



Established in 1987 in Telford, Shropshire, **Winlock Security Ltd** is the only volume supplier of window handles manufactured in the UK.

Winlock specialises in providing innovative door and window hardware including timber, aluminium, PVCu and composite applications to UK and European fabricators and installers.

Winlock Security Ltd designs, develops, produces and supplies across the gamut of door and window hardware from handles, locks, cylinders and hinges, to vents, patio locking systems, strikers and security devices. Their product portfolio includes the industry-leading Stronghold range, which features the patented extending deadbolt throw, or so-called “slam shut” function.

Over the past 30 years of trading, Winlock have formed strong unions with many key hardware suppliers including Imperial, Kenrick, GU, and Yale.

*We believe in co-operative projects designed to meet the needs of our customers and which help anticipate and respond to their ever-changing markets. In particular we are prepared to fill product and service niches that our bigger competitors are unable or unwilling to meet. If a customer has a problem, we want to provide the solution.*

## **1. How have you found business for the first half of 2016 and what do you predict for the remaining part of the year (new products etc.)**

2016 has seen tough market conditions so far, but Winlock has seen year on year sales growth in all areas, and we expect this growth to accelerate in the remainder of the year driven by new products and services.

Delivering innovative solutions is fundamental to Winlock. Over the next two months alone we'll be launching two new products into the market, which we believe will not just improve, but will actively sell our customers' doors and windows.

## **2. Document Q and PAS24 – How has this affected your business so far and what are you doing to prepare for the 1<sup>st</sup> Oct deadline?**

Having anticipated this issue 12 months ago, **we** began our own programme of independent testing in conjunction with key partners **GU, Kenrick, Yale** and **Imperial** on many of the UK's most popular PVC and composite systems. The testing programme covers outward opening casements, single doors, French doors, composite doors and flush sash windows. Profiles

covered to date include; **Veka/Halo, Liniar, Deceuninck, Synseal, Eurocell, Swish** and the new **Profile 22 Optima** system.

We can now provide our customers with a **free Document Q accreditation system**. This provision allows fabricators and installers to use **Winlock's** test reports free of charge and with immediate effect.

This has been a major investment for Winlock and we are just completing our test program, but the sales benefits are already starting to come through. We believe it will add at least 10% to our sales within the next 6 months.

**3. Document Q and PAS24 – How has this affected your customers? What are the main issues they face and what are you doing to help them to overcome them?**

The impact of this new regulation for fabricators, is that they must have independent testing for their doors and windows – a process that can take up to 12 months - in place by October 1<sup>st</sup> 2016, in order for them to continue to supply the new build market. Some of our customers are only just realising the impact this will have on their business and are now looking for a quick and easy solution, which we are now able to supply.

*We knew many trade fabricators couldn't justify the cost of having their own Document Q certification and we wanted to make available to them high quality, cost effective PAS024 solutions across a broad range of popular profile systems which would allow them to continue without further investment or delay.*

**4. Document Q and PAS24 – What do you anticipate to be the biggest impact to the industry of the 1<sup>st</sup> October deadline and how will it affect you?**

The impact of the 1<sup>st</sup> October deadline will be on those who are unprepared.

Fabricators who do not find a solution will find themselves excluded from new build work. More generally the additional cost of meeting PAS024 on a window is likely to be small, but the additional cost for doors, especially French doors will be significant and fabricators must take care to ensure these costs are recovered.

Winlock are ready for it and our customers will be ahead of the game.

**6. Brexit – What are the potential implications of the decision to leave the EU on your business and wider industry? What are you doing to prepare?**

The Brexit risks for our sector have been apparent since the referendum was called - with weaker sterling and weaker consumer demand. In the short term we see all hardware importers having to increase their prices by 10% or more to recover the increased sterling

cost, but we see the bigger overall risk to be a shrinking market if consumer confidence weakens and housing transactions fall. We have a bigger percentage of UK sourced hardware than most competitors so the exchange rate issue is a lesser one for us, and our growth strategies are not predicated on a growing market but on taking market share with innovative new products and services.

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