

Professional **BUILDER**

FREE TO THE TRADE

**BUILDING ■ FLOORING ■ PLUMBING ■ ROOFING
■ CARPENTRY ■ PAINTING AND DECORATING ■**

THE BUSINESS MAGAZINE FOR THE BUILDING INDUSTRY

MAY 2013

**ROOFING,
FLOORING
& INSULATION**
Home and dry!

**TOOLS,
EQUIPMENT
& WORKWEAR**
Dressed to skill!

Girl power! Welsh international rugby player and builder Philippa Tuttiet 'trys' out Makita's specially commissioned Pink Drill for its £50,000 Breast Cancer Awareness Campaign

Through the roof

Professional Builder puts the questions to Dakea, a new name in the roof window market

Q Many of our readers will be unfamiliar with Dakea as a manufacturer of roof windows. Tell us about your company and its products?

A Dakea may be relatively new to the UK market but we are actually part of a group which has 60 years experience in manufacturing roof windows and aim to provide a quality product that is more affordable and offers more features and benefits than any other option currently available.

Q Aside from the price how else do your windows appeal to the installer?

A The focus for us is on installer friendliness. We include the felt collar and insulation foam with most of our windows, for instance, which you would normally have to buy separately. The Dakea Quick Install collar reduces significantly the amount of time required for roof window installation. It is made of stretchable, highly tear-resistant polystyrene, non-woven fabric with a vapour permeable polyurethane coating.

This underfelt foil collar is made from one piece with no joints, so it ensures 100% water tightness and its squared surface pattern will help you to cut straight if necessary, making the installation even easier. Designed to protect the roof and water-tightness of the construction, it is also highly fire resistant, with a BI rating under the DIN 4102 standard and has an increased temperature tolerance of -40°C to +80°C.

In addition, the brackets are designed to be easy to use, and the flashing kit is also a straight forward process. A typical installation should only take 45 minutes

from start to finish – that's including trimming out the frame work, so a decent roofer could easily install two in a day without breaking a sweat.

Q What other incentives are you providing installers who might be thinking of making the switch to your roof windows?

A With our Cash Club you can get cash back every time you install one of our windows. Through this scheme you will receive £3 - £5 cash reward for every Dakea



roof window that you install – the more windows you install, the more you earn. It's as simple as that.

If you're a professional installer simply register on-line at dakea.net. You can scan the QR code on the window to get to the site immediately on your smartphone, or just log the number and connect to www.dakea.net when you get home. You build up cash in your account and have it transferred to your own Skrill (formerly Moneybookers) account. It takes minutes to set up an account if you don't already have one.

Q What guarantees does Dakea offer on its products?

A Our product conforms to the highest European standards and so confident are we in its quality that we have backed that up with our Next 20 Guarantee. This is a 20 years homeowner to homeowner transferable guarantee, which means that you don't need to worry about call backs and your customers can enjoy safety and peace of mind for the years to come.

The Next 20 Guarantee system provides a simple choice between a 10 year legal guarantee and an extensive, free of charge 20 year product guarantee, which we offer to our registered clients. There are no hidden costs or conditions. All you need to do to make the most of the system is to register online.

Q What about durability and performance? Tell us more about Dakea roof window construction?



A Well, first of all we've introduced a complex quality check system, called Max Protect. By this we can ensure that every product we deliver to the market has been tested to the highest quality levels. We also certify our products by independent laboratories like German IFT Rosenheim in Germany, who test to the most stringent criteria.

On top of that we use Titan Glass technology for our glazing. A special microscopic titanium dioxide coating is applied directly to the surface of the glass providing a reduction of dirt build up on the external surface of the window. The glass also enables faster drying, leaving it clean, with reduced streaks, giving you beautifully clear views.

The Titan Glass system will also improve the energy efficiency of a

property and potentially reduce those heating bills. A transparent metallic coating, applied on the glass surface reflects heat from radiators or a fireplace back into the room. At the same time it allows free heat and light from the sun (passive solar heat gain) to pass through the glass, warming your home.

On top of that, the excellent overall heat transfer coefficient of $U_w 1.4$ of our windows illustrates how well they prevent heat loss. Taking all of these features into account, any roofer installing Dakea roof window can be sure that it will perform and meet homeowner's expectations.

MORE INFORMATION

For further information on the Dakea range of roof windows use the reader enquiry number 180 or visit Dakea at www.dakea.co.uk



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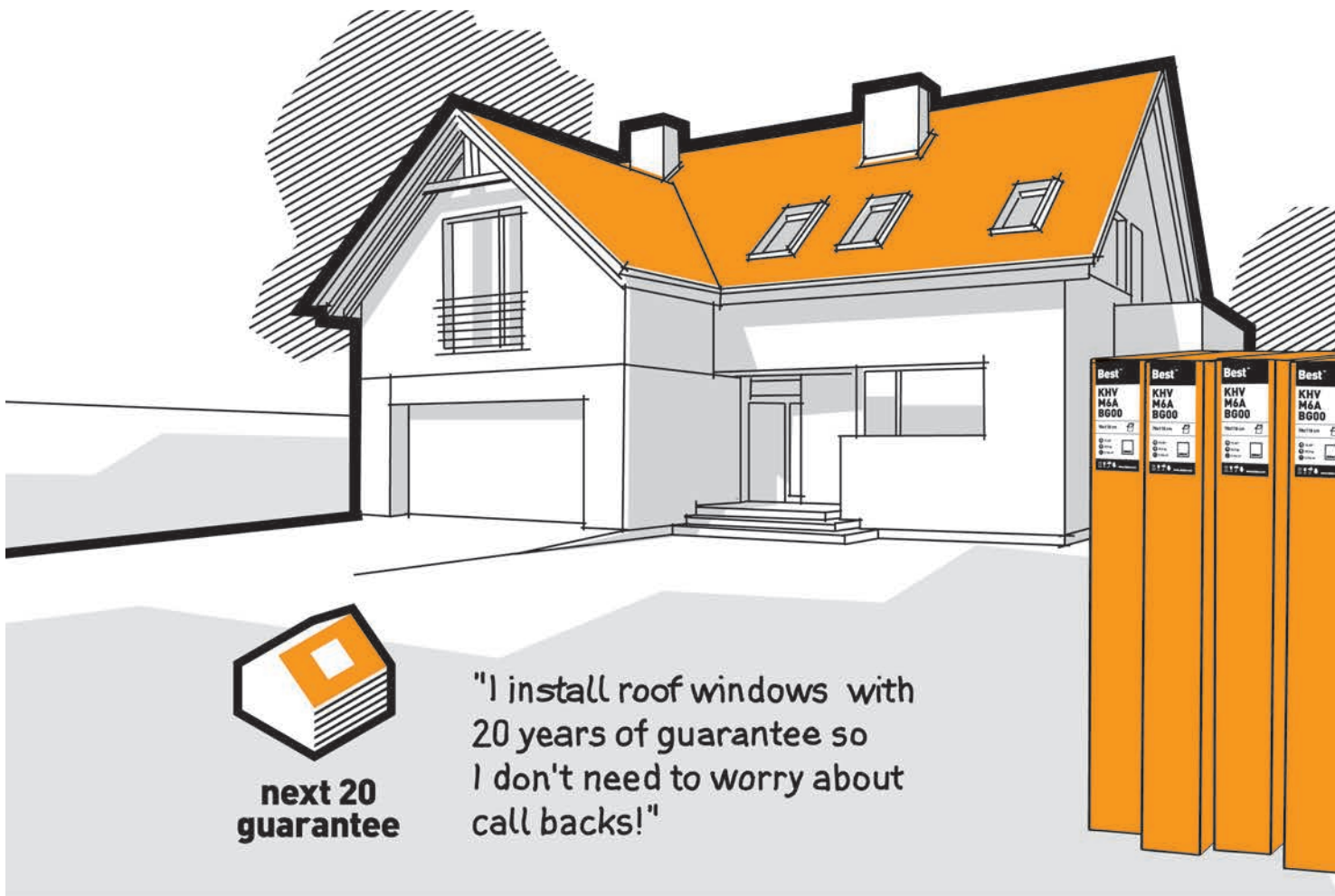
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“ For people who **really**

Hi, my name is John and I make a living by installing roof windows. Because my personal income depends on the quality I deliver, I choose **only the best products from the most trusted suppliers.**

I heard about these new roof windows called Dakea, which are **more affordable** than any other brands, and designed to

fit the needs of professionals. I wouldn't be myself if I hadn't given it a try, especially that with every Dakea roof window I install, **I can make up to £5** in their **Cash Club** program. Now, this may not seem like a lot, but it is always few quid more in budget, and if I switch to them completely I can even take my wife for a free holiday.

As much as I like to keep up with what's new on the market, I have to make sure that the products are really of an **outstanding quality.** I don't want to be trapped in the never-ending story of callbacks, which could cost me my well-established reputation among my customers.

With Dakea, it's quite simple. They come from VKR Holdings,





cash club

"I get great prices from my merchant and up to £5 in cash for every roof window I install."

know about roof windows!

the inventors of the first roof windows, and European market leader with over **60 years of experience**. If there is anybody out there who really knows how to make a solid roof window, it's these guys!

Dakea quality standards get reflected in their **20 year guarantee**, which is the **longest on the market**.

Also, the **installation** process is **intuitive and simple**. It takes me 40 minutes to install one roof

window. I get no hassle as the **stretchable underfelt foil collar** is included for free, and so I don't need to sew or patch anything up.

It is really a **win-win situation**: **I make more profit** as my margins are healthier, **I install the best in class quality products** for my customers, and **I get extra cash** for doing that!

”

John the Roofer

Sounds interesting?

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Roof windows for **smart professionals**

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