

## TO THE NEXT STEP IN DOORS

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Trading since 1995 **Vista Panels** is a manufacturer of PVC-U door panels and composite doors to the trade frame fabricator, local authorities and newbuild markets. From first year sales of 40 panels per week Vista now has grown into a 1,800 panels per week company.

In 1999 **BHD** purchased the company from its retiring owners and moved the company in 2000 to its present 48,000 sq ft factory and introduced a GRP & PVC-U composite door to the market. In 2003 Keith Sadler acquired the company from BHD in an MBO as BHD pursued a strategy of divestment.

Vista is now one of only three English companies to hold BBA, EN ISO9001 and LAPFAG accreditation on its range of PVC-U door panels, while the composite door range holds PAS 23 /24, Secured by Design and the Q mark Scheme certification. Composite door production is now running at over 300 per week, for sale to the retail, newbuild and social housing markets.

### Composite doors

Composite doors have been embraced as the next step forward in door fabrication, says Keith Sadler: "Gone are the days of being a one trick pony. We can now supply three different types of door to our customer: Panels, GRP and PVC-U Composite doors, all fully accredited.

"This has stimulated not only the sales team and workforce but also the customer base. Major capital expenditure has been implemented to allow us to offer a superior product with excellent service levels."

Vista Group is now one of the largest combined manufacturers of door panels and composite doors in the UK. "We have

**Vista Group plc returned to Glassex after a three year absence and topped a very successful show with an award for the Best New Door Product. The Vista team are pictured on their stand, with MD Keith Sadler second left**



achieved this by listening to our customers and understanding their importance and needs", explains Keith Sadler. "I was told early in my career two things: customers make pay days, and there is a can in can't.

"They may sound like sayings out of an episode of the Office but without customers we have no business. We also offer a quality product backed up with a fast, efficient, friendly service that offers value for money."

Research and development is seen as an extremely important part of the business and Vista has just signed a two year Partnership Agreement with John Moore's University to look at ways of improving the current product range and manufacturing process.

Vista has recently launched several new products as a result of R&D: A five point lock is PAS 24 accredited and features two hooks and three deadbolts for increased security;

A three-way adjustable hinge is designed to help the installer to make an easy installation;

Doors now feature a triple seal

outer frame comprising one bubble and two brush seals; Fully suited hardware is now available.

Vista has invested in excess of £300,000 in advanced technology including a new SCM double headed CNC, extraction system, two diamond bead adhesive machines, six cold presses and three waste compactors that allow it to recycle up to 80 per cent of waste material.

In today's market price is an issue, but it is the long term goal of the end supplier/user that counts, maintains Keith. "Nobody would purchase a door just because it was cheap, knowing it would only last for a year or two. By offering a quality, guaranteed product backed up with excellent service and delivery levels we feel that people with a similar mentality to Vista will be willing to pay a fair price for such a product."

Similarly, the Decent Homes Initiative continues to be a major part of Vista's planned growth with a number of large Partnership agreements being signed over the last couple of years. "I firmly believe that Vista offers a fresh approach to these agreements and have found that our partners embrace our ideas," says Keith. "I actually lived on a local council estate for over 20 years so I understand the residents' hopes, needs and fears. This I believe has helped us win some of the contracts awarded."

The market remains tight but it is becoming more value-conscious, and Vista is in it for the long haul. Continued growth will be no flash in the pan, but will be achieved by offering the customer base a quality product, delivered on time with excellent service.

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