

# Your Trusted Trade Partner for Windows & Doors



For over 28 years, Direct Trade (Yorkshire) Ltd has been a leading trade supplier of high-quality PVCu and aluminium windows, doors, and conservatories. Our reputation is built on reliability, precision manufacturing, and strong partnerships with installers nationwide.

**DIRECT**

**TRADE**

**01302 880 066**  
tradesales@directtradeltd.co.uk  
[www.directtradeltd.co.uk](http://www.directtradeltd.co.uk)



We operate from a 100,000 sq. ft. manufacturing facility, strategically located near major motorway links, ensuring efficient nationwide delivery. With continuous investment in cutting-edge Urban, Schirmer, and Stuga machinery, we produce high-performance, fully accredited products that meet the highest industry standards.

## Why Direct Trade?



## The Direct Trade Advantage

We understand the challenges installers face, which is why we offer:



**A Dedicated Support Team:**  
Our real, experienced professionals provide tailored advice and technical support, both in-office and on-site.



**Market-Leading Brands:**  
We partner with the market leading brands in the industry to maintain a reliable and consistent supply chain for our customers.



**Flexible Nationwide Delivery:**  
We offer twice-weekly deliveries nationwide, direct to site if required, with no minimum order charge.



**Industry-Recognised Accreditations:**  
Our products undergo rigorous testing, ensuring durability, energy efficiency, and security.



**Unmatched Product Quality:**  
Advanced machinery and skilled craftsmanship ensure our products meet the highest standards.



**A dedicated Area Sales Team** covering the North, Midlands, South East and South West.



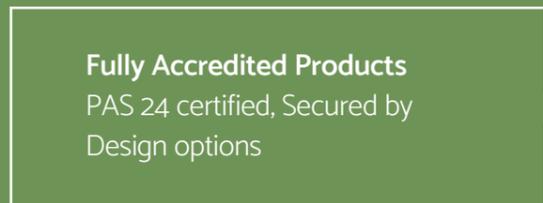
**PVCu Fabricator of the Year** National Fenestration Awards 2025



**Nationwide Delivery Fleet**  
Over 30 vehicles ensuring regular deliveries



**Rising Star** Jason Gostling G Awards 2025



**Fully Accredited Products**  
PAS 24 certified, Secured by Design options

# PVCu Windows & Doors

Our PVCu windows and doors are manufactured using the VEKA Halo System 10 and Rustique profiles - two of the most respected systems in the industry.



Casement Windows



Tilt & Turn Windows



Flush Sash



Patio Doors



OMNIA



Doors



Halo System 10

U-values as low as 0.83 W/m<sup>2</sup>K with triple glazing

Suited for both new-build and replacement projects

PAS 24 and Secured by Design (upon request)

Simple bevelled edge for a crisp look

Robust performance and weather resistance



Halo Rustique

U-values as low as 0.82 W/m<sup>2</sup>k with triple glazing

Suited for period homes and traditional aesthetics

PAS 24 and Secured by Design (upon request)

Traditional sculptured profile

Multi-chambered profile



VEKA OMNIA

U-values as low as 0.75 W/m<sup>2</sup>k when triple glazed

Award-winning system

PAS 24 and Secured by Design (upon request)

Double flush double rebate complete suite

Combine with Feinstruktur for a true USP



VEKA Flush Sash

U-values as low as 0.95 W/m<sup>2</sup>k with triple glazing

PAS 24 and Secured by Design (upon request)

Authentic heritage aesthetics

Multi-chambered design

Energy efficiency and sound insulation



# New Product: OMNIA

## Now Available Welded & Fully Mechanical

# OMNIA



OMNIA is an award-winning, complete suite of windows and doors, designed to make life simpler for you, our VEKA Installers.

Instead of juggling multiple systems, OMNIA lets you complete a full project using one high-quality system that works together, performs together, and looks right across the whole home.

- One look
- One level of performance
- One system you can trust

Fabricated by Direct Trade, OMNIA gives you simplicity, confidence and consistency - things that matter more than ever when customers expect flawless results.

Because Direct Trade fabricate the full OMNIA suite, installers can specify joined-up solutions where everything talks to each other:

- Sightlines line up
- Finishes match
- Performance stays consistent from window to door, front to back

The result? A cleaner install, an easier sell, and a finished home that looks considered, not pieced together.



## OMNIA Features

Let Direct Trade help you specify OMNIA to the homeowner



### Double Flush

**What it means:**

Both the window sash and frame sit flush on the inside and outside.

**Why homeowners care:**

- Clean, modern look inside and out
- No bulky profiles
- Looks premium, whether the home is traditional or contemporary

**Installer win:**

You're selling design without compromise on performance.

### Double Rebate

**What it means:**

The system has double gasket seals, so double protection against the elements.

**Why homeowners care:**

- Better protection against wind and rain
- Reduced draughts
- Improved comfort all year round

**Installer win:**

A solid performance story that backs up the look.

### PAS 24 & Secured by Design

**What it means:**

OMNIA meets recognised UK security standards.

**Why homeowners care:**

- Strong resistance to forced entry
- Peace of mind, especially for families
- Insurance-friendly security credentials

**Installer win:**

Security is built in - no upgrades, no awkward conversations.

### Double & Triple Glazing Options

**What it means:**

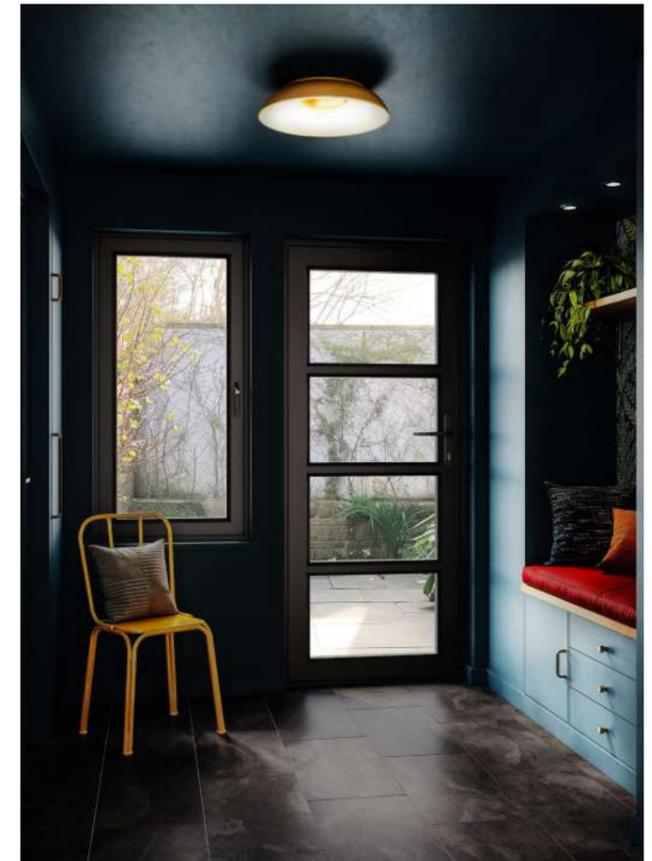
Homeowners can choose the level of insulation that suits them.

**Why homeowners care:**

- Better thermal performance
- Reduced energy bills
- Quieter homes, especially near roads

**Installer win:**

One system, multiple solutions - upsell without switching products.



### Matching Windows & Doors

**What it means:**

Windows and doors are designed to match perfectly.

**Why homeowners care:**

- Consistent look across the whole home
- Colours, finishes and sightlines all align
- Adds value and curb appeal

**Installer win:**

A full-house solution that looks planned, not patched together. OMNIA is an award-winning, complete suite of windows and doors, designed to make life simpler for you, our VEKA Installers.



# New range of Matter-enabled window and door sensors from MACO Door & Window Hardware (UK) Ltd now available

This new range of sensors can be fitted to new or existing MACO window and door hardware, activated by connecting to the existing smart network without additional modules. This innovation removes barriers to connection and integration, enhancing security, convenience, and energy efficiency for homeowners.

## What are the benefits of Smart Window and Door Sensors:

**Enhanced Convenience:** Imagine your home greeting you with lights, music, and warmth as you walk in.

**Energy Savings:** Sensors can communicate with heating systems to optimise energy usage when windows are open.

**Safety Features:** Alerts for carers if doors are unexpectedly opened, ensuring the safety of vulnerable individuals.



## Composite Doors

We offer premium composite doors from Xtremedoor and Entrance Composite Door Solutions, giving homeowners security, style, and performance.



### Entrance Composite Doors:

Highly durable

Highly secure

Highly efficient



### Xtremedoor Composite Doors:

Thermally Efficient & Weather Resistant

Secured by Design Accredited

Wide Range of Door Styles & Accessories

# Conservatories & Roofs

We supply complete conservatory packages, including the Wendland Stratus Flat Skylight for domestic and commercial projects.



Contemporary profile - 30% lower

Hidden fixings for clean exterior

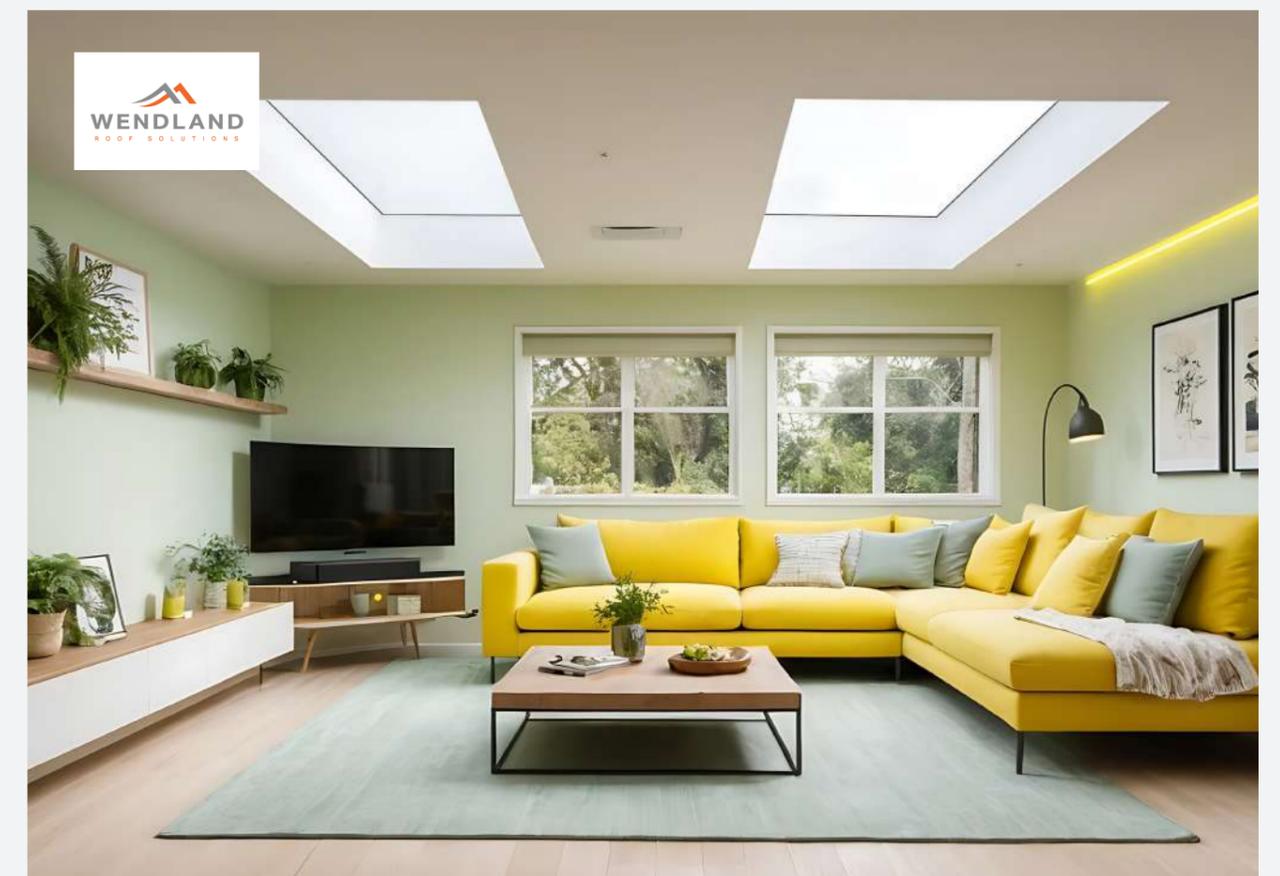
Modern Satin finish

Thermally broken

Aluminium externals for aesthetics and durability

PVC frame for thermal performance

Building Regulation Compliant



# Aluminium Windows & Doors

We manufacture aluminium windows and doors using Stellar and AluK systems, offering ultra-slim sightlines, contemporary styling, and superior performance.

## | Stellar Aluminium System

**Super-Slim Frames:**  
Maximises natural light

**Pre-Gasketed Clip-In Bead:**  
Saves time on installation

**PAS 24 & Secured by Design Options:**  
Enhanced security



## | Aluk Bi-fold & Patio Doors

Versatile Configuration Options

Sturdy & Reliable Sliding Mechanism

Full Range of Standard & Bespoke Colours

Low Threshold Options for Accessibility



## Stellar Heritage Casement Sash Window

Heritage aesthetics - class-leading performance

**U values as low as 1.1 W/m<sup>2</sup>K - no foam inserts**

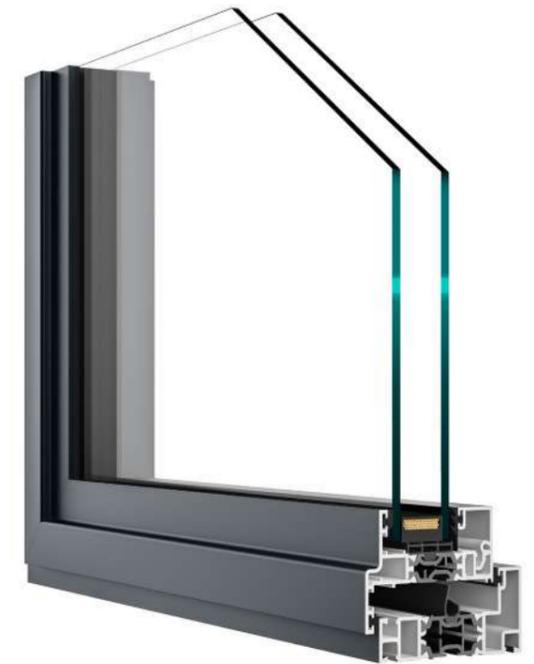
Replicating traditional aesthetics of steel windows

Suitable for heritage and refurbishment projects

Slim sightlines as low as 61.5mm

Pre-gasketed

QUALICOAT Seaside Specification as standard



## Stellar Casement Sash Window

Contemporary aesthetics - class-leading performance

**U values as low as 1.1 W/m<sup>2</sup>K - no foam inserts**

Rebated sash for contemporary window aesthetics

Suitable for new build and refurbishment projects

Slim sightlines as low as 61.5mm

Pre-gasketed

QUALICOAT Seaside Specification as standard





## Stellar Inline Sliding Door

Where slimline aesthetics and intelligent flush design combine

U values as low as 1.4 W/m<sup>2</sup>K - (double glazed)

U values as low as 1.0 W/m<sup>2</sup>K - (triple glazed)

- Multipoint locking
- Flush door appearance
- PAS 24 security as standard
- Patented fast-fit knock-in bead system
- Market leading slim sightlines
- 2,3,4-pane options
- Part L compliant with 28mm double glazing
- Pre-inserted gaskets
- Award winning system



## Stellar Fully Flush Casement Window

The ultimate in minimalist styling

- Product features and benefits
- WER to Band A++ with triple glazing
- U-values as low as 1.0 W/m<sup>2</sup>K
- Meets Building Regs without foams or special polyamides
- 40mm and 45mm polyamide thermal breaks
- True flush sash indoors and out (no stepped frame)
- Market-leading slim sightlines
- Flat rebates for easy-fit glazing packers
- Knock-in beads.



# We are manufacturers of quality PVCu and Aluminium Window, Doors and Conservatories

## Nationwide Deliveries

Twice Weekly. Direct to Site



## Why Choose Direct Trade?



Real people working in partnership with our customers



Extensive Quality Control



Expert Advice & Technical Support



Fully Tested, Fully Accredited Products



PVCu Window & Doors



Flush Sash



Aluminium Products



Conservatories Packages



Composite Doors



Lantern Roofs

## Looking to get in touch?

Discuss your requirements with a member of our area sales team.

☎ 01302 880 066

✉ [tradesales@directtradeltd.co.uk](mailto:tradesales@directtradeltd.co.uk)

🌐 [www.directtradeltd.co.uk](http://www.directtradeltd.co.uk)

Unit 3, Sandall Carr Industrial Estate, Sandall Carr Road, Kirk Sandall, Doncaster, DN3 1QL



44  
COLOUR COMBINATIONS

17  
COLOURS AVAILABLE EX-STOCK

STANDARD COLOURS AVAILABLE AS BELOW IN AS LITTLE AS 7 DAYS.

MTO RANGE AVAILABLE UPON APPLICATION



# COLOURED FOIL RANGE

COLOUR	REF:	NEAREST RAL:	COLOUR	REF:	NEAREST RAL:	COLOUR	REF:	NEAREST RAL:	COLOUR	REF:	NEAREST RAL:	COLOUR	REF:	NEAREST RAL:	COLOUR	REF:	NEAREST RAL:
WHITE	White	9010	CREAM	Crem	9001	CHARTWELL GREEN	CGrn	-	SAGE GREEN	Sage	-	CLAYSTONE	Clay	-	PEBBLE GREY	Pbb1	7032
COLOUR	REF:	NEAREST RAL:	COLOUR	REF:	NEAREST RAL:	COLOUR	REF:	NEAREST RAL:	COLOUR	REF:	NEAREST RAL:	COLOUR	REF:	NEAREST RAL:	COLOUR	REF:	NEAREST RAL:
AGATE GREY	Agte	7038	BASALT GREY	Bslt	7012	SILVER GREY	Sliv	7011	SLATE GREY	Site	7015	FEINSTRUKTUR ANTHRACITE GREY	AnthFS	7016	BLACK	B1ckFS	9005
COLOUR	REF:	NEAREST RAL:	COLOUR	REF:	NEAREST RAL:	COLOUR	REF:	NEAREST RAL:	COLOUR	REF:	NEAREST RAL:	COLOUR	REF:	NEAREST RAL:			
ANTHRACITE GREY	Anth	7016	BECK BROWN	B1ck	8022	ROSEWOOD	Rose	8017	IRISH OAK	Ioak	1011	GOLDEN OAK	Goak	8001			



# Latest Homeowner Insights.

(Keystone Research – 2025)



## Flush Sash Casement Windows

Demonstrated a continued increase in interest throughout 2025, peaking over the Spring and Summer and maintaining the higher rate through Autumn and Winter.

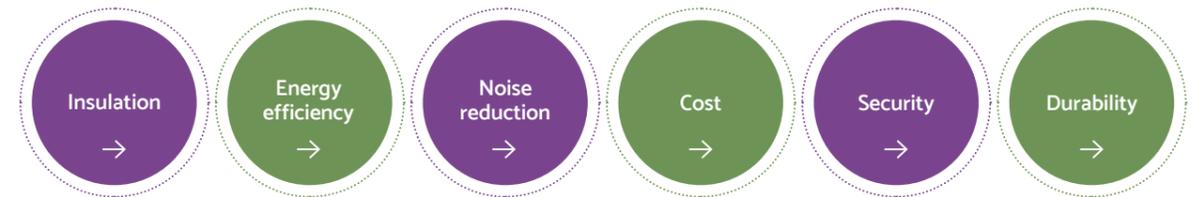


## Tilt & Turn Windows

On an upward trend throughout the year, ending with **24%** of homeowners selecting this style as their top preference.

NOTE: OMNIA is the only double flush double rebate system to offer a Tilt & Turn solution.

### What homeowners consider when looking into glazing options:



### Glazing Preferences:



### Why homeowners choose PVCu:

Durability	✓
Low maintenance	✓
Familiarity	✓
Aesthetics	✓
Cost considerations	✓

### Homeowner's priorities

Quality	✓
Security	✓
Energy efficiency	✓
Trusted installer	✓
Style / Appearance	✓

## Top 5 colour preferences for windows:



NOTE: Black moved to 2nd place in the doors colour preference (White remained 1st, followed by Black and Grey) – a great point of sale for OMNIA Door in Feinstruktur Black.



# BE A PROUD VEKA INSTALLER

## Practical Tools For Your Business

Installers that are part of VEKA's Installer Programme are benefiting from:



### ACCESS PRODUCT BROCHURES AND USEFUL INFORMATION

Through your VEKA Edge access you will be able to download product brochures, product leaflets, technical documents, useful guides, image library and much more to help you confidently sell VEKA systems.



### SOCIAL MEDIA CONTENT & DIGITAL ASSETS

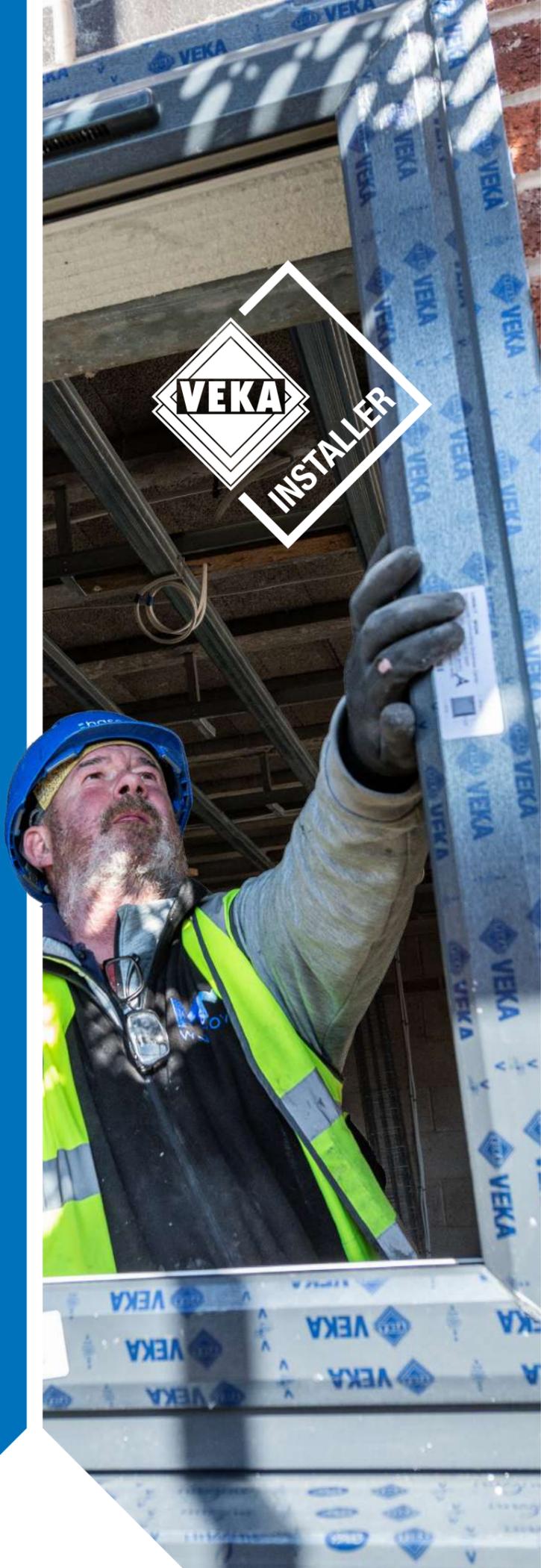
According to Keystone research in 2025 nearly half of homeowners (49%) start their research online, so a strong digital presence is a huge advantage. Members get access to FREE pre-designed posts, imagery and videos to keep their business visible online.

### VEKA A TRUSTED BRAND PARTNER

With trust ranking as one of the most important decision factors for homeowners, installers backed by a highly recommended systems house have a clear selling point. VEKA scored an impressive 9.2/10 in Keystone's 2025 research, making it one of the UK's most trusted names in the industry. By joining the VEKA Installer Programme, installers gain more than quality products... They gain credibility, confidence, and a brand homeowners already recognise. Building trust is key for installers to win jobs.

### Want to find out more?

Contact our team at [tradesales@directtradeltd.co.uk](mailto:tradesales@directtradeltd.co.uk)



## INDEPENDENT NETWORK

*Powered by VEKA.*

### EXCELLENCE IN PVCu WINDOW & DOOR INSTALLATIONS

Independent Network is a nationwide organisation that exclusively represents the finest local PVCu window & door installers in the industry, all of whom utilise VEKA products.

With a track record of millions of successful installations spanning over two decades, our Network's robust customer satisfaction rating authentically mirrors the passion, commitment, and proficiency that our members consistently deliver to homeowners.

### PEACE OF MIND WITH THE INDEPENDENT NETWORK GUARANTEE

At Independent Network, we prioritise both quality and security to give homeowners complete confidence in their home improvement. That's why every installation comes with a robust 10-Year Insurance-Backed Guarantee. From the moment the order is registered with us by the installer, the investment is protected, offering peace of mind that lasts well beyond installation.

### INSURANCE BACKED GUARANTEE

Our Insurance-Backed Guarantee gives homeowners protection for their investment. VEKA is the only systems provider to offer a comprehensive safety net, going above and beyond to ensure homeowner satisfaction. Our Deposit and Stage Payment Protection cover any payments the homeowner makes, providing an extra layer of reassurance every step of the way.

### WE CARE ABOUT CUSTOMER SATISFACTION

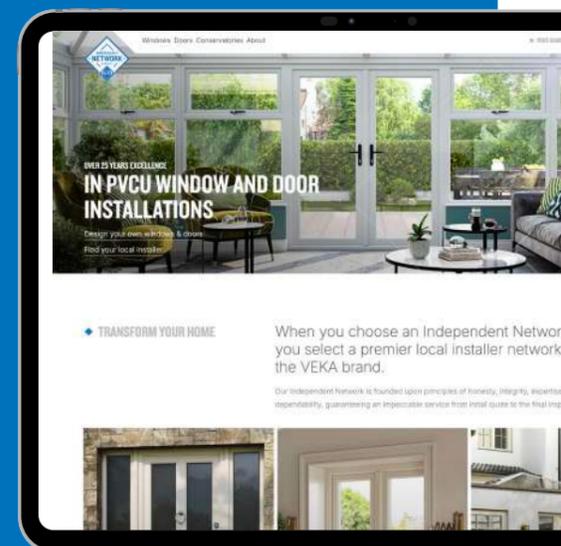
Each Independent network Installer is thoroughly vetted for financial stability and commitment to quality before joining, and we continuously audit our members through customer feedback. This ensures that our high standards are maintained, so homeowners can trust in the installer's dedication to the project.

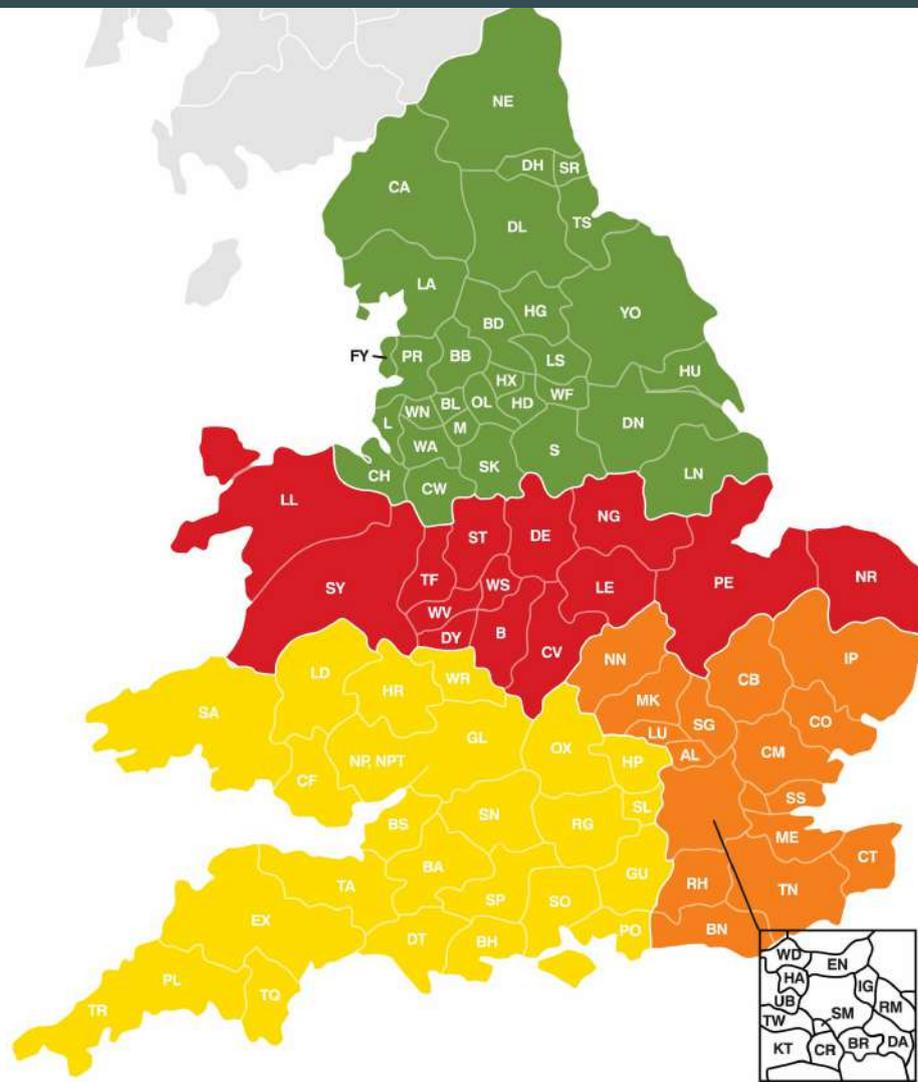


*Want to find out more?*

Contact our team at

[tradesales@directtradeltd.co.uk](mailto:tradesales@directtradeltd.co.uk)





## Meet your Area Sales Team



**Mark Powell**  
Sales Director  
mark.powell@directtradeltd.co.uk  
07800 585416



**Paul Glossop**  
Commercial Manager  
paul.glossop@directtradeltd.co.uk  
07788 243545



**Adam Bray**  
Area Sales Manager - North  
adam.bray@directtradeltd.co.uk  
07964 889857



**Brandon White**  
Area Sales Manager - Midlands  
brandon.white@directtradeltd.co.uk  
07834 656430



**TBA**  
Area Sales Manager - South East  
Contact Paul Glossop for support  
within the South East  
07788 243545



**Andy Grosvenor**  
Area Sales Manager - South West  
andy.grosvenor@directtradeltd.co.uk  
07789 557445



Contact us via Whats App

Sales: 07824 909174 Customer Services: 07976 947887



Sign up to our e-Newsletter

Scan the QR code to receive all the latest news and product announcements from Direct Trade (Yorkshire) Ltd