

The Leading LIGHT

ISSUE 1 JUNE 2001



Still exciting windows and doors

Welcome to the first issue of The leading Light. We hope you find the details of the latest Regalead Creative Options both stimulating and interesting to your business and your customers. It is now twelve years since we started the development of our product range, actively encouraged by you, our customers, to provide what is now the largest range of overlay decorative components in the world.



In the window and door markets of Europe the materials and techniques pioneered by Regalead continue to be specified as manufacturers strive to gain product differentiation and sales in the marketplace. The Regalead team will continue to develop new decorative glass options and designs for you-just keep asking.

David Rabone
Managing Director

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Beyond Bevel-ief

Regalead have this month launched the new & updated version of the industry bible for bevels-The Definitive Collection catalogue. This is the first update to the main range in two years and the new enlarged 36 page catalogue now incorporates the Creative and Designer collections, launched successfully in 2000, with several new and exciting options for 2001.

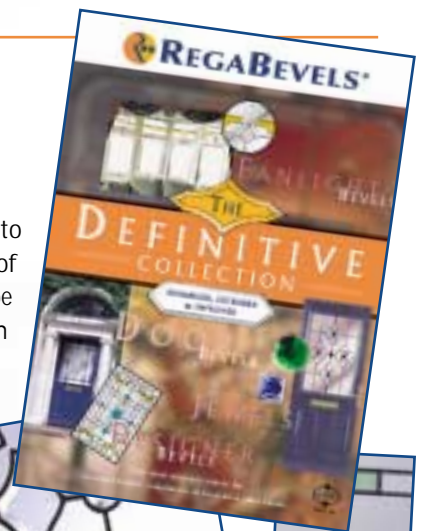
The Designer Collection, received so well by the studio market last year, is believed to be the most versatile bevel system ever created. The 19 simple shapes can be mixed & matched to create almost limitless design opportunities. The four-page leaflet of design ideas and fifty-page book of more complex patterns support the range. We initially launched this bevel selection to cater for the export market, where international distributors were unwilling to hold large stocks of

various bevel clusters. However, we received incredible response from UK studios who were looking to create unique bespoke designs for an ever more discerning customer base.

The new Definitive Collection includes for the first time a range of multi-faceted jewels in a variety of colours, sizes and shapes. These were popular in Victorian stained glass designs but work well with modern overlay techniques. The excellent range of bevel clusters has been increased, mainly in the coloured category in response to demand. Twelve popular fanlight shapes have been given the colour treatment and a range of six coloured door panel clusters has been added for the first time.

The growing demand for Charles Rennie Mackintosh style decorative glass in Scotland has spread south of the border and to accommodate this

we are pleased to announce the launch of what we believe to be the first Mackintosh inspired bevel cluster.



Copies of the New Definitive Collection Catalogue and price list are available now, from the sales office.

Regalite-bringing back the art of Leaded glass

Regalead approached Custom Glass, of Kirkby, to work with in launching the Regalite Inserts into the sealed unit market. We felt that Custom Glass, as an established manufacturer with over 20 years experience and a BS5713 kitemark, were the ideal company to help this unique product become established.

Having recently completed a £2m expansion programme, including two automated cutting tables, an automated arising line, a new state of the art toughening plant and the capacity to improve production output, which reinforces their position as the market leader in technical development within the decorative glass industry, Custom Glass were keen to promote new products. The Regalite insert system has proved to be a valuable addition to their range and out of the eighteen people Custom Glass employ in their decorative glass department two are now employed full time on Regalite. "The unique nature of the product has generated an excellent response" said Jeff Hooson, Director.

Visitors to Glassex this year were also impressed with the Regalite Inserts system, demonstrated on our stand by Paul Edwards and John Kinney. The demonstrations were particularly popular as they showed how to make a genuine leaded glass panel from start to finish using the Regalite system in just 25 minutes. Glassex also gave customers the opportunity to ask questions about the product as they were watching it being used and to see how good the inserts looked when displayed in a sealed unit.

If you are interested in the Regalite Insert System and haven't received the brochure call our sales office on (+44) 0161 946 1164.



International Connections

Regalead's Paul Edwards has recently been working to expand our international connections, with visits to Eastern Europe and Russia, responding to increasing demand for decorative glass products in these newly emerging door and conservatory markets. Paul, who has been with Regalead for over six years has become



something of an expert in demonstrating how to make bevelled and filmed door and window panels as well as how to use the new Regalite inserts in traditional leaded panels. His expertise has proved invaluable in forming new partnerships with new overseas customers, as he has been able to assist in the setting up of production facilities as well as advising on product ranges and training staff on how to use Regalead products.

New additions to the RegaLead Team



Gary Bywater, Quality Assurance Manager

Having previously spent some time in the Royal Navy, I joined Regalead in February this year, from a large food manufacturer. My aim, at Regalead, is to use my knowledge and experience of large scale manufacturing to introduce processes and procedures that ensure consistent quality of products for all our customers.

If you have any quality issues you want to discuss with me, you can contact me on:

(+44) 0161 946 2113

or gary.bywater@regalead.co.uk



Jane Woodall, Marketing Co-ordinator

After gaining a degree in fashion and textile design, I studied Marketing with the Chartered Institute of Marketing and moved into decorative glass, working as Marketing Manager for a stained glass distributor and importer.

I joined Regalead in January this year to develop the marketing department. I intend the marketing department to support customers in developing and promoting decorative glass, with marketing support brochures, design software, CD's and joint projects. My design experience and the new design software, Glass Eye 2000 means that I can also help customers with design projects.



Emilio Batlle, Marketing Assistant

I was born in Barcelona in 1976, gained a degree in Business Administration, specialising in Marketing, from C.E.S.T.E., Saragossa and have been working in various marketing positions in Spain and in the U.K. At Regalead I am working to further develop the Spanish market and the emerging markets in South America, where there is great potential for growth. I am also helping to develop the software and the marketing support package.



Glass Eye 2000

A new way of looking at decorative glass design

One of the most exciting new products to be added to our range this year is Glass Eye 2000. After working with a trial version for the past three months, we firmly believe we have found the solution to the time consuming task of designing, costing and visualising decorative glass product. We are all aware that decorative glass is a key selling feature and enables companies to differentiate their offer and add value to the sale. The growth in the decorative glass market has lead to a truly incredible array of

creative options that need to be presented in a clear manner.

The brochures we provide as part of our marketing support package go part of the way to doing this, however, as most window retailers now make use of computers in selling it is a logical step forward to bring the world of decorative glass to the PC.



Glass Eye 2000 has been developed by US software specialist Dragonfly and customised to suit the needs of both the overlay and traditional leaded light markets. The basis of the Glass Eye 2000 is a well proven CAD drawing package that has been tried and tested by stained glass professionals around the world. However the new version is

complemented by a full colour palette of exact representations of our film range, as well as the full range of art glasses from Spectrum, Bullseye, Armstrong and others. As well as this unrivalled library of glass and coloured film images the software also contains drawings of the complete Regalead bevel range, making designing decorative glass simple and quick.

We believe Glass Eye 2000 will be of benefit to both small studios and larger operations, as its adaptability allows use on PCs or laptops, desktop printers or plotters.

You can arrange for a demonstration of Glass Eye 2000 by calling our sales or marketing team.



Latest developments in Coated Products

Earlier this year we were able to invest in a third coating line in order to overcome the shortage of supply in this area and fulfill the predicted market requirement for an extra 10% growth. As well as producing Antique, the extra line has allowed us to develop a new colour Ebony. As David Rabone says "Many of our customers have been calling for a darker product, but until we made this extra investment we were unable to develop new colours and move the market on. The introduction of Ebony will give our customers a very dark, almost black finish with all the weathering characteristics of our current product"

The development of the market for coated leads is far from over but the recent shortage of capacity has held growth back. The products were initially developed for the US market that required a brass finish but really took off in the

European market with the introduction of Antique and Platinum, which were designed to protect the lead surface from oxidation caused by weathering. As consumers become more demanding in their quality expectations, we believe more customers will adopt coated leads to avoid potential oxidation problems, as the add on cost is now as low as £2 sqm. for a typical diamond leaded unit.

Having been involved in the development of coated lead products for over 5 years, we believe our level of experience and highly specialised production process give us a competitive edge and enables our customers to supply our products with confidence. As well as the investment in coating

EN 1279 Prompts New Test Regime

Regalead have taken steps to provide all customers with the necessary proof of product performance to the new EN1279 standard which will be introduced in the UK over the next 18 months.

The tests outlined in the BS5713 transition document issue 3 March 2001 are being carried out with the procedures of ISO9000:2000 at our factory on all batches of standard and coated lead products.

This will result in the issue of a certificate of conformity to customers who require it at the beginning of July. Any quality managers involved with the change to EN1279 should contact Gary Bywater, Q.A. manager at Regalead.

technology, we have been looking at the quality and costs of producing standard lead products, and have added newly designed equipment for rolling and slitting, and appointed a new Quality Assurance manager. The investment in new machinery gives us almost 40% extra capacity and will allow us to control manufacturing costs, an essential factor with material costs rising so fast. The improvements in both quality and efficiency will enable us to be more flexible in our production output which means better service and a wider range of products.



Marketing Support



Overprinted Brochures

The popular Traditional & Bevelled Fanlights Designs brochure is available with your logo and address overprinted on the front and back cover. It contains 8 pages of colour photographs of fanlight designs using bevels and films. Prices are available from our sales/marketing department.

The soon to be completed Traditional & Bevelled Door panels brochure will be extended to 12 pages and will also be available overprinted.



CD's

The Traditional & Bevelled Fanlights Designs and Bevelled Door panels designs are available on CD for use with a PC or a Mac.

If you would like to receive regular copies of The Leading Light please fill in the form below and return to:

Jane Woodall, Regalead, Sharston Rd. Wythenshawe, Manchester, M22 4TH. England.

Tel: (+44) 0161 946 1164

Email: jane.woodall@regalead.co.uk

Fax: (+44) 0161 946 1033

www.regalead.co.uk

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Company _____ Name _____

Position _____ Telephone _____

Fax _____ Email _____

Address _____

Product Interest _____

Currently Buying From _____