# Bi-Folds In At Outlet

**Tuesday 4 September, 2012**

Conservatory Outlet has enjoyed an increase in sales of UPVC bi-folding doors since it began manufacturing the product using Synseal Synerjy profile earlier this year.

The Synerjy Bi-Folding Door was launched to Conservatory Outlet's Network of Dealers in May, having been developed to better match the aesthetics and fit of the fabricator's double glazing windows, conservatories and other styles of door, and this stimulated an almost immediate increase in sales.

It was, however, August when the effects of this product development were really felt; the Wakefield-based Conservatory Outlet's sales of UPVC bi-folding doors were six times more than that of the same month in 2011 as more of its customers from across England, Scotland and Wales began placing repeat orders.

With many Conservatory Outlet dealers now specialising in the installation of large, bespoke conservatories and orangeries, the demand for bi-folding doors is unsurprisingly healthy. This supports the findings of the latest Palmer Market Research Report on the Window, Door and Conservatory Markets, which notes a 'move towards more expensive products' and states that average conservatory prices have increased by a fifth as a result of more homeowners specifying, amongst other things, bi-folding doors.

Conservatory Outlet's monthly sales competition, Top Dog – which includes a regular award for the 'Largest Conservatory Order' - is a good barometer of this trend. To date, the lowest financial total to win this category in 2012 is £29k, and the mean average after eight months is £47k. In 2011 the mean average for the year was £36k.

'We monitor the sales of every product range but, naturally, we pay closer attention to those that have been subject to investment and development to make sure that they pay dividends,' said Conservatory Outlet Sales Director, Greg Kane.

The initial increase in sales of our UPVC bi-folding doors was perhaps down to our customers placing trial orders to test our claims about this new Synerjy product. However, these initial orders have turned out to be the first of many and I'm sure that this trend will continue, especially up until Christmas when the retail sector is traditionally very busy.'

Elsewhere Conservatory Outlet's total sales were up 16% on the quarter June – August after the fabricator recorded 27% yearly growth at the end of May.

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## Company Contact:

**Conservatory Outlet**

T. 08081593435
E. theteam@motionlab.co.uk
W. https://www.conservatoryoutlet.co.uk

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