



New Artisan Woodgrain Collection



Synseal is well known for its product innovation. So while many other companies are cutting back in the number of products they offer, Synseal is increasing the choices to customers. The new Artisan Woodgrain Collection brings four new 'real' woodgrains and eight colours available for delivery in just three weeks.

Colour is big business. The replacement sector is standing up best. There's a growing trend for second time replacement window customers to be more demanding about the look of their windows. Many do not need to replace the windows but want to change the design to improve the look of their home.

These customers already understand the benefits of PVC-U windows, so its a question of adding to their knowledge by increasing their choices in upgrading their windows. Choice of colours, better security, energy savings and design can all play a part in selling to this new breed of discerning buyers.

The Color Marketing Group (CMG) based in Alexandria, Virginia, consists of 1,000 colour experts from a broad cross-section of industries worldwide. They follow and report on trends and developments in all industries. Successes from the group include big brand names such as Proctor and Gamble, Kleenex, and Cadillac. Barbara Parker of the CMG focuses on special effects products. When Cadillac and Buick offered specialist colours they sold more. At \$995 extra, they got premium prices too.

Installers selling colours can expect to make higher margins and increase sales. Research reported by the CMG suggests that colour can be up to 85 percent of the reason people decide to buy. They also added that colour advertising is 42 percent more likely to be read than black and white and colour increases comprehension by 73 percent. So if you sell it, advertise it too!

Synseal has developed the Artisan Woodgrain Collection of real woodgrains and colours to keep customers ahead in the market. White and cream are already making their mark. And the new prestige woodgrains look stunning. In fact, with grain so fine its almost impossible to tell theyre not real wood. Whats more all of these are available in any quantity and the longest customers wait for delivery is just three weeks.

Customers can now offer Antique Oak, Irish Oak, Rustic Cherry, AnTeak, Green, Grey, Cream, Black Brown, White, Brilliant White, Dark Red and Blue. Our competitors will be Green with envy!

Colour by numbers

- 4 new 'real' wood grain
- 8 colours including white and cream
- 3 window suites
- 95 different components
- Ready for delivery in just 3 weeks