



Variations

Colour & Woodgrain Options
helping you rise above the competition.



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www.vekauk.com



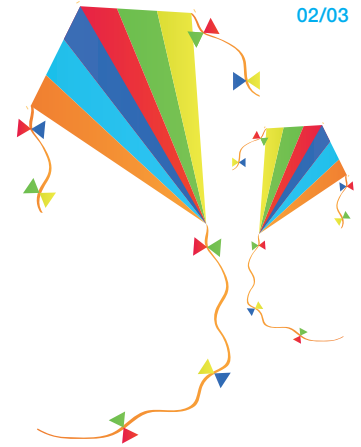
The VEKA UK Group

Variations

Contents

Background & Introduction	03
Colour Options	04 - 05
Lamination Charts	06 - 17
Features & Benefits	18
Reinforcement Guidelines	19
Discontinuations	20
Sales Support Materials	21
Advertising	22 - 23
PR & Communications	24 - 25
Photography	26 - 27





Background & Introduction

The NEW Variations range from The VEKA UK Group comprises 30 versatile colour options, available across VEKA and Halo's entire window and door portfolio. Colour-foiled profile now accounts for 30% of The VEKA UK Group's total sales, exceeding the industry average by a significant 5% (figures from D&G Consulting). This reflects both the quality and choice evident throughout the Variations range.

In recognition of the ever-growing popularity of coloured frames, we have broadened our colour palette and quickened lead times. Fabricators can expect orders for our ten most popular shades from X-stock, ten days or four weeks, while profile in the 20 other shades will typically arrive within four weeks of an order being placed (please see pages 4-5 for lead times).

Minimum order quantities remain unchanged at one pack, allowing fabricators to meet one-off orders without being penalised financially or left with excess unused stock on their shelves.

Variations' success can be attributed in no small part to our analytical method of colour selection. Chartwell Green's popularity in the retail sector, and the continuing demand for Grey finishes in commercial properties have seen such shades feature consistently in our 'top ten' since their introduction. The new Variations range continues this approach, offering more variety in the most fashionable bands of the colour spectrum.

Solid colours and woodgrains are both catered for, broadening appeal across all sectors.

The launch of the new Variations range will be accompanied by a comprehensive PR and marketing campaign, incorporating adverts, press releases and email activity. Finger swatch books are available to help installers win additional business and upsell when pitching to homeowners.



Colour Options



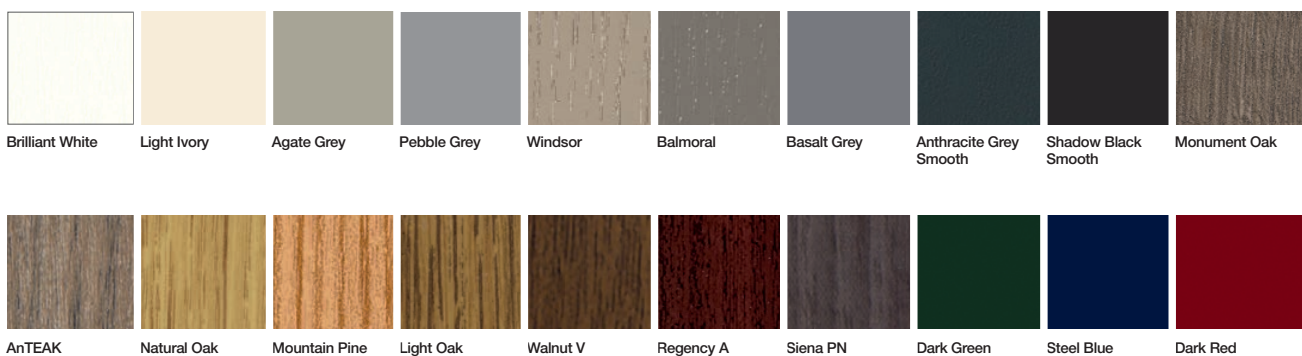
Colour	Sides/Base	Ref	RAL Colour	VEKA M70	HALO S10	VEKA MFS	HALO Rustique	VEKA UK Group Imagine Bi-Fold & French Doors
Rosewood	2	Brown	Rose	8015				
Rosewood	1	White	Rose	8015				
Golden Oak/Chry	2	Caramel	GOak	8001				
Golden Oak/Chry	1	White	GOak	8001				
Irish Oak	1	White	IOak	1011				
Cream	1	White	Crem	9001				
Cream	2	White	Crem	9001				
Beck Brown	1	White	Blck	8022				
White	2	White	White	9010				
Anthracite Grey	1	White	Anth	7016				
Anthracite Grey	2	White	Anth	7016				
Silver Grey	2	White	Silv	7001				
Slate Grey	1	White	Slte	7015				
Irish Oak	2	Caramel	IOak	1011				
Chartwell Green	1	White	CGrn	-				

Stock
 10 Days
 4 Weeks

This chart should be used in conjunction with the Lamination wall charts. Please note that lead times shown are in addition to fabrication lead times from your chosen fabricator.

Colours

The following colours are available to agreed lead times, typically 4 weeks.





The VEKA UK Group



VEKA UK Group Imagine Patio	HALO Fully Reversible	VEKA Fully Reversible	HALO Vertical Slider	VEKA Vertical Slider	HALO Single Rebate Comp Door	VEKA Single Rebate Comp Door	VEKA Ancillaries	HALO Ancillaries

MOQ

1 Pack (made to order by agreement)

Notes

The RAL colour references shown in this document and swatch book are shown as the nearest match to that particular foil and as such will not be an exact match.

Please agree any colour match with your customers / paint suppliers prior to use.

Guarantee Notes

Guarantee is ten years for all colours for the UK and Rol only. Please contact The VEKA UK Group customer services department for guarantee periods for supply into other countries.

Guarantee periods cover the performance of the foil in terms of its weatherability and colour fastness. The guarantee period as indicated above will become void if the foil is over painted (due to solvents / chemicals found within the paint attacking the acrylic top layer of the foil).

Chemical Resistance

Laminate foils are resistant to normal household cleaning agents e.g. ammonia water, aliphatic benzene, light alcoholic-water solutions, cleaning agents (non-abrasive), water and building materials e.g. cement, gypsum.

Laminate foils are not resistant to any other organic solvents, mixtures of organic solvents and preparations containing organic solvents e.g. varnish thinners, varnish removers, polish and adhesives.

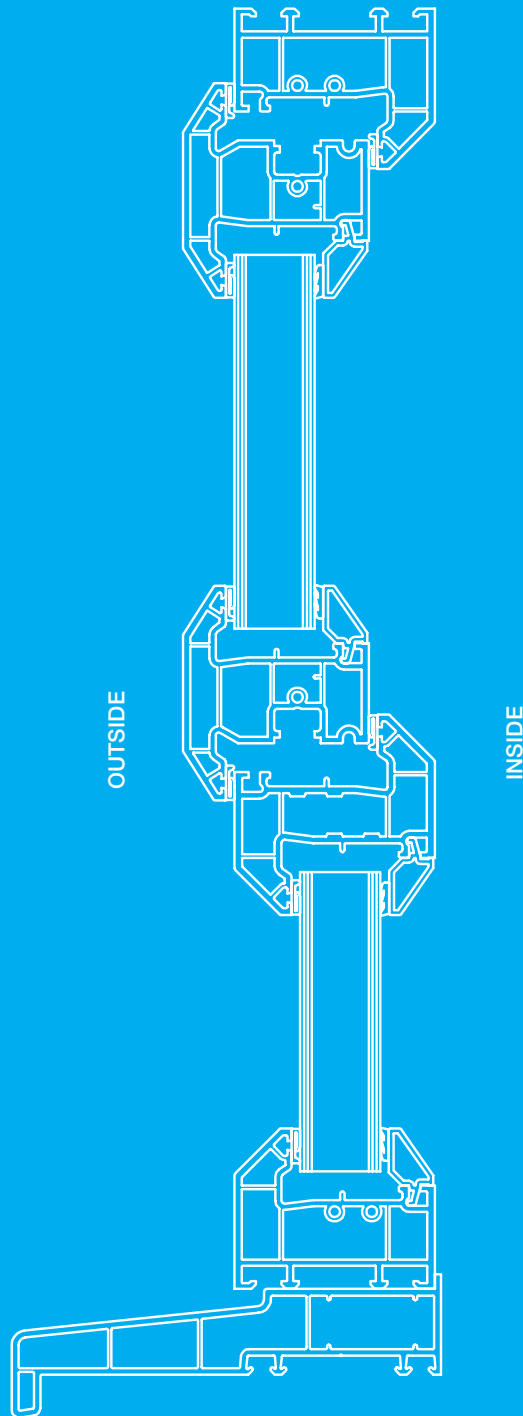
Maintenance

Appropriate cleaning with a damp soft cloth using mild detergents, excluding abrasive products. No further maintenance is required for the PVC.



Variations

Typical Casement Window Lamination Chart



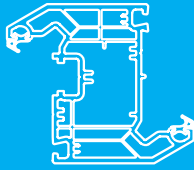
Foiled one side refers to the external face of sashes used in their normal manner.

For ordering purposes B = bead face, A = non-bead face

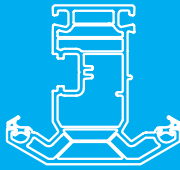


M70 Lamination Chart

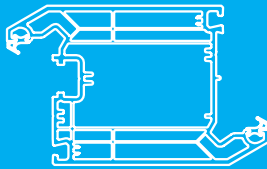
103384 - 82mm Tilt N Turn Sash/Z Mullion



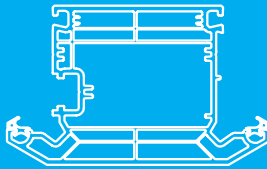
103385 - 76mm Casement Sash/T Mullion



103366 - 119mm Open In Door Sash/Z Midrail



103367 - 119mm Open Out Door Sash/T Midrail



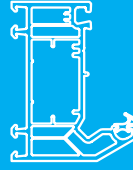
28mm Chamfered
Gazing Bead 107754



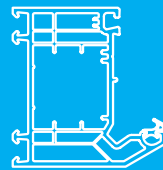
28mm Feathered
Gazing Bead 107753



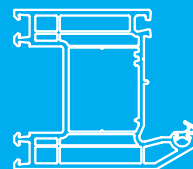
101308 - 65mm Outer Frame



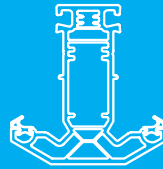
101309 - 67mm Outer Frame



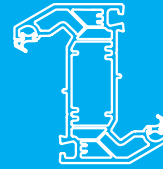
105176 - 80mm Outer Frame



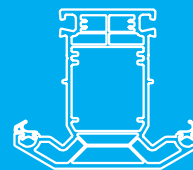
102297 - 68mm T Mullion



102298 - 68mm Z Mullion

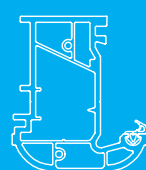
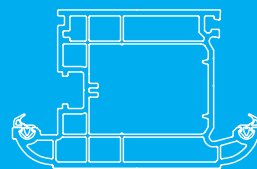
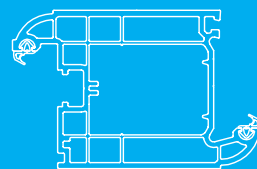
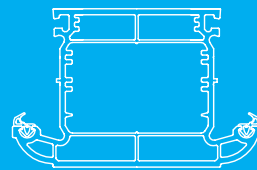
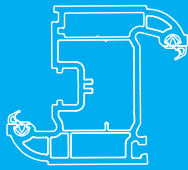
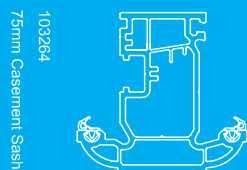
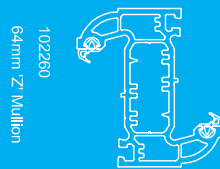
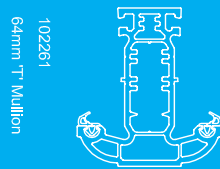
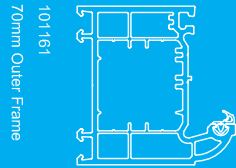
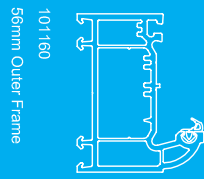


102299 - 82mm T Mullion

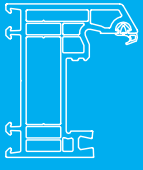


Variations

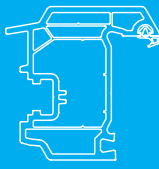
Matrix FS Lamination Chart



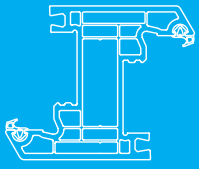
Fully Reversible



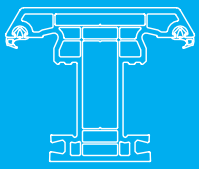
68mm Outer Frame – 101164



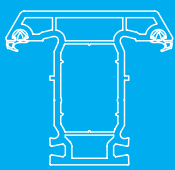
70mm Sash – 103324



86mm 'Z' Mullion – 102269



86mm 'T' Mullion – 102268

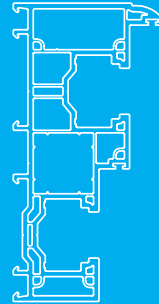


75mm False Mullion – 102124

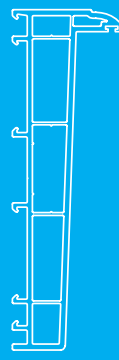


28mm Glazing Bead – 107168

Vertical Slider



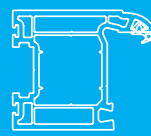
68mm Outer Frame – 105036



155mm Outer Frame – 105037



50mm Top Sash – 105032



64mm Bottom Sash – 105033



105mm Deep Bottom Roll – 105034



Blanking Strip – 109907



Infill Sash Stop – 109619



Sash Cover / Interlock – 105038



28mm head – 107169



28mm Square Bead – 107118

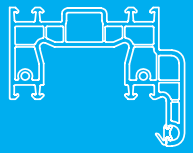


VEKA Fully Reversible & Vertical Slider Lamination Chart

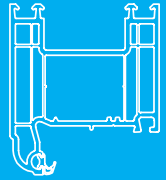
Variations

VEKA Imagine Bi-fold & Patio Lamination Chart

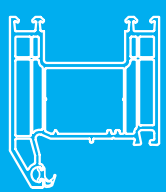
Bi-fold



103174
65mm Dufter-Frame



103175
80mm Feathered Sash



103176
80mm Chamfered Sash



104476
Aluminium edge trim



107153
28mm Bead



107154
28mm Bead

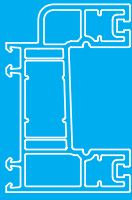


107218
36mm Bead

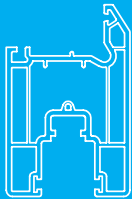


107228
40mm Bead

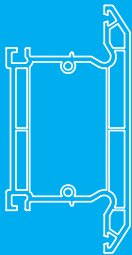
Patio



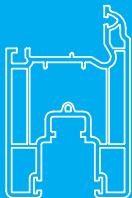
103178
Patio Dufter-Frame



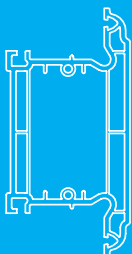
705151
Patio Sash



702152
Patio Midrail



703251
Patio Sash



705252
Patio Midrail



707427
28mm Bead



707432
28mm Bead



707426
32mm Bead



109064
Draught Tray



704181
Interlock (3 Variants)



705152
Dufter-Frame Cover

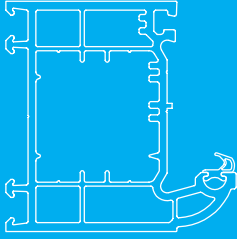


709112
Sash Cover

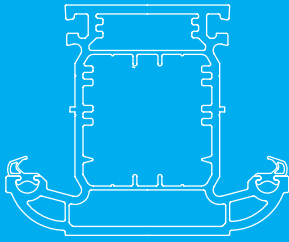


VEKA Single Rebate Door Lamination Chart

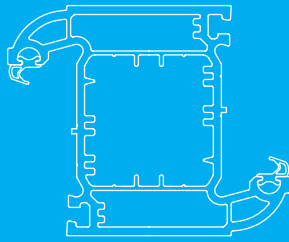
101161 - 70mm Outerframe



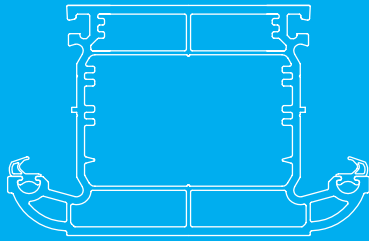
102263 - 86mm T Mullion



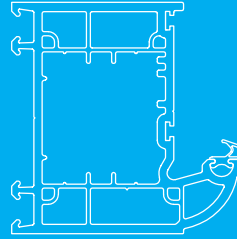
102262 - 86mm Z Mullion



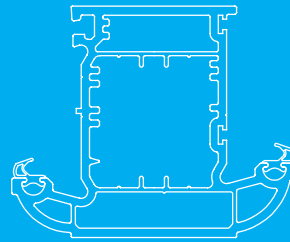
102264 - 110mm Midrail



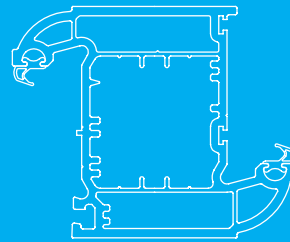
101228 - 70mm Outerframe



102302 - 86mm T Mullion



102303 86mm - Z Mullion



107155 - 28mm Bead

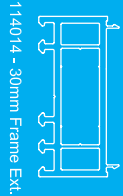


Variations

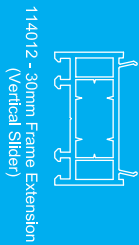
VEKA Ancillaries Lamination Chart



114037 - 15mm Frame Ext.



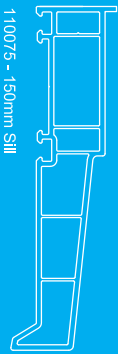
114014 - 30mm Frame Ext.



114012 - 30mm Frame Extension
(Vertical Slider)



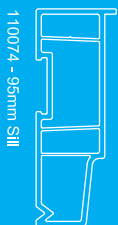
109122 - Weather Bar



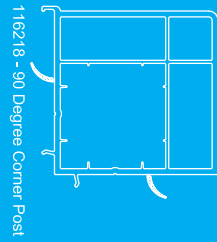
110075 - 150mm Sill



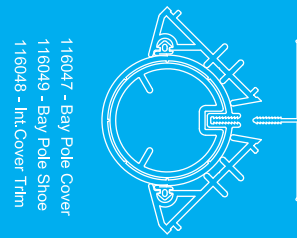
110076 - 180mm Sill



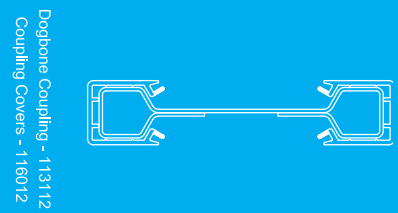
110074 - 95mm Sill



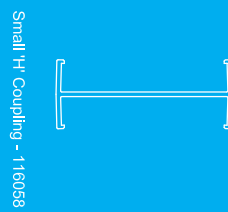
116218 - 90 Degree Corner Post



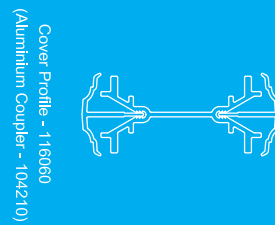
116047 - Bay Pole Cover
116049 - Bay Pole Shoe
116048 - Int. Cover Trim



Dogbone Coupling - 113112
Coupling Covers - 116012



Small H-Coupling - 116058



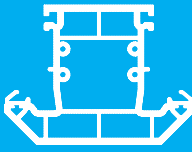
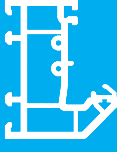
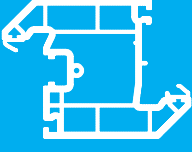
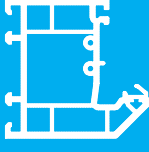
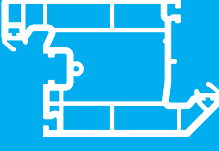
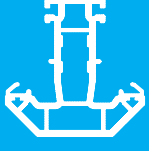
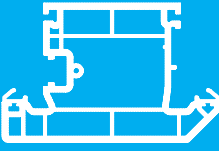
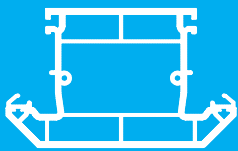
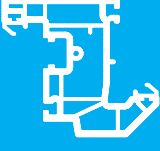
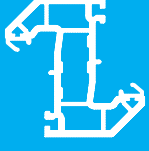

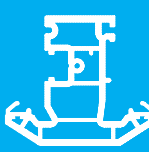


Cover Profile - 116060
(Aluminum Coupler - 104210)



Coupling - 116217



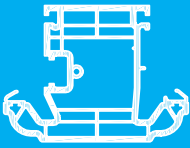

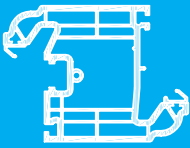
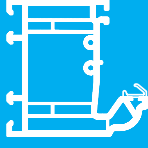
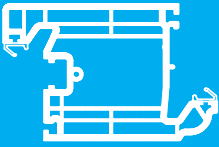
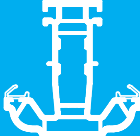
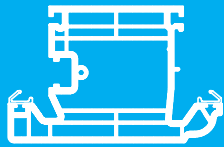
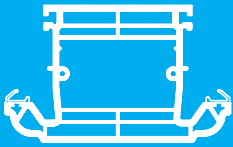
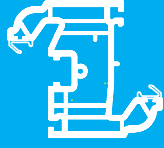

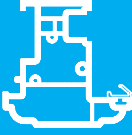
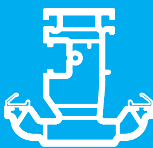



Halo System 10 - Range Lamination Chart

<p>P10504 (702504) 95mm T Mullion / Slim Door Sash</p>		<p>P10501 (701501) 56mm Outerframe</p>	
<p>P10515 (705515) 95mm Z Mullion / Slim Door Sash</p>		<p>P10502 (701502) 72mm Outerframe</p>	
<p>P10510 (705510) Door Sash - Open In</p>		<p>P10503 (702503) 70mm T Transom</p>	
<p>P10511 (705511) Door Sash - Open Out</p>		<p>P10505 (702505) 116mm Mid-rail</p>	
<p>P10509 (703509) Tilt & Turn Sash</p>		<p>P10506 (702506) 70mm Z Transom</p>	
<p>P10612 (702612) French Overlap</p>		<p>P10508 (703508) Internally beaded Sash</p>	
<p>P10429 (707429) 28mm DIG Bead</p>		<p>P10527 (703810) Flush Sash</p>	



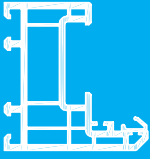
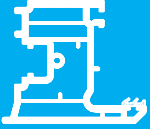

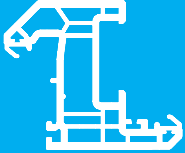




Variations

Halo Rustique Lamination Chart


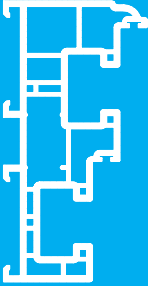

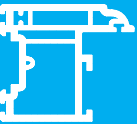
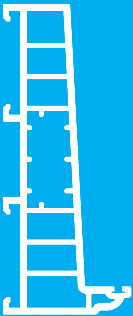




P10543 (705543) 95mm T Mullion / Slim Door Sash		P10531 (701531) 56mm Outer Frame	
P10545 (705545) 95mm Z Mullion / Slim Door Sash		P10532 (701532) 72mm Outer Frame	
P10540 (705540) Door Sash - Open In		P10533 (702533) 70mm T Transom	
P10541 (705541) Door Sash - Open Out		P10535 (702535) 116mm Midrail	
P10539 (703539) Tilt & Turn Sash		P10536 (702536) 70mm Z Transom	
P10612 (702612) French Overlap		P10538 (703538) Internally beaded Sash	
P10431 (707431) 28mm DG Bead		P10527 (703810) Flush Sash	
P10432 (707432) 28mm DG Bead (Flush Sash Only)			



Fully Reversible

							
P10591 (701591) Outer-Frame	P10592 (703592) Sash	P10593 (702593) T-Transom	P10594 (703594) Z-Transom	P10501 (701501) 56mm Outer-Frame	P10106 (709066) Weatherbar	P10431 (707431) 28mm Bead	P10429 (707429) 28mm Bead

Vertical Slider

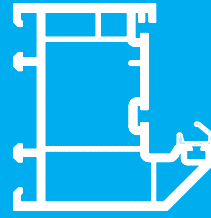
				
P10153 (705153) 146.5mm Outer-Frame	P10173 (705173) 139mm Outer-Frame	P10118 (703118) Small Sash	P10123 (703123) Large Sash	
				
P10155 (710155) Sill	P10119 (709119) Interlock	P10124 (709124) Cover	P10121 (707121) 24mm Glazing bead	P10122 (709122) Georgian bar

Halo Fully Reversible & Vertical Slider Lamination Chart

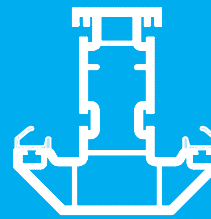


Variations

Halo Single Rebate Door Lamination Chart



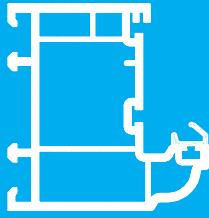
705808 (P10548) - Outerframe



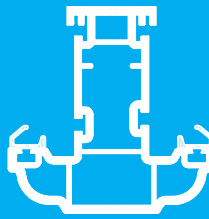
705549 (P10549) - 70mm Transom



707427 (P10427) - 28mm Bead



705809 (P10648) - Outerframe



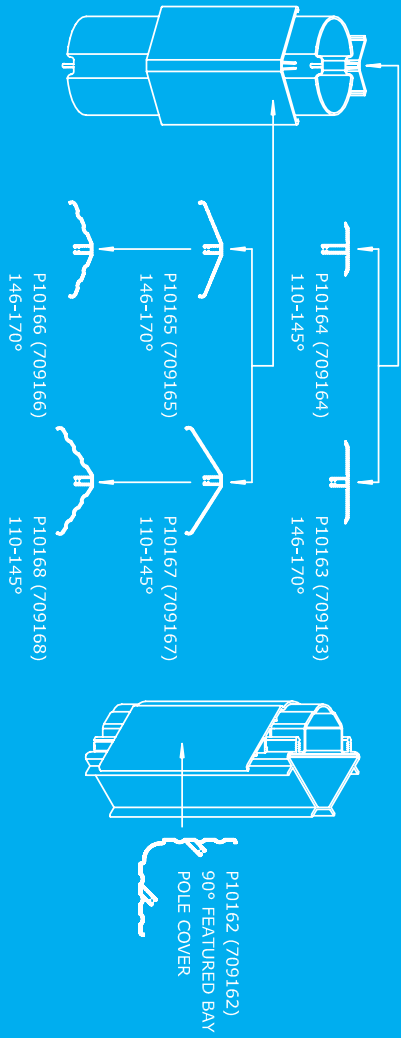
705649 (P10649) - 70mm Transom



707432 (P10432) - 28mm Bead



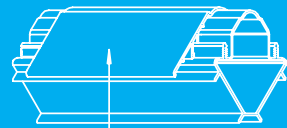
Halo Ancillaries Lamination Chart



P10126 (709126)
COUPLING COVER



P10324 (716324) - SCULPTURED COVER



P10162 (709162)
90° FEATURED BAY
POLE COVER



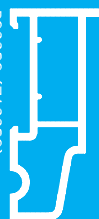
P10318 (716318)
70mm Coupler



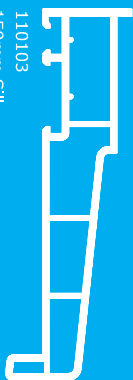
P01068 (714068)
15mm F/extension



P01091 (714091)
30mm F/extension



P90039 (710039)
85mm SILL



I10103
150mm Sill



P90043 (710043)
180mm SILL



Variations

Features & Benefits

Expanded colour range

The VEKA UK Group's NEW Variations colour range builds on strengths that already see it outperform the industry average for percentage of foiled profile sales.

With 30 solid and woodgrain finishes – analytically selected as the most commercially viable shades in the current market – Variations is one of the industry's most comprehensive coloured foil ranges. An expanded selection in colour bands of known high demand is offered, to help you capitalise further in areas of proven success.

Different colours, inside and out

Variations now offers the opportunity to specify different foil colours on either side of the profile.

There is also a choice of three sympathetic base colours – White, Brown or Caramel – to help offer pleasing aesthetics.

With nearly 900 possible permutations to choose from, Variations is one of the most versatile colour offerings on the market, allowing customers' imaginations to run wild!

Upselling opportunities

Finger swatch books are available, allowing installers to instantly demonstrate the Variations range while pitching to customers.

Sensible minimum order quantities

With non-prohibitive minimum order quantities of just one pack (made to order by agreement), installers can accept one-off jobs using Variations foiled profile without facing financial penalty or being left with excessive left-over stock.

Quick and clear lead times

Planning couldn't be simpler with Variations' easy-to-understand lead time table. Many of our most popular colours are always kept 'in stock', across the complete portfolio of VEKA and Halo products. Others can be delivered within either 10 days or four weeks of an order being received – just cross reference the chosen system and colour to determine when the installation can begin. (see pages 4-5)

Marketing

Supplementing our finger swatch books, we have stocked our online Marketing Toolkit with advertising templates to help installers truly make the most of Variations' new and improved features.



The following guidelines are based on using galvanised steel reinforcements which are supplied/ specified by VEKA for guarantee purposes. Third party reinforcements are used entirely at the manufacturer's own risk.

Reinforcement Guidelines

Light Colour Specification

The following foil colours can be reinforced as per standard white windows. Please refer to the relevant VEKA technical manual for reinforcement and installation guidelines on domestic specifications.

White	Windsor
Brilliant White	Silver Grey
Cream	Pebble Grey
Light Ivory	Irish Oak
Chartwell Green	Mountain Pine
Agate Grey	Natural Oak

Dark Colour Specification

The remaining foil colours listed below should be treated as dark colour/woodgrain and reinforced/installed accordingly. Please refer to the relevant VEKA technical manuals for the correct specifications.

Slate Grey	Monument Oak
Gale Grey	AnTEAK
Beck Brown	Walnut V
Golden Oak	Regency A
Rosewood	Siena PN
Light Oak	Dark Green
Balmoral	Steel Blue
Anthracite Grey Smooth	Dark Red
Shadow Black Smooth	Basalt Grey

For further clarification, please contact the Technical Helpdesk - **Tel: 01282 725355**



Discontinuations 2016

The NEW Variations range is being rolled out across both The VEKA UK Group's profile ranges and supersedes previous lamination policies for both VEKA and Halo products. Please consider swatch books previously issued by either brand to be discontinued as of September 2016.

If you have any queries, please contact the customer services department for further information.



Sales Support Material

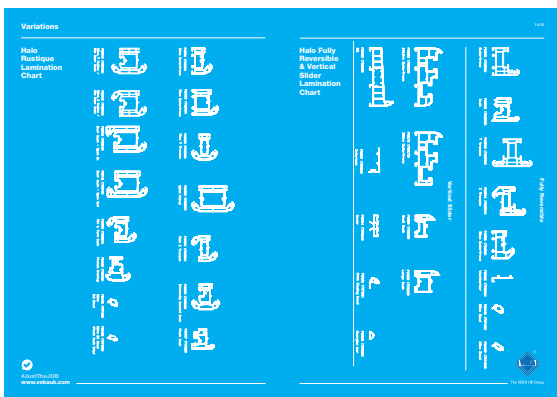
Variations Finger Swatch Book



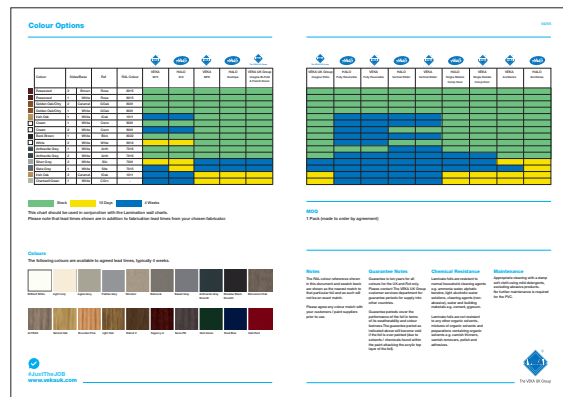
Variations Homeowner Flyer



Variations A3 Lamination Charts



Variations 4 Page Chart



Variations

Advertising


The following advert will appear in the glazing trade titles from October issues onwards.



Variations

The new Variations range of 30 coloured foils from VEKA and Halo *helping you rise above the competition.*

The Variations range offers a greatly extended choice of colours and woodgrains for all VEKA and Halo systems. The collection benefits from simple ordering and pricing and has a minimum order of just one pack. Contact us today to request your swatch book and find out more about the sales support materials available to help your business soar.
01282 716611 | salesenquiry@veka.com



#JustTheJOB
www.vekauk.com

The VEKA UK Group



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www.vekauk.com

The VEKA UK Group



#JustTheJOB
www.vekauk.com



PR & Communications

30 shades of VEKA:

NEW Variations colour collection grows in scope and success

The VEKA UK Group has overhauled its successful Variations colour range, consolidating its offering to VEKA and Halo customers into one unified suite. The industry-leading suite has now been expanded to 30 solid and woodgrain finishes.

An analytical approach to Variations' colour selection has seen The VEKA UK Group's percentage of foiled sales grow to outperform the industry norm by a significant 5%.

"Coloured profile is currently the industry's biggest growth area", explains Dave Jones, MD of The VEKA UK Group. "We've been thrilled by how enthusiastically the first iteration of Variations has been received by homeowners and installers alike. Foiled sales now account for 30% of the Group's total output – that constitutes more than one coloured window in every four made using VEKA and Halo profiles.

"Acknowledging the fantastic take-up for the original Variations suite, we've built on the hallmarks of what had already proven a winning formula. So, besides streamlining our VEKA and Halo colour offerings into one central collection, the new Variations range 'upgrades' what customers and homeowners already know and love.

"There are now 30 solid and woodgrain finishes on offer, and the opportunity to select a different foil for either side of the profile. That's nearly 900 different permutations, and the versatility doesn't end there!

We offer a choice of three profile colours – White, Brown or Caramel, which offer pleasing aesthetics.

By showcasing traditional colours that are seeing a renaissance, as well as more contemporary shades, Variations has met with success in all sectors of the market. "Chartwell Green's recent popularity for retail premises, and the prominence of grey windows in commercial buildings has led us to broaden our offering in those bands of the colour spectrum", Dave continues.

"Minimum order quantities remain unchanged at just one pack, allowing customers to take on one-off jobs using coloured foils without having to pay for and then store excess, unused stock."

The VEKA UK Group is issuing new Variations finger swatch books, providing fabricators and installers with a comprehensive yet easy-to-use overview of the new range, in a handy format. Equivalent RAL codes are listed for each shade, making it simple to colour match other aspects of any given project to the window profile.

To learn more about The VEKA UK Group's NEW Variations collection and request your swatch book, please call **01282 716611** or email salesenquiry@veka.com.





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Dear _____

The VEKA UK Group is proud to introduce the NEW Variations colour collection, now available across all products in our VEKA and Halo portfolios.

Superseding the outgoing 18-strong collection, the NEW Variations range includes a market-leading 30 shades, analytically selected to not just satisfy but surpass customer expectations across the most on-trend colour bands; greys, greens, woodgrains and more. Foiled profile now accounts for 30% of The VEKA UK Group's total sales, exceeding the industry average by a significant 5%. That's more than one in every four windows made using VEKA or Halo profile. To help your business capitalise on this, the industry's biggest growth area, we are writing to make you aware of the collection launch, prior to our comprehensive marketing campaign, which will include:

Trade advertising / PR / social media

Following an in-depth process of customer consultation, we have extended and enhanced Variations' existing strengths, now offering:

30 colours and woodgrains – one of the widest selections of any systems company

Complementary base colours

Versatility: the option to specify different foils on each side of the profile

More choice in the most popular bands of the colour spectrum

MOQs of just one pack, saving you money and storage space

Clear and simple ordering and pricing policy

Comprehensive yet easy-to-understand finger swatch books

Simple lead time structure: X-stock, 10 days or 4 weeks

Enclosed with this letter you will find your Variations swatch book, providing a comprehensive overview of our new foils offering, in a handy, easy-to-use format. Equivalent RAL codes are listed for each shade, allowing for simple colour coordination across any project. To request additional swatch books for your sales team, and for any further information, please call **01282 716611**, email salesenquiry@veka.com or contact your Account Manager.

With the NEW Variations collection, The VEKA UK Group has made it easier than ever to boost your foiled profile sales – growing your business, with flying colours! We look forward to receiving your order.

Yours sincerely,

Dave Jones
Managing Director



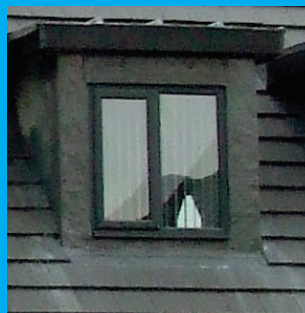
The VEKA UK Group

Photography

The images shown are just a selection of installations available for customers to use in their own marketing materials, showing the variety of foiled finishes from the Variations range. If customers wish to access these images they should contact The VEKA UK Group Marketing Team on **01282 716611** or email ukmarketing@veka.com



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THE VEKA UK GROUP. Farrington Road, Rossendale Road Industrial Estate, Burnley, Lancashire, BB11 5DA
01282 716611 | salesenquiry@veka.com | www.vekauk.com

Due the limitations of the printing process we recommend that an accurate colour swatch is requested prior to ordering.
The company cannot accept any responsibility for colours shown in this brochure.