

**rational**<sup>®</sup>

# Grow your business

with Rational and VELFAC



Partner with Europe's largest supplier of alu /timber windows and doors




# Stand out from your competitors

Looking for alu-clad windows and doors to add to your product range? Then become a distributor of Rationel and VELFAC products.

Our range of alu-clad, composite and all-timber windows and doors - all manufactured bespoke - deliver performance, competitive pricing and the distinctive Scandi-style that customers love.


# Partner with Europe's largest supplier of windows and doors

Rational and VELFAC are part of the DOVISTA Group. DOVISTA operates its own manufacturing facilities which allows us to deliver high quality, bespoke products at a competitive price, thanks to the efficiency of our production methods, our approach to sustainable design and manufacture, and our quality control.



645,807

windows & doors  
manufactured in a year



6,894

loaded trucks leave the  
factories each year

## VKR Holding A/S

DOVISTA Group is owned by VKR HOLDING A/S.

VKR HOLDING A/S

Roof windows and skylights







Vertical windows




















## Join a growing family

Our products are sold exclusively through our distributor network, established 15 years ago, which supplies our products to customers wanting quality and expert service from a local company they can trust.

Our distributors have built a solid reputation for excellent product and technical know-how, and offer dedicated showrooms together with a range of design and installation services - everything a customer needs to enjoy the benefits of Rational and VELFAC products.

### And we're growing fast

We're looking for more distributors to join us and help us meet demand for our high quality products. In return, we will provide all the support, training and guidance you need to grow your business.

Our new HQ is evidence of our commitment to the UK market, offering extensive training facilities and conference rooms plus more space to house our dedicated support team.



1954

Rational Vinduer A/S was founded in 1954



1995

Rational UK launched



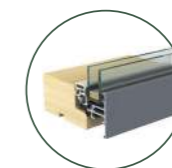
2007

Rational UK distributor network established



2021

New DOVISTA UK Head office and training facility opens to house Rational and VELFAC brands



2021

VELFAC V200 added to the product range offering for our distributors

# Windows and doors that customers want to buy

## 1. All windows and doors manufactured bespoke

Whatever the project we can suggest a solution

## 2. Products with a solid reputation

65+ years on the market, 25+ years in the UK, with a gallery of case studies available online plus customer testimonials

## 3. Three window styles available

All-timber, alu-clad or composite, customers can find the ideal windows and doors for their project.

## 4. Low energy performance

All windows can be double or triple glazed to deliver the right level of energy performance and a real reduction in energy bills

## 5. Exceptional durability

The 60 year lifespan of our all-timber frames can be extended by 20+ years with an alu-clad or composite alternative

## 6. Extensive range of doors

All Secured by Design approved

## 7. Comprehensive warranties

Reassurance for your customers that their new windows and doors will perform just as expected

## 8. Extensive test evidence and product certification

Secured by Design, Part Q, Indoor Climate Label to name but a few - our products are thoroughly tested to ensure they meet the highest possible standards, with testing evidence readily available.



1.

### Rationel AURA and AURAPLUS

Rationel alu-clad AURAPLUS and all-timber AURA - ideal for contemporary projects, with frames featuring clean lines and a minimalistic design for a Scandi-inspired finish

2.

### Rationel FORMA and FORMAPLUS

Rationel alu-clad FORMAPLUS and all-timber FORMA - softer lines, detailed design and optional glazing bars make these windows the ideal complement for more traditional or classic architecture

3.

### VELFAC V200

VELFAC V200 - a 'true' composite window featuring an external aluminium sash and an inner timber frame, ideal for ambitious and innovative projects and especially self-build homes



# Why partner with Rationel and VELFAC?

The support you need to grow your business

- **Partner Programme**, from initial onboarding to regular training updates, we make sure you have the skills and resources you need to sell and fit our products
- **Dedicated internal sales support** provided by our in-house technical and product experts - proactive, reactive, with named contacts working on your account from day one
- **Tailored external sales support** from specialists who know how to sell windows and doors, and who know the specific demands of your area and customer base
- **Ongoing marketing campaigns towards home owners** run by our in-house marketing team, including our customer-facing website, social media, PR and advertising campaigns, and regular exhibition stands at some of the UK's biggest home improvement shows
- **Comprehensive marketing and showroom support**, including the Distributor Dashboard - exclusive access to an impressive range of marketing materials, including brochures, photos and product images, banners, logos and much more



- **Fast and efficient online pricing and ordering software**, giving you the tools you need to provide swift estimates, convert leads to sales and oversee the ordering process
- **Discounted rates on ancillary items**, helping create a highly competitive offering

## Annual Distributor Day

Families like to get together and that's no different with Rationel and VELFAC. Hosted in our Huntingdon HQ, the annual Distributor Day is an opportunity to hear about our plans for the year ahead, learn more about new products and services, and share best practice with distributors from across the UK.

# The partner programme

Becoming a Rationel and VELFAC distributor



### Step 1 Sign up

Meet with your dedicated business manager, discuss your needs and sign up to become an official Rationel and VELFAC Distributor.

### Step 2 Set up

Access everything you need to manage future sales:

**PIM** - our product information management system

**Window Designer** - software to support swift and efficient quote generation

**Distributor Dashboard** - comprehensive sales resources, from marketing materials to latest manufacturing lead times

### Step 3 Introductory training

Held at our Huntingdon HQ, this training will give you the knowledge you need to start selling Rationel and VELFAC windows and doors.

### Step 4 Showroom set up

When your introductory training is complete it's time to set up your Showroom - your Sales Contact will guide you through the process, with product samples and display materials available through Window Designer and the Distributor Dashboard.

### Step 5 Complete your training

We take you through a programme of in-depth training, with modules delivered virtually, on site and at our Huntingdon HQ - for greater efficiency, some modules can be completed while fulfilling a live order.

### Step 6 Part of the Family

Your dedicated business manager can answer immediate questions, and will hold regular meetings with you and your team to discuss your needs and business objectives. You can also book training at any time, for new staff induction and refresher courses, and you'll also be invited to our annual Distributor Day.

## Distributor profile

ADW, Scotland

*'Rationel and VELFAC have generated significant growth for ADW'*

For the last 17 years, Architectural Doors and Windows Ltd (ADW) have supplied Rationel windows and doors to architects and self-builders in the Scottish market, recently adding VELFAC products to its range. ADW now operates two showrooms and fields a team of 14 staff.

'We are proud to supply Rationel and VELFAC brands, products which have generated significant growth for ADW,' says Cheryl Brunton, ADW Director. 'Both brands have a reputation for quality and excellent value for money, enabling us to build a business focused on serving quality conscious customers who want great products and great service.'

### 'Superb support'

The 'superb support' from Rationel and VELFAC has also enabled ADW to build a solid reputation as a trusted supplier, says Cheryl: 'Our staff receive detailed product training to ensure customers know exactly what to expect in terms of features, performance and aftercare. We find technical updates particularly valuable, especially on issues such as sustainability, and these are welcomed even by staff who have worked in the industry for many years.'

In fact, the level of Rationel and VELFAC support has increased customer loyalty, says Cheryl: 'Many architects and builders come back to ADW and repeatedly specify VELFAC and Rationel. If things don't always go to plan then we work together to quickly put it right. Customer satisfaction is a key shared goal and so it's a privilege to work with Rationel and VELFAC, companies which mirror ADW's strong values and ethos.'





## Interested in becoming a distributor of Rationel and VELFAC products?

- Do you have proven experience of selling or installing windows and doors?
- Do you have showroom space?
- Do you want to grow your business with two iconic window and doors brands?

**Then we want to hear from you!**

Get in touch and one of our regional business managers will be in contact.

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