

WE ARE OFFICIALLY 'MADE IN BRITAIN'

I am proud and delighted to announce that we have the official mark 'Made in Britain'. After 35 years of manufacturing various and numerous products in the UK and having fought hard against shareholder attempts to outsource to China and the Far East this sets out our clear direction of travel within the GJB Group.

We will continue to work with our supply chain partners to ensure we make more and more of our components in the UK. We do this not only to support British jobs, but to protect ourselves from what we have just experienced over the last 18 months, whereby the supply chain was crippled by countries deciding to pick and choose their markets, plus of course the shipping container issues and all that profiteering and disruption.



Made in Britain also supports our ambitions to make things in a more environmentally responsible way. The launch of Sheerline is the best example of this commitment. We are now buying Aluminium extruded in Derbyshire from billet that is mined and produced in Wales when many of our lower cost competitors are still moving aluminium products in containers out of China, Turkey, Spain, and the Far East. Longer term I know that we have the right business model.

Steve Gardiner
Group Operations Director



LOOKING FORWARD TO 2022

It's been interesting watching industry social media over the last few weeks as some contributors forecast an end to the 2020/21 boom with a few doom mongers even suggesting a steep market decline in 2022 "Boom and Bust"?

Some of this discussion is driven by the escalating cost of raw materials but these price hikes are a consequence of the massive demand hitting the companies right at the top of the supply chain driven by consumers who simply want more and more of what we supply and install in homes!

Recent indicators show a moderate slow-down in demand during November but we prefer to focus on longer term trends when making our business decisions.

1. The UK population is growing faster than the rest of Europe and we simply don't have enough of the right kind of houses in the right places to deal with our rising population.

2. House prices have risen during the pandemic and the gap between the 'Haves' and "Have Nots" has widened. Older homeowners have seen the value of their homes rising faster enabling this demographic to improve their homes further and enabling them to become the bank of Mum and Dad.

3. Our homes still create 20% of the carbon problem in the UK and the government are determined to reduce this to meet our COP26 commitments. We have the

leakiest homes in Europe, our homes need insulating and glazing must be upgraded. Global warming is now top of the agenda with consumers and businesses must listen.

4. Our homes were designed to eat and sleep in. They are not workspaces or entertainment venues! COVID changed that and accelerated the 'working from home' culture.

Our conclusion is that we are set for a strong 5 years in the construction and fenestration sectors and that we must therefore continue to invest. We are busy updating our product ranges to meet the latest trends and I'm delighted with the progress we are making with our new ELITIS ECO energy efficient smart brand and the new Sheerline Aluminium products. Both ranges have market leading energy performance and U Values that fit with the latest updates to Building Regulations and 'Future Homes' perfectly.

It wasn't straight forward coping with the sudden rise in demand from June 2020

and it wasn't just our supply chain that struggled to keep pace. We had our own significant challenges in our factories with recruitment and absenteeism. As many of our customers know it has become harder to find the right people, the jobs market has never been as competitive as it is today.

We are determined to offer the very best quality jobs and careers to attract and retain the very best people. We are proud that from February 2022 every one of our 325 employees will be paid a minimum of the 'The Real Living Wage' which is currently set at £9.90/hour.

For now, we would like to thank you for the business in 2021. Together we make a great team and one which will rise to all the challenges ahead. Have a wonderful restful Christmas and New Year break, you have certainly earned it. We will all come back fighting fit ready to make 2022 another year to remember.

Onwards & Upwards.
Roy Frost - Group MD



easymarketing

THE MOST EXTENSIVE
MARKETING SUPPORT
IN THE INDUSTRY

No Fee to Join | Boost Your Brand
More Leads | More Sales

Power your business growth and stand out from the crowd with our new range of industry leading tailored marketing materials.

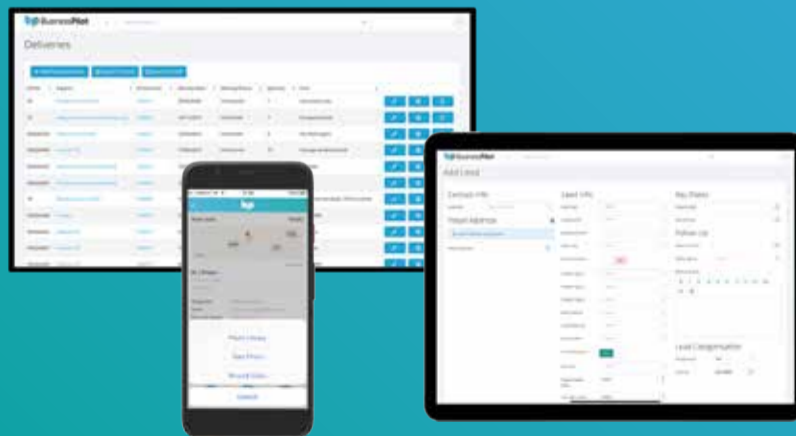
Get in touch

01782 391900

bp BusinessPilot

0333 050 7506 info@businesspilot.co.uk

The digital business management tool designed by installers for installers.



Claim your instant one-month free trial at businesspilot.co.uk/free-trial



Drag-and-drop' job scheduling
Your office, anywhere!

A single system for all your admin
Understand profitability on every job

NEW GROUP BRANDING

Acquiring any business is a challenge but in 2017 we acquired 2 with factories 160 miles apart with over 250 employees. Add in a ransomware cyber-attack and a global pandemic and you can see why we put our group re-branding on the back-burner.

It is important that we address it now. We certainly wouldn't have designed it this way had we grown organically. We need to stop diluting our brand spend and put our efforts

into one great web portal for customers and make it simple for customers to access our full product range.

Choosing the right manufacturing brand wasn't straight forward. GJB has a great customer base and reputation in the South East and Listers is a brand known nationally having won many industry awards between 2003 to 2015 including the much coveted 'Fabricator of the Year' at the G-Awards an unprecedented

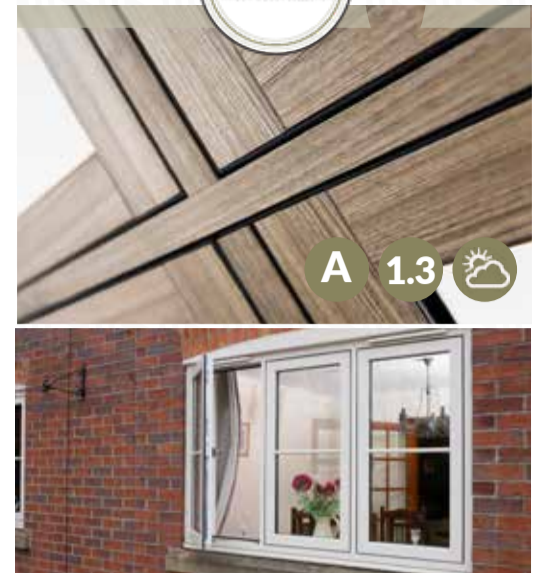
3 times. Our choice was complicated by my desire to let the GJB brand live on in honour of our great friend and founder of GJB Gary J Bristow. I think we got it right and I'm looking forward to seeing the transformation over the next few months.

Roy Frost
Group MD

GJB GROUP



TIMELESS
WINDOW & DOOR COLLECTION



PREMIUM FLUSH SASH TIMBER ALTERNATIVE

The newly unveiled Timeless Flush Sash window is reminiscent of early 19th Century timber windows and is ideal for heritage homes, particularly in conservation areas where authentic looks are all-important.

The five-chamber PVC-U frames of the Timeless Flush Sash, with double or triple glazing, will ensure your home is extremely weatherproof and draughtproof, providing an outstanding thermal barrier against driving winds and rain, even in the most exposed locations.

FULL SUITE OF
TIMELESS TRIMS
AVAILABLE



NEW PRODUCT UPDATES FOR 2022

SHEERLINE
ALUMINIUM WINDOWS AND DOORS



S2
LANTERN

BIFOLD
DOOR

It's fair to say that the disruption that ensued post 23rd March 2020 has really disrupted the launch of our new Sheerline Aluminium Window & Door products. Roger Hartshorn and his team at Sheerline were motoring along nicely on product design, tooling and installing the new aluminium extrusion press in their Derbyshire based factory and then a major spanner was thrown into the works!

We have also suffered delays due to the worldwide semi-conductor shortage. Our new FOM cutting and CNC machines have only just arrived at our factories so we have been limping along on machines that will soon be retired, and not before time.

The objectives of Sheerline were so compelling that we signed up immediately to be one of their launch partners. Sheerline is a brand-new approach to aluminium systems, designed by experienced PVC systems engineers that addresses the frustrations presented by the existing system;

1. Products with the best U Values, compliant with forthcoming Document L changes.
2. Engineered corners that make the perfect mitre every time.
3. An end to 'wedge gasketing' during the installation process!
4. Less shapes, less complexity, using a common back of frame platform for ancillaries.
5. Keeping on-trend colours in stock in all shapes, supplying coloured profiles on short lead-times (just like uPVC).
6. PAS 24 and Secure by Design approved.

Keeping our customers ahead of their competitors remains our key objective, and Sheerline certainly does this, and we are delighted to announce that from March 2022 we will be in a position to supply the entire product range of Sheerline including the new Bi-folding Door and S2 Lantern. All the product range will be available through our new online ordering and quotation portal which will provide fast and accurate quotes 365 days 24 hrs.

It really will be worth the wait.

THERMAL BENEFITS

- Thermavac[®] thermal break offers unrivalled aluminium performance
- Thermavac thermal breaks which are almost half as thermally conductive as Polyamide, that's traditionally used in other aluminium systems. Thermavac 0.17W/mK, Polyamide - 0.30 W/mK
- Sheerline's Thermavac thermal breaks create a closed cell, insulating chamber inside the profile as well as acting as a thermal break. Unlike Polyamide alternatives. This multi-chamber composite construction means Sheerline is one of the most thermally efficient aluminium systems available
- Total system efficiency - Sheerline's cills and ancillaries such as couplers and bay poles have been designed to be incredibly thermally efficient and use large Thermavac cores with co-extruded insulating weather seals. Unlike other aluminium systems these components won't create cold spots within the window which can be prone to condensation

OUTSTANDING PERFORMANCE

- Sheerline's Prestige double glazed windows, with standard high performance glazing have a U-value as low as 1.3 W/(m2K).
- While our Prestige windows are as low as 0.9W/(m2K) when specified with triple glazing, also achieving an A+ WER (Window Energy Rating).
- Thermal transmittance, also known as a U-value, measures the rate of transfer of heat. The better-insulated a window is, the lower the U-value will be.

U VALUES
AS LOW AS
0.9

LISTER
WINDOW SYSTEMS **MADE IN BRITAIN**





BECOME AN ELITIS DEALER

Many of our customers will be familiar with our Veka Halo Elitis product range. We are delighted to introduce the Elitis Eco window to this range!

The Elitis Eco uPVC window is designed to exceed the forthcoming changes to Document L Building Regulations, with market leading environmental credentials which will attract the modern consumer and homeowners of the future. Crucially, the product will be exclusively licensed to the GJB Group Lister Window Systems customers.

Our new automated machinery is being installed in our extended factory space during the first quarter of 2022. Elitis Eco will become available from May 2022, a year ahead of the Future Homes Plan start date. The new Elitis retail website is under construction and all Elitis dealers will have access to the best range of modern marketing assets.

FEATURES:

- A++ energy rated.
- 76mm system accommodating double and 44mm triple glazed units to achieve a maximum U Value of 0.7.
- Compliant with the Government's Future Homes Plan.
- Made from 80% recycled content, with virgin white uPVC outer frame.
- Elitis Eco works with KUBU, the first UK window supplied fully SMART enabled.
- 15 Year Product Warranty activated by scanning the product QR code.
- £2000 Security Guarantee.
- Secured by Design and Made in Britain accredited.
- Slim sash with modern design features and on - trend colour range of profiles from stock.
- Entrance Doors, French Doors, and Tilt and Turn.
- All Elitis products are packaged and branded with protective tape.

ELITIS ECO

WINDOWS MADE FROM OTHER WINDOWS

SMART • EFFICIENT • SECURE



THE RESIDENCE COLLECTION

WINDOWS & DOORS
THE WAY THEY'RE MEANT TO BE™

For more information
Call Paul Tranter on
07867 240535

SUPPLY CHAIN OUTLOOK 2022



I have to remind myself that being so busy is actually a good thing! I've heard from our customers just how difficult it has become running a business with a broken supply chain and I completely get that and understand our customers frustrations having overseen all of our supply chain issues first-hand. The good news is that there is light at the end of this 18 month tunnel.



Moving up from 100% demand to 140% demand clearly isn't straight forward, however over the last few months our supply chain has got back close to pre-pandemic service levels with our main suppliers.



The bigger the supplier the harder it was to cope. Eurocell, the largest PVC systems company in the UK had to order and install 10 new extrusion lines and 4 new foiling lines. These machines are on 8 month lead-times. They also needed more space so



we secured more warehousing and kitted it out with new handling equipment. In total Eurocell have invested £20m in 2020/21 in upping their capacity, but it took a whole 12 months.

Doorco, our main door blank supplier had a series of complex shipping issues to overcome and that was before the Suez Canal closed! When the door blanks arrived in the UK they were hit hard with COVID absenteeism. When the absenteeism issues resolved their machines worked harder than ever before to catch up and then they couldn't get spare parts for their machines because of the global semi-conductor shortages. I'm pleased to report that most of their issues

All PVC systems companies have struggled to secure the important base material PVC resin and we have seen the consequences of supply and demand in the price which is now 30% higher than it was in May 2020. It's been the same with Steel (35%), Glass (35%) and Aluminium is still on the rise; we expect that to top out at 50% above pre-pandemic prices. These are just eye watering increases and as a buyer I haven't seen anything like it in my career, and I haven't been able to do anything to offset these increases. They were all fully justified which has been frustrating.

are now resolved, but what a series of events they've had to overcome.

If the last 18 months has taught me anything it is just how important good relationships are with our supply chain partners. We are very loyal, and whilst we go through good times and some not so good times, we continue to work with our partners and look forward to a much more stable 2022.

Steve Gardiner
Group Operations Director

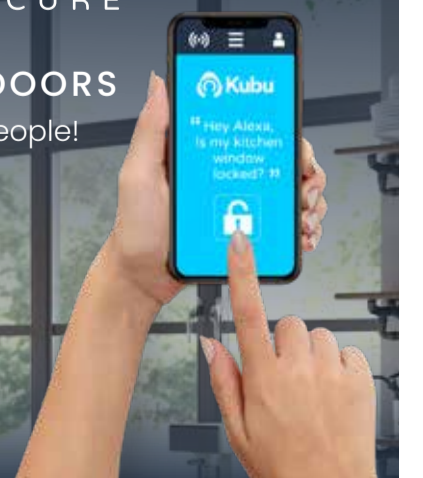
ELITIS
SMART • EFFICIENT • SECURE

INTELLIGENT WINDOWS AND DOORS
Made for smart homes, loved by smart people!

Call 0330 1755 790
www.elitis.co.uk



stay connected



CONSTRUCTION IS COMING IN FROM THE COLD

We're so used to hearing that construction is part of the problem, says Mike Rigby, CEO of MRA Marketing, that it's cheering that construction is now part of the solution.

Traditional forecasters look for regression in booms and busts, signs that a market or economy is returning to trend, but all the signs are that we are on the threshold of a new normal for construction.

While individual events are virtually unpredictable you don't need special glasses to see the mega-trends that are changing our world and boosting construction. These six powerful trends will lift construction to a new level for the next 10-20 years at least:

1) The population has grown faster than the rest of Europe with further growth

inevitable. We are a crowded island, and we don't have enough housing stock in the right places and so housing has risen up the political agenda.

2) The 20 year trend separating homeowners into the Haves and the Have Nots received a further boost from the pandemic. Rising house prices have been adding to the housing wealth of the Haves - older homeowners whose homes have risen dramatically in value over the last 20 years.

3) Homes continue to be improved because it makes financial sense to look after their most important asset.

4) We have the oldest housing stock in Europe with around 20% of carbon emissions leaking out of our homes. Unless we upgrade the insulation of our housing stock, we stand no chance of meeting carbon targets.

5) A recent survey found that 70% of senior board level managers in the UK think hybrid or some form of working from home is here to stay. Most homes were made for sleep and the occasional meal, while living and working elsewhere. More than ever, people are adding living space or remodelling their homes to make it easier to work in and spend their time in comfort.

6) Homes built on flood plains will need a lot of upgrading to keep them habitable. Around 5.2 million properties in England are at risk from flooding.

Fill your boots!

© mike@mra-marketing.com

LISTER
WINDOW SYSTEMS



AN UPDATE FROM COP26

I have just spent two weeks attending COP26 events in my "other life" in the marine sector. Shipping is without doubt the most conservative and change resistant industry on earth and it has traditionally not made any changes unless the United Nations absolutely insist on them!

Shipping has the same carbon footprint as the whole of Germany, so it must step up. In 2020 targets were finally introduced to significantly reduce shipping's carbon footprint by 2050, this for shipping companies was a revolutionary move which some said was too ambitious. 18 months on and I'm sat in a room in Glasgow listening to the leaders of these massive shipping companies telling the Secretary General of the IMO that his targets weren't realistic, that they were too low and should at least double those set in 2020, what a dramatic shift in thinking!

So, why the change? Not because governments and regulators forced it but because for the first time ever the owners of ships who are typically faceless companies registered in places you have never heard of are having to listen to the consumer. Mrs Smith from 23 Acacia Avenue is influencing the decisions made by billionaire ship owners.

The companies that Mrs Smith buys from get it as well. Nine major shippers, including Amazon, IKEA and Unilever, all signed a pledge prior to COP26 committing to only charter zero emission ships from 2040. There are around 30,000 fossil fuelled vessels bobbing around the seas and oceans of the world and currently no zero emission ships delivering cargo at scale so that's a big statement.

Even the banks are at it. Twenty-eight of the biggest lenders to shipping with a combined lend of \$185bn have signed up to the Poseidon Principles which means they have to report each year on how they are reducing the carbon footprint of their loan books. They can only do that by not lending on dirty ships. Why? Because they can see the direction of travel and they know that if they are left lending on a load of dirty ships their loan books will be worth nothing.

So, what has all of that got to do with us in the fenestration industry? Simple, our customers deal directly with Mrs Smith and people like her. If the consumer's voice is changing the minds of Greek shipping owners, then we can't afford not to be listening. We need to be showing the consumer that our products are more than a great way of reducing energy bills. We also need to be showing them that they are made in an environmentally appropriate way and deliver these products in low emission vehicles. We need to show consumers that we "get it".

The Future Homes Standard comes into full force in 2023 with changes to Part L starting as soon as June next year with significant changes to New Build construction. New homes will need to be built emitting 35% less carbon than they do today by June 2023 and 75% less by June 2025.



To achieve this reduction the major home builders will change their building specifications, cavities will move from 100mm to 150mm and they will specify windows with Triple Glazing and a window U Value of 0.8 and the windows will also be installed in check reveal.

This isn't new for the fenestration industry we have been forced by regulation to up our game in the past but here is my prediction - just like shipping we will find that the consumer will speak louder than the regulators. We will need to do more and do it quicker than we expect. This ship isn't going to turn around and we need to keep ahead of our competitors. We are already making changes in the way we run our businesses to be ready. There is more to come in giving you the answers for those consumer questions and we will help you make changes as well.

Let's turn this challenge into an advantage and be the winners as well as doing the right thing to ensure a safe environment for future generations of window and door installers.

Sean McLaughlin - Group Chairman

THE BIG TRADE COUNTER HAS GOT EVEN BIGGER

The Big Trade Counter brand was founded in 2009 by the Lister family in Stoke-on-Trent and quickly became the 'One Stop Shop' for local Staffordshire trades supplying premium windows, doors and a vast range plastic building products alongside warehousing and waste disposal services.

The Stoke counter is the ultimate 'convenience store' for local tradesmen and larger trade

customers and remains the largest Trade Counter in the UK with sales of £7m in 2021. It's proven to be a great model and one that many of our competitors have subsequently copied which is very flattering.

Learning from the Stoke-on-Trent originals the group have subsequently rolled out exactly the same model in the South East opening new Big Trade Counters in Bedford, Reading, Tonbridge

and Rayleigh with a few more in the pipeline for 2022.

Each trade counter carries large stocks of premium trims in all shapes and colour options. We have the full range of Freefoam roofline and rainwater products, Olive sealants and adhesives and Firestone Rubber Cover plus the full range of OX Pro Tools.

Customers can either collect or we can deliver anywhere around the M25 area and GJB Group.

Customers are able to use any of our Trade Counters and special discounts are available so feel free to contact our Managers directly and introduce yourselves.

Bedford
gary.king@thebigtradecounter.co.uk

Tonbridge
andy.hart@thebigtradecounter.co.uk

Stoke
wayne.tracey@thebigtradecounter.co.uk

Rayleigh
dolly.northover@thebigtradecounter.co.uk

Reading
mark.eastmond@thebigtradecounter.co.uk

Alternatively, to find out more call either myself or Gary Hudson on 07707 920421.

Rob Waller Sales Director 07738 949634

