

# VISION **MIDLAND**

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## Delivering Nationwide Success



Fabricator Pearl Window Systems is based in Lancashire – and its straight-talking, Northern owner Jeff Walsh is committed to achieving huge growth targets for the benefit of his family, his favourite charities and also his team of loyal workers at the factory in Bolton.

### What you see is what you get

Following a background in window fabrication, Jeff started Pearl in 1999. His philosophy was simple – to recruit a team based on personality and attitude. “Skills can be learned, but it’s difficult to fake personality,” explains Jeff. “With us, what you see is what you get – and that’s why people like doing business with us.”

### From small ambitions...

Jeff’s ambitions were fairly small when the company switched on its first machine; with an initial aim of the regular production of 50 frames per week, he focused all his efforts on creating his fledgling business and getting it established in a competitive market.

Fast-forward to 2013, and the company saw its busiest year ever – manufacturing over 2,500 frames per week.

### So how did he do it?

It hasn’t been an easy ride – the recession saw some difficult times, and

## Wipes Clean Up In Hall 1A At Show

Wiping their way into the hearts of many at this year’s FIT Show, successful industrial wipes specialist Big Wipes proved to be a visitor favourite with one of the busiest stands at Telford’s International Centre.

Located in Hall 1A there wasn’t a moment when Brand Ambassador David Hawkins and the team were not surrounded by a sea of interested parties keen to get their hands on the latest products from the Sycamore UK Ltd brand. With demonstrations aplenty and friendly faces always on hand to answer any questions that might have been asked, they were by far one of the most popular exhibitors at the fabricator and installer trade show. Easy to spot thanks to their vibrant stand decked out in yellow and the staff’s loud and cheerful attire, a feel-good approach earned them a large amount of quality leads as well as a few fans. The team was constantly demonstrating the company’s products providing a powerful lesson about how to make an exhibition stand work, drawing in visitors to the stand and then engaging them and easily gaining their interest in the products. “We really enjoyed ourselves,” said David “There wasn’t a single moment we weren’t busy at this year’s show. Hall 1A proved to be the perfect hub for us, attracting big groups together to demonstrate the wide

Jeff freely admits there have been setbacks along the way. “Having good industry contacts helped us, as well as making sure we established a good supply chain,” he says. “When you’re growing, you want to be sure your suppliers can keep up, otherwise you run the risk of letting your customers down – a big no no for us.”

### Changing to Liniar systems helped

“In 2012 we changed over to Liniar systems, which helped to open a lot more doors for us. The product range is second to none and the thermal efficiency of the EnergyPlus system makes it particularly easy to sell, as the benefits and cost savings are clear to see.”

### Tremendous growth

Now the company is offering the full Liniar product range, its sales are increasing dramatically year on year. This has been helped in no small way through Pearl’s partnership network, giving installers access to the latest products from the range, assisting with lead generation and sales and providing software to help streamline operations, together with electronic ordering and pricing.

### A great team

None of the success could have been achieved without a great team of people, as Jeff is at pains to point out. “I’m a big believer in rewarding commitment, and am confident that the team I have in place could actually run the business without me,” he explains. “It comes back to my initial point about recruiting for personality – people sell to people, and this is an industry where trust is critical.”

With that kind of outlook, the company looks set to smash even its own target of 3,000 windows per week before the year is up.

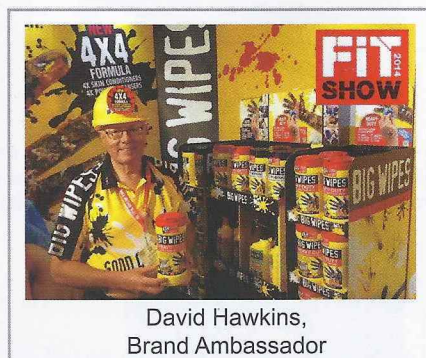
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range of specialist cleaning wipes we stock.”

Sycamore UK Ltd is one of the UK market leading industrial wipes specialists. They research, develop, manufacture and distribute a wide range of specialist cleaning wipes worldwide under their hugely successful Big Wipes brand. As part of the Sycamore Group of companies, Sycamore UK Ltd has direct access to the R&D and manufacturing facilities of the Group, which is unique in its ability to produce specialist cleansing wipes across all sectors including trade, industrial, DIY, office, janitorial, automotive, cosmetic and household.



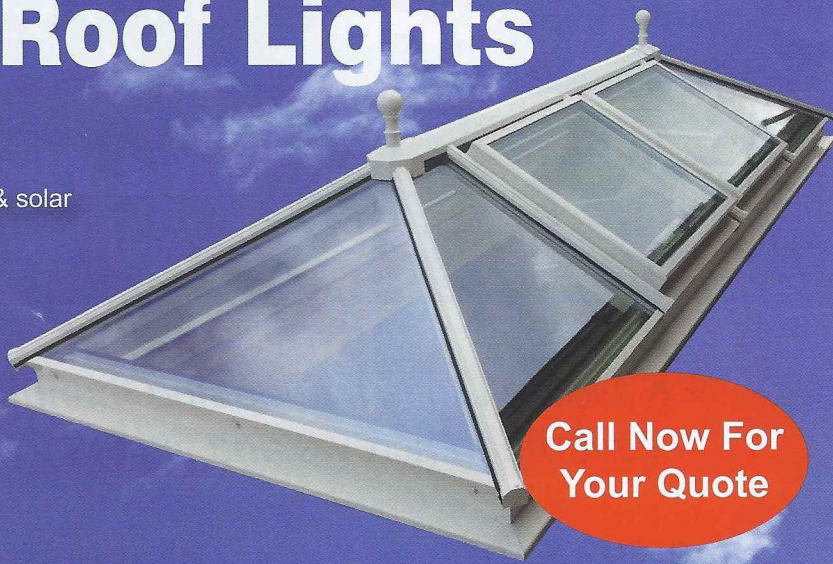
David Hawkins,  
Brand Ambassador

**Contact FIT Show T: 0845 0945 215, [www.fitshow.co.uk](http://www.fitshow.co.uk)**

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