

Safestyle UK smashes sales record

Friday 25 November, 2011

Double glazing specialist Safestyle UK has broken its own sales record by chalking up over £750,000 of business in just one day.

The previous record for daily takings, set in 2006, was just under the three quarter million mark.

The news coincides with the launch of its biggest sale - 60% off all premium energy efficient windows and doors in the run-up to Christmas, a promotion which has been supported by a new television advertising campaign.

The Bradford-based company last month announced a 10% growth compared to last year and a 20% increase in market share, following reports of a 0.5% growth in the UK economy for the third quarter of 2011 from the Office for National Statistics.

Safestyle believes its success during challenging economic conditions is thanks to higher quality products with improved energy efficiency ratings, like its A-rated windows and composite doors.

A spokesman said: Its extremely heartening for a British business to perform well after so much dismal economic news in recent years and the current financial crises in Europe.

We are trying our best to finish the year more strongly than ever and looking forward to launching some fantastic new products next year.

The UKs biggest and best-known double glazing specialist, Safestyle UK provides windows and doors to thousands of homes across the country. All products are manufactured in the UK at the companys Barnsley factory.

For more information, visit www.safestyle-windows.co.uk

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