



Manufactures of Windows
Doors & Conservatories

Direct Trade Relaunches Online Presence To Increase Net Effect

Doncaster fabricator Direct Trade has launched a bright new Web site - www.directtradeltd.co.uk - in order to further communicate the company's powerful focus on quality, reliability, professionalism and people to the trade. The Web site - developed in conjunction with its systems supplier, WHS Halo, as part of their In Business Together initiative - covers not only the product dimension of its window and conservatory offer; but also addresses the trade directly while explaining its business philosophy and the difference it makes to its customers.

Kitemark accredited to BS 7412, Direct Trade recently achieved the British Fenestration Rating Council (BFRC) Window Energy Ratings A to E on windows fabricated from WHS Halo's Eclipse (Chamfered) and Esthétique (Sculptured) system. It also offers the Global conservatory roof system.

Direct Trade Director Steve Green says of the new Web site: "Necessarily, every business today has to have an effective Web site - if only 'to be there, even while not being there' - and it is a key ingredient of a business' marketing strategy. It is a lead generator, it helps retain clients, and save on costs; and with their near universal reach and interactive nature, they present opportunities that are not always available through other means".

Founded in 1998 by Steve Green and Mick Bowley, the company operates out of a 21000ft² factory - with 77 staff - and produces around 800 frames per week and manufactures windows, doors and conservatories for the trade. Direct Trade prides itself on offering complete conservatory packages as well as a full range of window and door products; and incorporates technical support, and both internal and external sales teams.

Direct Trade featured for the second successive year in the Sunday Times annual Fast Track 100, published in December - the only business in the sector to have featured at all in the past two years.

Direct Trade (Yorkshire) Ltd
Tel: 01302 880066 www.directtradeltd.co.uk