

Stand no. H114

Repair kit success enables SFS expansion

The introduction of touch up and repair products to its fleet sales range of consumables has proved so successful, Leeds based SFS intec is planning to use this as a basis for expanding its target market.

Already an established international fastener and door hinge manufacturer, SFS intec branched into selling consumables to the window manufacturing industry from a fleet of vans several years ago.

"Fleet customers were increasingly asking us for PVC-u repair kits in general and in particular touch-up pens," explained SFS intec's UK Manager, Neil Ackroyd. "So we investigated what was available and decided to go with the Briwax Professional range. Initially we were cautious, just ordering a few boxes of pens – however the demand rocketed and we sold over 1,000 pens in less than 10 months. Although the original lacquer pens and the recently launched fine line pens are still the most popular items, we also now carry full repair kits."

"Our relationship with Briwax immediately opened many doors for us as we exchange sales contacts," he continued. "But the really interesting development is that we are now looking at using the range to get us into new markets such as joinery and shop fitting. Briwax Professional is not only for windows and PVC-u, but is also suitable for repairs to any solid wood, veneers, painted surfaces and foils."

SFS intec ensured the sales team had a full understanding of the product range by sending them to one of Briwax's special training seminars which provided a broad introduction to repairs on all types of surfaces. Each van has a full repair kit on board so that the SFS intec team can do on the spot demonstrations showing how easy to use and effective the system is.

The SFS intec van fleet currently covers the North of England, the Midlands and Northern Ireland but plans are in hand to expand to a nationwide service. "Our consumables catalogue brings together the very best products needed by window and door manufacturers – a mobile one-stop-shop which delivers to your door every week. The Briwax Professional range has proved the ideal addition to this service," concluded Neil Ackroyd.

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