

SWISSPACER Marketing & Sales Manager, Vic De Costa, explains why the new free Caluwin app is perfect for installers to use on sales pitches.

Make the most of your sales pitch with Caluwin

Energy-saving windows have been a lifeline for the industry. They've given homeowners a compelling reason to replace their old PVC-U windows. Energy efficiency is a big concern - a survey by DGCOS found the top reason homeowners gave for replacing their windows was to lower their heating bills. It's not surprising when the average heating bill has gone up by 28% in the past three years according to Ofgem¹, and is expected to carry on rising.

But is the industry getting complacent? We've been talking about WERs and U-Values for years so you might assume your customers will understand them. The average homeowner doesn't have a clue about U-Values. They do recognise Energy Rated Windows because consumers are used to seeing the rainbow stickers on white goods and appliances - even airplanes! They know 'A' is the most energy efficient, but how many know how much they'll save?

Telling your customers exactly how much money they'll save

Installers I've spoken to want to make their sales pitches more punchy and relevant for homeowners. You could use the Energy Saving Trust as a general example. It says replacing single glazed windows with B rated windows will save the 'average' household £170 a year. It's a good figure, but it would be more persuasive to tell homeowners exactly how much money they'll save with your windows in their homes.

With this in mind, SWISSPACER has developed the Caluwin energy-calculating app. Quick and easy to use, the Caluwin app shows homeowners exactly how much energy and money they'll save with your new high-performance windows. It's ideal for sales pitches because Caluwin is smart, slick and user-friendly. And it's free and easy to download. Users can change window styles, glass, spacer bars and other components to compare performance of different windows. They can even see the savings from triple glazing. Our Caluwin app is free to download now on smartphones and tablets from iTunes or Android stores.

¹ Source: BBC (<http://www.bbc.co.uk/news/magazine-24107609>)

Feedback on Caluwin has been extremely enthusiastic and positive. John Berry, Profine UK Technical Services Manager says: “The Caluwin app is brilliant - it’s very user-friendly and is a great tool for calculating thermal efficiency. I recommend Caluwin to our customers and they find it really useful.” Ann Horan of The London Sash Window Company adds: “Caluwin is perfect for sales pitches. Homeowners often ask if there’s any difference between single glazing and double glazing. The Caluwin app lets us show homeowners the difference in energy savings and reductions in heating bills.”

Fit the best - insist on SWISSPACER

Many SWISSPACER installers talk about SWISSPACER in their sales pitches. SWISSPACER is a warm edge spacer bar which reduces heat loss through the window. This creates a more comfortable indoor temperature and stops condensation forming on the inside of windows, so homeowners can really see and feel the difference. SWISSPACER offers the best thermal performance and can easily lift a window from a C to a B rating or a B to an A and beyond. Windows with SWISSPACER save energy for years thanks to its High Tech Gas Barrier, which stops gas leaking out and moisture getting into the sealed unit. This is a critical point. There’s no point in selling windows with a performance that soon drops. SWISSPACER also has an attractive, semi-matt finish and is available in a choice of 17 colours - the widest range of all warm edge brands.

For more information about SWISSPACER, the UK and Ireland’s leading warm edge spacer bar visit www.swisspacer.com. Download your free Caluwin app today by visiting iTunes (<https://itunes.apple.com/gb/app/caluwinn/id688220781?mt=8>) or Android Stores (<https://play.google.com/store/apps/details?id=de.sommerinformatik.Caluwin>).

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