegraph and Sunday Times. He was also Creative Director of Act-Two, a London-based Creative and Publishing Company.

Jane Rigby:

A graduate of Fine Arts, Jane combines creativity with in-depth knowledge of the building/home-improvement sectors. She has eight years hands-on experience of PR and Marketing within the building trade and was recently invited to join MRA's board of Directors.

Abel Roche

As New Business Development Manager, Abel is responsible for introducing MRA to prospective clients and explaining the full range of services, skills and experience we offer. To find out how we can help your company grow, call Abel on **01453 521621** or **0781 331 9853**, or email **Sales@521621.com**