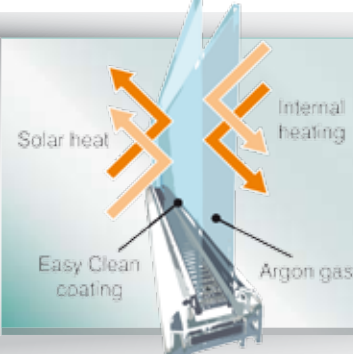


The *Lee Kelly* Post


All your uPVC needs – from one window to an entire housing estate



HEATA BLOCKER!

High-tech product which keeps out the sun's heat in summer, keeps in the home's heat during winter

See pages 7 & 8



Top of the glass



uPVC bosses reveal secrets of success during the recession

TOP TEAM: Mark Lee and Alan Kelly at their newly-refurbished premises on Blackpool Road, Fulwood, also seen at night (above, left)

Few building industry firms have ridden the recession like Lee Kelly uPVC.

The Fulwood-based double glazing firm saw its sales grow every year during the toughest times many can remember, Turnover rose by 15 per cent in the six months before the economy began to improve. Joint owners Mark Lee and Alan Kelly put their success

down to quality products, keen prices and excellent staff.

"A lot of our work comes via recommendation," says Mark. "We do a first-rate job for a very competitive price."

The two men sell **quality products** such as Veka windows – the world leader in uPVC windows.

"We won't entertain products that cause us problems later

on down the line," says Mark.

Prices are highly competitive and often significantly cheaper than rival firms.

Teamwork is also important, from the initial inquiry to the finished product. "There are 14 of us," says Mark, "and everyone who works here is first class – there's a lot of camaraderie and that comes across to the customer."

He said two new fitters who had each spent 20 years in the industry said it was the best firm they had worked for. Mark and Alan, well-known in Preston's building trade, spent 30 years at Thompson's builders' merchants, Ashton, before starting Lee Kelly nine years ago.

They are straightforward and down-to-earth, avoiding high-pressure sales, and take pride in **good customer service**, before and after sales.

Mark adds: "There's no better feeling than when a customer writes or calls with nice words or a testimonial about our staff and company."

See the website for testimonials.

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Composite doors are proving a huge hit with home owners in search of warmth, security and style.

Lee Kelly have sold more than 500 such doors over the last 12 months to a wide variety of properties, at an average price of £700-£800.

"They are made to look like a traditional hard-wood door but are more secure and more energy efficient than a plastic door," says Mark Lee. "They are a lot more substantial - 44 millimetres thick as opposed to 28 millimetres - and there is a massive choice of colours.

"They come in traditional and modern designs with something to suit every taste." The word 'composite' comes

Doors sales up by 250%

Householders crazy for composites



IN DEMAND: Modern composite doors are popular

from the blend of insulating and strengthening materials, including glass-reinforced plastic

(GRP) which is the outer skin. The doors possess the most up-to-date multi-locking mechanisms and are made to measure, so Lee Kelly can cater for any option, from a single entrance door to something more complicated that may include sidescreens and top

lights. Doors can be matched to existing windows.

SECURITY Locks are as safe as possible



Locks for Lee Kelly doors and windows are supplied by Yale, the world leader in security.

Company joint owner Alan Kelly says nothing is fully secure - as break-ins at Buckingham Palace prove - but the aim is to deter burglars seeking a quick, easy entry and Yale do this better than anyone, offering a 10-year guarantee, where Yale repay

any excess on home insurance in the event of a burglary.

Lee Kelly offer optional security extras such as anti-snap and anti-drilling lock cylinders. Alan says he is confident that products they supply are proof against the average burglar.

Lee Kelly also constantly monitors the market for the latest security upgrades.



Black is the new white

More home owners choose a fresh new look for windows



Black is the new white as far as uPVC firm Lee Kelly is concerned.

The growing popularity of **black window frames** has helped the Fulwood-based firm stay busy over the past few years amid hard times for the building industry.

Co-owner Mark Lee says the uPVC industry is starting to move away from white as more

people opt for coloured and black frames. He adds: "Black is definitely the new thing - it looks sleek, new and modern, yet it will go with traditional houses as well. And it never looks dirty!" Mark says Lee Kelly were "very busy" last year, one reason being people opting to improve their homes rather than move. They are also prospering because in a sector



noted for pushy salesmen, Lee Kelly do not pressurise potential customers and aim to provide good, honest value-for-money. No project is too big or too small for Mark Lee and Alan Kelly (both above), who are as happy replacing a single window in a terrace house as they are tackling all the windows in a prestige property - terraces comprise 15 per cent of their business.



PRESTIGE PROJECTS



THE FARMER'S HOUSE

Osbaldeston farmer Chris Bargh turned to Lee Kelly after a glowing recommendation from a tradesman he knew. Chris was rebuilding the family's old farmhouse and needed around 40 windows installing, for a good price. He says: "Lee Kelly's price for what was a big job was very reasonable. Mark was



good to deal with and the whole process went very well. They came when they said they would and I've already recommended them to my sister, so they must be all right!"

THE SCULPTOR'S MILL



Sculptor Charles Hadcock has a long-term plan to renovate all the former Roach Bridge Mill at Samlesbury into office and studio space. Lee Kelly has so far installed around 40 windows (right) in Anthracite Grey. Charles, whose work is internationally recognised, said: "The interesting thing about Mark is that he understood



the architectural importance of what I'm trying to do - recreate the original look using uPVC. "The mill is by a river in an extremely damp environment and very difficult to maintain, so the windows had to turn and come inwards so we can clean them. "Mark worked hard to find a really attractive solution, and stayed within budget."



Colour's flying!

When uPVC windows became popular more than 25 years ago, everything was white, white, white ... until recently.

Now black and tasteful shades of all colours are starting to appear as householders and businesses realise they can give their homes a brand new individual look. "Creams and grey and other colours are definitely becoming popular," says Mark Lee. "They never look dirty and they're something new, something different, and people have so many colours to choose from."

Creams, greys, greens, blues and more - the new fashion is to move away from white for your windows

More than 30 shades of window frame colours, including coloured wood grains, can be seen on the company website at www.leekellyupvc.com/downloads/colour_range.pdf



The blacks, greys, creams, greens and more are in addition to the standard colours of white, golden oak, rosewood or mahogany. Coloured frames can be shaped to fit any opening and come in styles ranging from classy, modern geometrical windows (below) to

traditional, old-fashioned sash windows (top right). **Integral blinds** (left) can also be fitted inside the glass panels, looking stylish and removing the need for cleaning. They are operated by moving a magnetic strip up and down, and come in 15 colours. Ring Mark Lee or Alan Kelly (both above) on 01772 788550 to find out more.



Cream



TESTIMONIAL (house in main picture, left)

Thank you for your expert advice and to your fitters who did such an excellent job in replacing all our wooden doors, patio doors and wooden double-glazed windows which been in place for well over 20 years, with a Rockwood front door, composite doors, patio doors and uPVC windows in Chartwell Green with minimum disruption and remedial work. The interior finish also far exceeded our

expectations. I am sure the excellence of the fittings and finish is due in some part to the work experience of all involved. We are delighted that the new doors and windows installed have maintained, if not enhanced, the character of our lovely property and are already benefiting from less draught, less noise and greater heat retention. We would not hesitate to recommend you.

- Nicki and Tad Dekto, Football League finance director, from Barton, Preston



Grey



Green



IN DEMAND: Bi-folding doors, such as these in Anthracite Grey, make the patio an extension of your home and are growing in popularity



Owners take pride in having skilled and polite workforce

Meet the people whose united efforts will transform your home.

Lee Kelly has three teams fitting their products, a delivery driver, counter staff and office administrator.

Owners **Alan Kelly** and **Mark Lee** (back row, third left and centre) visit customers and draw up quotes.

Their staff are, back row, from the left: **Mark Kelly**, 22, son of Alan, who attended Fulwood High School, and has four years' joinery experience.

Jason Winkley 41, who works on the Blackpool Road showroom counter. He attended the former St John Southworth RC High School, and lives in Fulwood.

Donna Mawdesley is Mark Lee's sister and does the accounts and administration. She attended the former St Cuthbert Mayne RC High School,

At your service

Fulwood and lives in Ashton.

Daniel Lee, 22, son of Mark, a joiner for four years, and his brother, **Adam**, 24, who is a driver. Both attended Our Lady's RC High School, Fulwood.

Lee Greener, 42, of Blackpool, a time-served joiner with 22 years in the trade. On the front row, from the left:

Anthony Baron, 35, of Fulwood, former

pupil of Our Lady's and a joiner 18 years.

Michael Rooney, 48, of Fulwood, is a delivery driver and attended the former St Thomas More RC High School (now Corpus Christi). He is a former shop fitter and worked with Alan and Mark at Thompson's.

Karl Yeulett, 57, of Ashton, is the most experienced member of the team, with an HND in building contracts and 35 years as a building contractor.

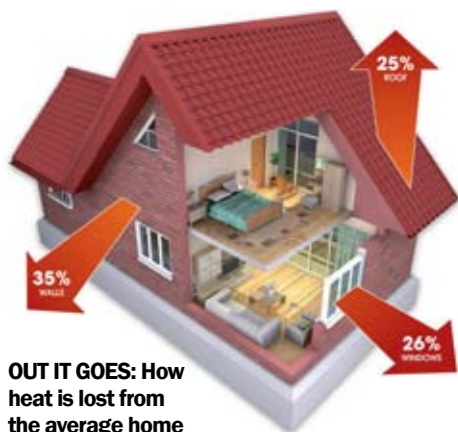
Counter assistant **Chris Swinson**, 22, of Fulwood, is a former pupil of Our Lady's.

Damian Kirby, 37, of Preston, a former pupil at Corpus Christ RC High School, who has 20 years' experience as a joiner.

Anthony Turner, 34, of Preston, a former pupil of Ashton High School, who has spent 17 years as a joiner.

ENERGY

Energy-saving glass keeps costs down



OUT IT GOES: How heat is lost from the average home

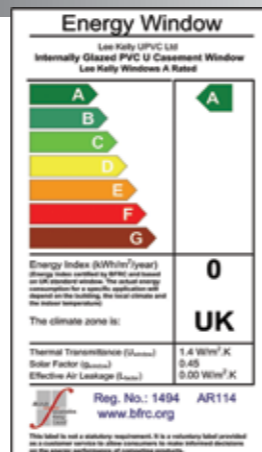
Lee Kelly know saving energy is important to today's customers. It is an approved installer for **Planitherm** glass - the market-leading energy-saving

glass with advanced coatings to retain warmth in the home whilst capturing heat from natural daylight.

This means your home will be warmer and heating bills lower compared to standard double glazing.

Windows now come with an energy-saving label (right) like fridges and freezers

and most of Lee Kelly's domestic windows are A-rated, to keep fuel costs down.



After: Now an orangery with brick-built walls

Finally ... a roof for all seasons



Before: A conservatory

Cooler in summer, warmer in winter

Celsius Glass is ideal for re-roofing conservatories and orangeries - and Mark Lee hopes its qualities may finally persuade sceptics to opt for a new addition to their home. What's more, it doesn't cost the earth. Mark reckons that for an average size conservatory re-roof, the extra cost is only around £200.

"It's hard to be precise on price," he adds, "but as a rough guide, a three-metre square roof should work out at less than £3,500, which we would be able to do in a day. "Up to 80 per cent of heat from a conservatory is lost

through the roof, which is why this glass is so suitable." Mark said people who had been deterred from having a conservatory by the heat problems will find their doubts disappear. "This is a fantastic product

and with our demonstration kits you can actually feel for yourself how good it is." Mark says tiled roofs for conservatories are being heavily promoted but he feels they are expensive and Celsius Glass is a better option.



Before

- CELSIUS: Key facts**
- ✓ Easy-clean coating means water runs off the glass, taking most dirt with it
 - ✓ Subtle blue tint cuts glare on bright days and brightens colours on dull days
 - ✓ Stops 94 per cent of UV rays, better protecting fabrics and furniture
 - ✓ Dramatically reduced noise from rainfall and traffic



After

We're very pleased with our replacement conservatory (above, right). The Celsius glass has definitely been warmer in the winter - we haven't had summer yet

TESTIMONIAL

- and the self-cleaning makes it much lighter. The workmen were also spot-on. There was no hassle, they just came and

did a good job, and we would certainly recommend Lee Kelly.

Jeff Bulman, of Bartle, Preston, owner of Bulman Sealants, Ashton

Glass revolution

Exciting new product cures conservatory heating problems

Fed up of freezing in winter and sweltering in summer as you try to enjoy your garden room?

Lee Kelly has just begun installing a new type of glass which blocks heat better than any other product on the market.

Test it yourself with a demonstration kit brought to your home by company joint owner Mark Lee (right).

"This glass really does what it says on the tin, as far as keeping heat in during winter and keeping out heat and glare in summer," states Mark.

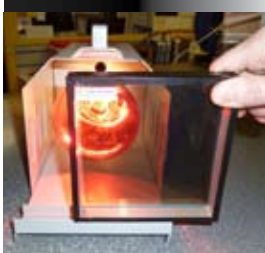
Celsius Glass has a unique micro-coating developed by Blackburn-based company K2, which was recently bought

by Synseal, one of the UK's biggest uPVC manufacturers. "The word is that Synseal bought the company for this product alone, it is so good," added Mark.

Lee Kelly has just been granted the right to sell this glass and has so far replaced four roofs and installed three new-builds. For the technically minded, its U value – a measure of internal heat loss – ranges from 1 to 0.9 (the lower the number, the greater the insulation).

"No other product gets this low," says Mark. "We've had great feedback on

TEST IT YOURSELF



Using a heat lamp, you can actually feel the difference the glass makes and compare its performance to a range of other glasses.



its performance from the installations done so far. "We're more than happy for customers to come and see it or to take the product round to show them at home."

Celsius Glass has other big advantages, including easy-clean technology and tints to enhance natural light.

● **Real-life examples from Lee Kelly's portfolio – page 7**

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Visit Lee Kelly's extensive website which has more on their services and products, including picture galleries

OTHER PRODUCTS

Lee Kelly also install garage doors, including roller doors, roofline products such as fascias and soffits, and do extensive commercial work.

● **PLEASE NOTE:** All photographs in this publication are of actual installations supplied by Lee Kelly UPVC Ltd