

# THE SIGNATURE COLLECTION INSTALLER SCHEME: SAVING WORK AND MONEY WITH THE BENEFITS OF CORGI FENESTRATION, TOO

*Glass News' Editor, Chris Champion, talks with Pearl Window Systems' Jeff Walsh and Chris Mayne and Jacqueline Crawford of CORGI Fenestration about The Signature Collection Installer Scheme.*

It was an eye opening experience sitting down with Pearl Window Systems' Jeff Walsh and CORGI Fenestration's Chris Mayne and Jacqueline Crawford to talk about Pearl's installer scheme that includes the benefits of CORGI Fenestration's approval. That's very significant with the CORGI trusted brand giving the homeowner confidence. What really struck me was the 'extended warranty'. Just the mention of extended warranties fills me with dread! White goods, electrical and IT items and components and even cars: the mention of extended warranties makes me run a mile. How wrong can you be! Jeff's explanation that the extended warranty was an FOC item both surprised and satisfied me.

The whole installer scheme is very simple providing huge benefits to both installer and homeowner. Naturally the problems with unregistered installations resulting



Jacqueline Crawford, Jeff Walsh and Chris Mayne

in homeowners finding that they weren't covered when a company went out of business was an issue I wanted to pursue and the failsafe's built into the Signature Collection Installer Scheme very quickly gave me confidence that this was a very well thought out scheme.

The significance of calling it the Signature Collection Installer Scheme immediately answers a question that many installers would have. Branding is very important to all within the supply chain and being foisted with a brand other than your own creates immediate problems. However, offering

the Signature Collection by Fred Bloggs Windows or the Signature Collection from Southern Creation Windows does no harm to the installer's brand. Indeed, it positively helps the marketing as more and more installers use the Signature Collection name. This simple but effective way to protect an installer's brand is just one of the built-in advantages to the scheme. Add to that Pearl Window Systems own marketing of the Signature Collection with even their trucks being wrapped with Signature livery and no mention of Pearl, suddenly the installer is selling their own Signature brand that is being promoted nationwide. Clever and compelling!

If an installer can sit in front of a homeowner and show them that with a click on the Signature Collection portal they will have a Building Control certificate, Extended Warranty certificate within 48 hours and the benefits of an installer who is CORGI Fenestration approved doing the work, it would certainly give me, as a buyer, confidence to sign on the dotted line.

By the time of the FIT Show, a simple app installers can download to their 'phones will allow immediate registration and a visit to the Signature Collection stand at FIT is well worthwhile especially with CORGI Fenestration in attendance to answer any questions. I mentioned the 'failsafe' – the prevention of non-registration of an installation making warranties null and void:



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with all products being manufactured at Pearl Window Systems those products can all be tracked and a weekly audit will soon show if a product hasn't been registered and that omission can be rectified.

It seems to me that a scheme that takes away the issues of certification coming from different companies and the need to make the necessary registration and payments



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to a variety of places, becomes a powerful argument to accept a well thought out and economic scheme. No need to charge the homeowner for additional protection as the certificate verifies that the warranty is insured and they know that the installation is registered with the local council and that energy efficient products have been used. It is also proof that the work is 'professional' and that the homeowner has all the essential documentation that is necessary when selling a property.

Pearl Window Systems' Signature Collection Installer Scheme bridges the gap between the fabricator and the installer right from the installation to the end-user. There are no insurance companies involved with all guarantees, warranties and mediation dealt with through one portal. The installer can use Pearl's scheme for notification and self certification. All they do is register the installation, just once, and Pearl does the rest. It is very attractive indeed bearing in mind that there is no paperwork and no hassle. By taking advantage of the extended warranties on all products including hardware, frames and glazing, the installer enjoys a more structured approach to remedials in the future. This is a fully approved installer scheme, like no other, approved by CORGI Fenestration – a trusted brand.

This is a well thought out installer scheme that saves the installer significant administrative work and gives them all the benefits of being able to adopt the signature brand as their own and all backed by a name recognised by the customer – CORGI Fenestration.



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