



The VEKA UK Group

*imagine*  
FRENCH DOORS

Product Launch Document

# *imagine*

FRENCH DOORS



In June 2014, the Imagine Bi-Fold Door was the first product to be launched under the VEKA UK Group banner, and is now followed by another member of the innovative Imagine family – the Imagine French Door. Its design, security measures, flexibility and even a robust insurance guarantee all combine to make it a world-class product.

Thanks to its unique flush finish, the Imagine French Door is a stunning alternative to traditional French Doors and is available in a wide choice of woodgrain and coloured foils, from the popular Variations colour range, ensuring it will enhance and complement any home.

Every part of our new Imagine range has been designed from scratch, meaning there's no making do with existing parts or 'off the shelf' hardware. We've collaborated with one of the top names in locks and security mechanisms to design an exclusive range of hardware including hinges, locks and handles that work in harmony with the range itself. For the first time, all of the hardware is available directly from The VEKA UK Group, in addition to the profile.

The launch of this new range couldn't be more timely either. The market has never been more ready and to capitalise upon the launch of the Imagine range of doors, The VEKA UK Group will embark on a major campaign to the industry, with the aim of increasing sales of the new range of doors by creating demand. In addition to a trade advertising and PR campaign, the suite will also include consumer and trade brochures, which can be provided to the relevant stakeholders to best showcase the attributes of our new range.



## Features & Benefits

The Imagine French Door has been designed in the UK for the UK market

- Designed "from the ground up", everything has been newly designed, not "making do" with existing parts.
- Profile and hardware will be supplied by the VEKA UK Group – single source supply for simplicity and improved lead-times
- Custom designed ERA hardware
- PAS24 and Secured by Design achievable from launch on standard doors using standard hardware – no modifications required
- Triple glazing ready – with sash weights handling up to 100kg
- Contemporary clean looks including slimmer sightlines and flush finish
- Fabricator and Installer friendly features
- Outstanding thermal performance – U-values below 1.0 achievable with triple glazing
- Highest DSER A rating achievable
- Backed by the ERA 5\* Security Guarantee for homeowners' peace of mind
- Choice of sculptured or bevelled sashes and glazing beads
- Choice of 3 threshold options: standard outerframe, low threshold (Part M compliant when used with ramps) and ultra-low internal room divider
- Option of fully welded outerframe or mechanically jointed making it ideal for difficult to access properties
- Maximum sash width 1000mm
- Stepped outerframe down to 70mm – ideal for coupling to existing frames in porches and conservatories
- 5 chamber sash and 6 chamber outerframe for excellent thermal performance
- Variations foils offer – available in a range of 18 coloured and woodgrain effect foil options
- Fully tested to BS 6375: Part 1 Weather and BS 6375: Part 2 Durability



## Hardware

- Developed in conjunction with ERA and bespoke to the Imagine profile, designed to meet PAS24 and Secured by Design from launch
- Choice of gasket colour & hinges – black or white
- Handles available in white, black, chrome & gold
- A wide 38mm hardware groove to accept more substantial locks and provide a much neater appearance
- Fully adjustable hinges, so no need to take the doors off to adjust them – fully adjustable in situ
- 2D adjustable lock keep – so no need to remove the sash for adjustment and also quicker when setting the doors in the factory prior to installation
- Corner block, self-locating top & bottom hinge – means you don't need to jig drill, less work for fabricators measuring/drilling. Only required to jig drill for the centre hinge
- Door is designed to be fully DDA (Disability Discrimination Act) compliant where required, including handle heights
- Adjustable locks & shootbolts provide additional compression & security
- The main body of the butt hinges is concealed within the 38mm deep hardware groove. Butt hinges are colour matched to the gaskets, creating improved aesthetics and sightlines

## Technical Manual

A comprehensive Technical Manual is available to support the Imagine French Doors range. The Technical department are available to assist with any aspect of this manual.

As the Imagine French Door is manufactured using the same components as the Imagine Bi-Fold Door, the Technical Manual is shared.





## The ERA Five Star Guarantee

By fitting high-security ERA components on our range, we are proud to be able to cover our products with the UK's most comprehensive home security guarantee.



Five major benefits to homeowners:



### Savings on the cost of your home insurance

Fitting your doors with the highest levels of security means you can save money on your home insurance, year after year. Most insurers recognise that having high security hardware on your doors and windows reduces the risk of forced entry, therefore resulting in reduced premiums.



### 24/7 help

The Five Star Guarantee gives you access to a FREE call out service that operates 24 hours a day, 365 days a year. So you will have the reassurance of knowing that in the unlikely event of a forced entry through an Imagine door, someone will always come to secure your property. No questions asked.



### Up to £1,000 excess paid

We're so confident of the quality and reliability of our components and the security provided by them, that we guarantee them against forced entry for 10 years. We will even pay the excess on any home insurance claim due to the failure of one of our products - so you can rest assured that you're covered.



### Up to £1,000 towards a repair or replacement

We are so confident that our latest products will outwit any would be burglars that, if the ERA Five Star Guarantee approved component fails, we will pay up to £1,000 towards the cost of replacing or repairing your Imagine door.



### A £1,000 cheque to compensate you

In the unlikely event of a break-in succeeding through the failure of our ERA Five Star Guaranteed doors, you will be given a cheque for £1,000 to compensate you for the inconvenience caused.

To explain this Guarantee to both the installer and the homeowner, the following marketing materials are available. Branded specifically for the Imagine Door range, literature includes the procedure required for registering an installation and, if need be, making a claim.

- Consumer leaflet – 16pp A5
- Fabricator Guide – 8pp A4
- Installer Flyer – 2pp A4
- Display posters x 5 sorts

To find out more visit: [www.erafivestar.com](http://www.erafivestar.com)



- 1 Extended Hinge
- 2 Standard Hinge
- 3 Extended Hinge
- 4 Shootbolts
- 5 Master Door Lock
- 6 Handle
- 7 Security Escutcheon
- 8 Shootbolts
- 9 French Door Lock



# Photography

## Colour Options

SIDES ① ②

BASE MATERIAL  
 ○ ● ●  
 White Caramel Brown

In line with the standard VEKA UK Group Variations colour options launched last year, the new Imagine French Door is available in an array of foiled woodgrains and colours.

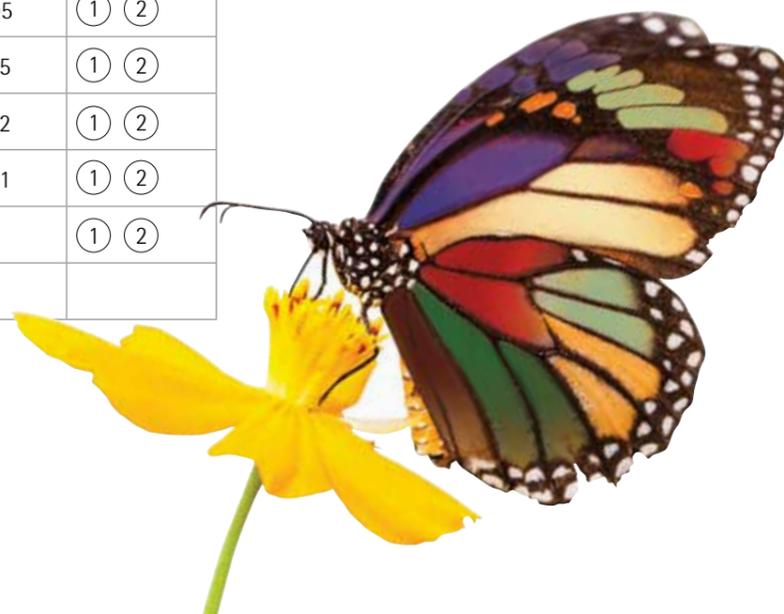
### X STOCK

Colour	Reference	Ral	Base
Golden Oak	9.2178 001-116700	8001	① ②
Rosewood	9.3202 002-116700	8015	① ②

Halo customers please note – Golden Oak and Rosewood are equivalent to Halo Cherry and Rosewood foils. The difference in the Rosewood is pretty imperceptible, but there is a very slight variation from the Cherry to the Golden Oak which you should be aware of. This change is specific to Imagine Bi-Fold Doors and French Doors, and does not change the Halo foils offer on other products.

### 6 WEEKS

Colour	Reference	Ral	Base
Irish Oak	9.3211 005-114800	1011	① ② ③
Anthracite Grey	9.3202 002-116700	7016	① ②
Cream	46835-101100	9001	① ②
Beck Brown	49116-101100	8022	① ②
Dark Green	6125 05-116700	6009	① ②
White	02.20.91.000001-116801	9010	① ②
Chartwell Green	49246-101100	-	① ②
Dark Red	3081 05-116700	3011	① ②
Wine Red	3005 05-116700	3005	① ②
Steel Blue	5150 05-116700	5011	① ②
Moss Green	6005 05-116700	6005	① ②
Slate Grey	49229-101100	7015	① ②
Basalt Grey	7012 05-116700	7012	① ②
Silver Grey	49124-101100	7001	① ②
Agate Grey	7038 05-116700	-	① ②
Siena PN	9.0049 237-114800	-	



The images shown are just a selection available for customers to use in their own marketing materials with further images to follow. If customers wish to access these images they should contact the Brand Manager on 01282 716611 or email [rclegg@veka.com](mailto:rclegg@veka.com).

An installation video and short video clips demonstrating technical and hardware features are also being produced.

# Marketing Communications

# PR

The Imagine French Door received fantastic feedback when it was first previewed at Fensterbau Frontale this year. It then appeared on the VEKA UK Group Stand at the FIT Show, when it was launched to the UK industry.

An advertising campaign began prior to the FIT Show which promoted the features & benefits of the Imagine Bi-Fold Door.

Now that the Imagine French Door is also available to buy, the advertising will focus on the Imagine suite of profiles and the various products that can be made – including the French Door.

The marketing of the new French Door will include:

- Extensive PR program – see press release in this document
- Repeated E-shot campaigns
- Promotion via the VEKA UK website and other third party sites
- Direct Mail
- Promotion via Twitter

We are confident that the marketing campaign, which is currently being put in place, will ensure that there is a huge amount of interest and enquiries about the Imagine French Door. In this growing market, we aim to create the level of demand this class leading product deserves.

If you have any specific requests with regards to marketing support please contact the marketing department on: 01282 716611, or email [rclegg@veka.com](mailto:rclegg@veka.com).



The VEKA UK Group

*imagine*  
FRENCH DOORS  
a beautifully-flush French Door  
from The VEKA UK Group

The VEKA UK Group has unveiled the next coveted product in the Imagine suite. Following the launch of the sought-after Imagine Bi-fold Door - which set new standards in the industry - the team is proud to present the Imagine French Door.

Colin Torley, Sales and Marketing Director explains: "We showcased the Imagine French Door at the FIT Show and we were pleased at the overwhelming response it received. Visitors to the stand were full of praise for the look and operation of the Imagine French Door. The system has a seamless, stylish flush finish - which really caught people's attention. There is no obtrusive central pillar or false mullion, the doors simply close neatly together and lock securely. The design, security measures, flexibility and even a robust insurance guarantee for the end user all combine to make it another world-class product from The VEKA UK Group.

"With our customers in mind, we designed this system to offer simple fabrication and fitting. It has a range of installer-friendly benefits, including fully-adjustable hinges, 2D adjustable lock keep and the option of a mechanically-jointed outerframe.

"With its unique flush finish, the Imagine French Door is a stunning alternative to traditional French Doors and is available in a wide range of colours and woodgrains from the popular Variations colour range.

"Like the Imagine Bi-Fold Door, the Imagine French Door has been designed 'from scratch'. There has been no compromise on hardware as The VEKA UK Group teamed up with ERA, one of the country's top names in locks and security mechanisms, to design an exclusive range of hardware including hinges, locks and handles.

"Profile and hardware will be available from The VEKA UK Group, so that customers can benefit from the simplicity of a single-source supplier and can enjoy excellent lead times.

"PAS 24 and Secured by Design can be achieved on standard doors with no modification required and these energy-efficient doors are also triple-glazing ready. With triple glazing, the system can achieve U-values below 1.0.

"As with the Imagine Bi-Fold Door System, the Imagine French Door is available with a choice of three threshold options: standard, low threshold (Part M compliant when used with ramps) and ultralow internal room divider.

"These doors are backed by the ERA Five Star Guarantee, which we've found to be a major selling point for discerning homeowners, offering up to £5000 worth of benefits."

Find out more about the Imagine French Door at [www.vekauk.com](http://www.vekauk.com)



The VEKA UK Group

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