

A close-up photograph of a dark grey window frame. The frame is multi-paned, with a central pane and two side panes. The frame has a modern, multi-layered design. Two silver-colored handles are visible on the central pane, one on the top edge and one on the bottom edge. The background is a light, neutral color.

origin

DOORS AND WINDOWS

Marketing support

Bi-fold Doors

Windows

Blinds

# The UK's Leading Specialist...

**Origin is the UK's leading specialist manufacturer of bespoke aluminium bi-folding doors, windows and made-to-measure blinds.**

Combining a high grade aluminium with precision engineering, Origin have a proven track record of providing high quality, functional and stylish products that are built to last.

All products are designed and manufactured at our state-of-the-art Buckinghamshire facility, completely bespoke to each customer's specification. We offer a huge variety of opening configurations, colours, handles and finishes to fit every size requirement and style.

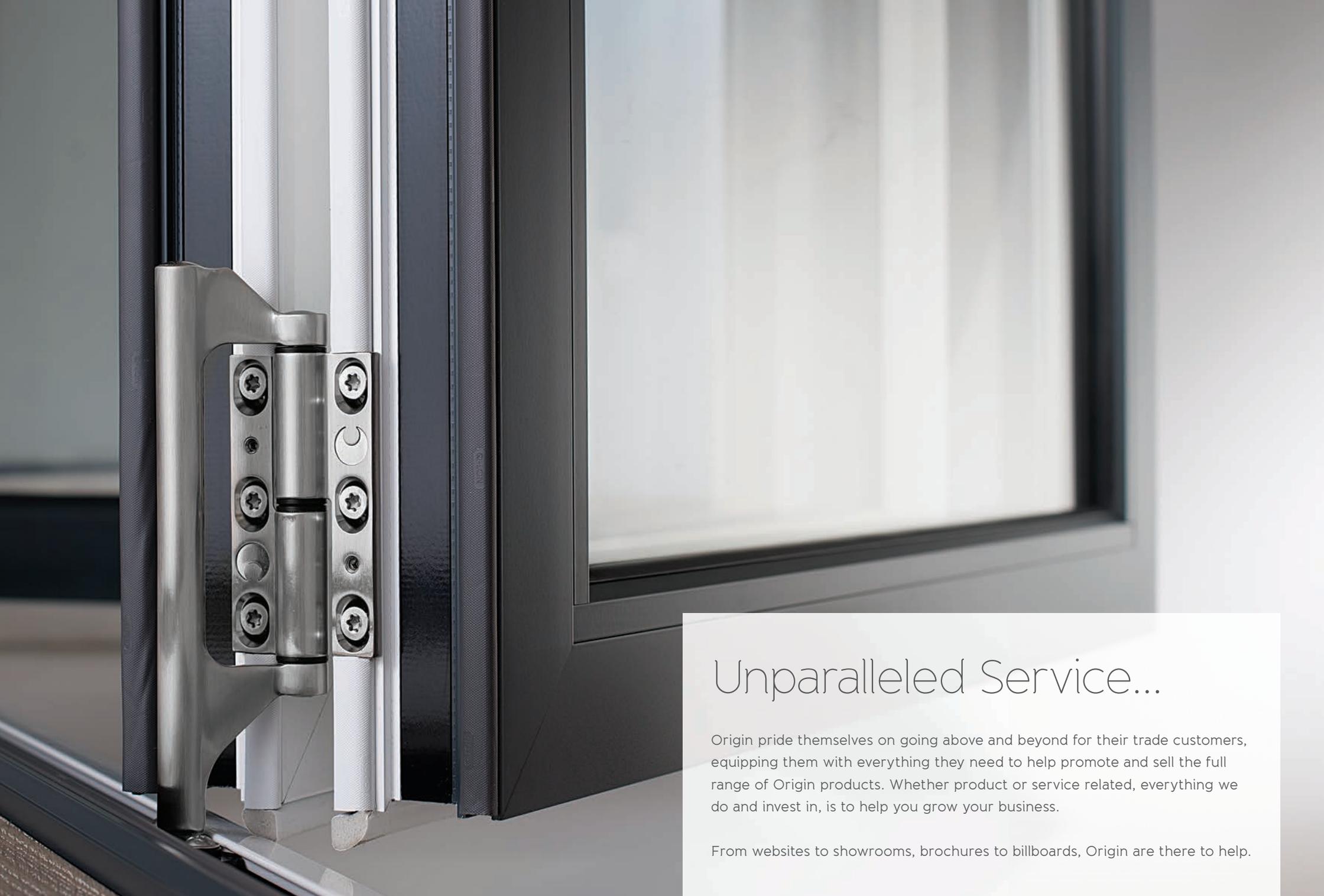
We have complete control of each product – from sourcing through to manufacturing and delivery – and only use high quality components, specifically designed by Origin. Our unfaltering stance on quality control in all operations enables us to offer an industry-leading 20 year guarantee for absolute peace of mind.

Thanks to our national press coverage and TV advertising, Origin are also one of the industry's fastest growing brands. As an Origin supplier, your business can enjoy significant benefits:

- Unmatched product quality – premium bi-folding doors and windows that you can specify with confidence, knowing that they will perform for your customers faultlessly.
- Unbeatable lead times – the Origin Bi-fold Door is available on a 24 hour lead time and the Origin Window is on a 1 week lead time, allowing you to take on customers with tight deadlines.
- Unrivalled service – our UK based customer service team and support network are always on hand to answer any question you may have.
- Online quoting and ordering. With Origin's Sale Safe, it's easy.
- Huge consumer demands through national advertising support and full marketing support.

Read on to see how you, your business and your bottom line can benefit by choosing Origin....





## Unparalleled Service...

Origin pride themselves on going above and beyond for their trade customers, equipping them with everything they need to help promote and sell the full range of Origin products. Whether product or service related, everything we do and invest in, is to help you grow your business.

From websites to showrooms, brochures to billboards, Origin are there to help.



# Be proud to be an Origin partner...

We have a full range of marketing support to offer you, including showroom collateral, literature, point of sale displays, van wraps and much more.

Please browse through our full selection of available marketing support and contact your Origin representative to enquire about availability.

## Marketing Literature...

Becoming an Origin Partner offers a host of benefits, including full access to the suite of Origin marketing materials. Origin is continuously investing in the brand to increase awareness and drive demand. This spending includes creating the perfect suite of sales literature for you to use completely free of charge, helping you sell the Origin Home with ease.

Main Brochure

RAL Booklets



Origin's suite of brochures are the perfect takeaway following a showroom visit and contain all the main selling points of our products, valuable information on aluminium versus UPVC and timber, as well as details on thermal performance. These are available for doors, windows and blinds. There's also a brochure with information on the colours available, quality of the aluminium and flawless finish.

Popular Colours Brochure

Doors Brochure

Windows Brochure

Blinds Brochure



Installation Manual

Windows Specifications file

Fitter Fitter Certificate

Hardware Components

Blinds Installation Guide

A comprehensive guide explaining how to correctly install Origin products. This accompanies the online installation video.

Includes all technical details required on the Origin Window, including testing results and profile specifications.

Training days facilitated by Origin's technical team at Origin HQ which cover the full installation of the Origin Door and Window.

Includes images of all Origin Door hardware components and their technical names.

A comprehensive guide to cover installation and operation of Origin Blinds.



# Marketing Range...

## Dual Branding Opportunities

Dual branding is a great way to maximise your branding potential and advertise your partnership with Origin. The likes of display boards, roller banners, billboards, pop up stands and much more are available for dual branding, all you have to do is supply us with a high resolution version of your logo and enquire about availability with your Origin representative.

## Showroom Boards

A range of boards to display the popular colours available in the Origin Home range, as well as the range of handles for doors and windows. All popular colours are available on Origin's industry leading 'Your Lead Time, Not Ours' promise for doors and a 1 week lead time for windows.



### Dimensions

Windows Handle Board 700x850mm

Popular Colours 700x1700mm

Door Handles 700x1700mm

## Billboards new

Dual branded billboards are available to help promote your partnership with Origin, these can be tailored to include your logo, contact information and location. Usually advertised locally to you, they're a great way to drive people to your showroom as they can display directions.



# Van Wraps

Showcase the Origin Home with your personalised van wrap design. Speak to your Business Development Manager for more information.



# A-Boards

Dual branded A-Boards help you promote your company as an Origin partner and can be used outside showrooms or homes where an install is taking place.



# Drop Cards

Personalise these with your company details and post them through the houses on the street or area where you have recently installed.



# Roller Banners new

Roller banners are a quick and easy way to showcase products and key selling points. Origin Door and Window banners are available as well as bespoke designs upon request.

Bi-fold Door Banner



Windows Banner



# Branded Showroom TV Display

A free-standing multimedia display unit with an integrated TV to showcase the Origin Home range. Whether it's a video, presentation or a slide show of images, this TV unit really offers the wow factor in showrooms.

Front



Reverse



# Window Features Display Cube

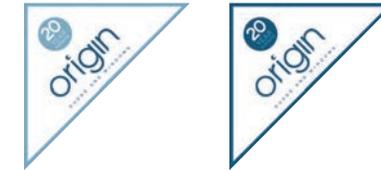
Use this as a visual to promote the benefits the Origin Window has to offer.



# 20 Year Guarantee and Feature Stickers for Windows and Doors

Features Stickers

20 year Guarantee Stickers



# Direct Mail Campaigns

Create a dual branded direct mail campaign to post or email to your prospect database. We can assist with the design and fulfilment of your mail campaigns.



## Pop Up Stands new

In similar fashion to the roller banners, the pop up stands are a quick and easy point of sale display that will grab a customer's attention and inform them of the Origin Door and Window's key features and benefits. The possibility of a bespoke design for these is also available upon request.

Front



Reverse



## Aerogel POS new

Aerogel is a revolutionary material that has helped the Origin Window achieve an incredible U-Value of 0.9 and an Energy Rating of A++. A showstopper, the Aerogel display will encourage customers to learn more about the space-age material and how it can improve their home and save them money on energy bills.



## Advertorial Campaigns

We can offer dual branded advert templates, which offer an easy way for a professional looking advert. Get in touch with your Origin representative to enquire about this.



## Trade Show Support

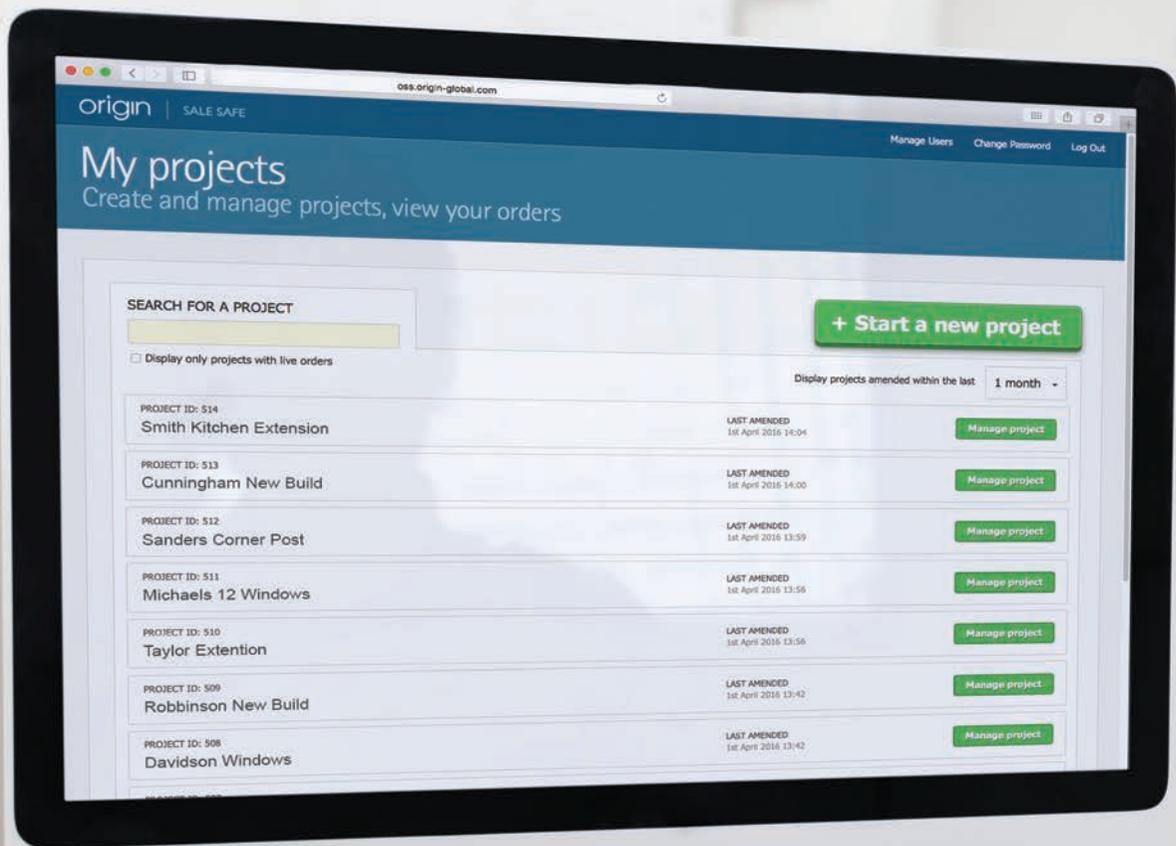
Origin are also proud to offer trade show support. If there is an upcoming event where your company is exhibiting, get in touch with your Origin representative to enquire about stand design and support as well as available literature and displays.

## Wall Vinyls

These are a fantastic way to complement a product in your showroom. A London skyline behind an Origin Window or a picturesque garden behind a set of Origin Doors, the possibilities are endless and the results are stunning.

Each month, a newsletter will be sent out to keep you up to date with all progress and news from Origin HQ. We will inform you of any product or marketing updates and show how we are investing in our company, which in turn, will help grow yours.





# Online Support...

## Origin's Sale Safe Quoting & ordering made easy

With an easy to navigate, simple design and intuitive functionality, OSS streamlines the ordering process significantly, allowing costs to be retrieved instantly and ordered there and then if required. The administrative side of OSS has huge organisational benefits, rather than quoting individual products, OSS allows customer projects to be built, incorporating doors and windows, so all information for one customer is in one place. From here, the project can have an unlimited amount of doors and windows within it, and any product can be added to, edited or removed at any time.

## Origin Image Gallery

Use your customer login details to access the gallery of professional Origin images for use on your website and marketing materials.



## White Label Website

A templated website with your company branding, showcasing the Origin Home range of products.



## Operating Instructions

An online step-by-step guide on how to open and close systems with and without a lead door as well as guidance on how best to maintain their premium look and operation.



## Installation Guides

An instructional guide to walk you through the installation of our doors and windows.



## 2D & 3D Technical Drawings

Download CAD drawings, specifications and other useful documents relating to our products.



# Social Media Guidance...

Social media is a great way to stay in touch with your customers, whether they be past, present or future. With the capacity to either make or break a brand's reputation for customer service levels, it is becoming increasingly important to maintain a relationship with those who matter.

With this in mind, Origin offer advice and social media guidance to help you make the most of the online world.

The amount of social media platforms are growing at a rapid rate. The options are endless and there are platforms for any foreseeable circumstance or requirement, but in order to get started, we would recommend looking into the likes of Facebook, Twitter, YouTube, Houzz and LinkedIn (especially if your work is more commercially based and do a lot of B2B activity).

One question we get asked a lot is what can social media help you achieve and why should you use it?



## You can promote your brand...

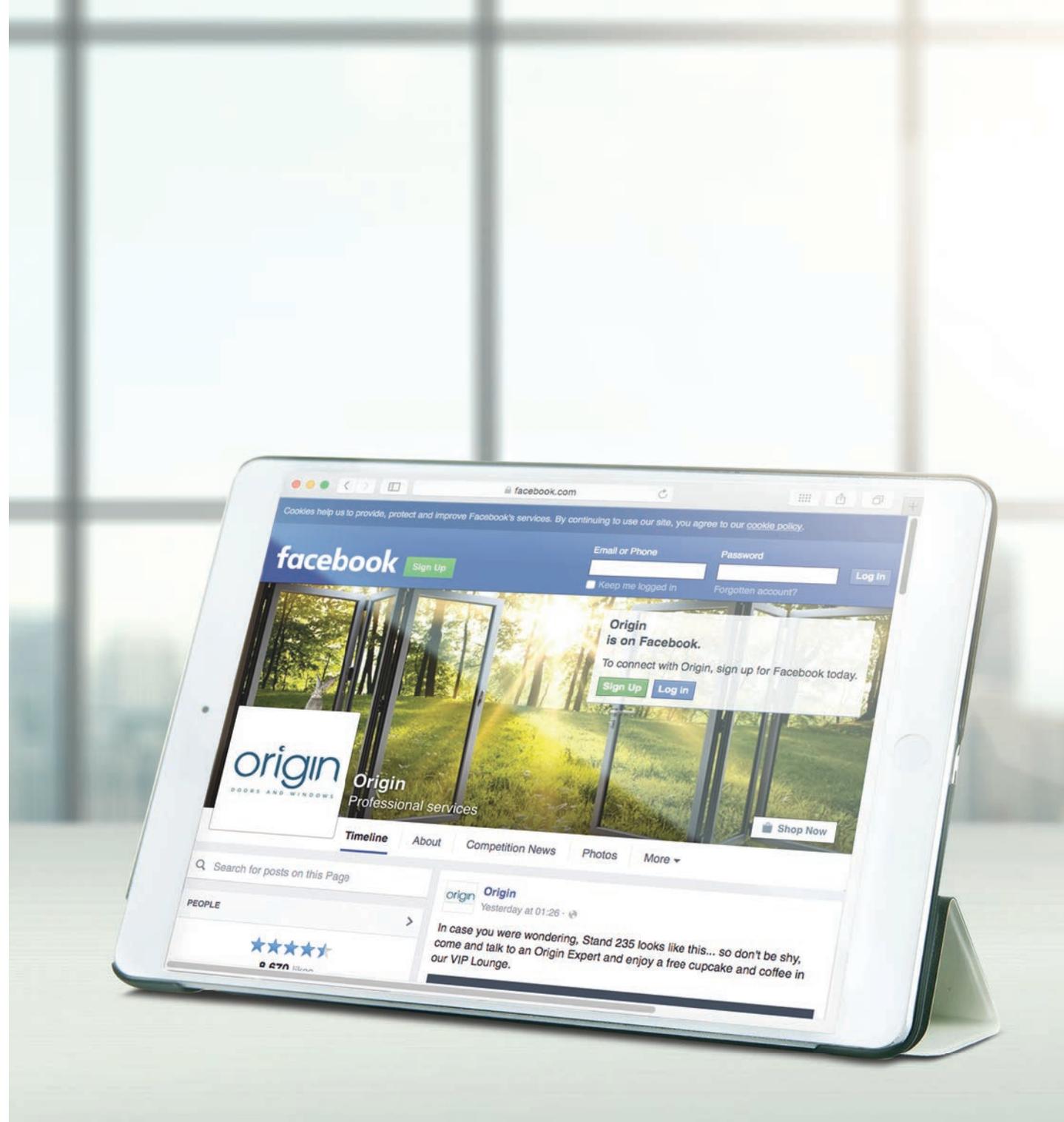
- It can demonstrate that you are experts in your field by sharing knowledge and breaking news within the industry.
- Explore theories and get involved with the chat. This will help when potential customers are searching for information, your name will be in the discussion, helping you reach a wider audience that you may not have come in contact with through traditional advertising methods.
- It can be more cost effective than other forms of advertising as you are directly creating a relationship with customers as opposed to marketing where there is wasted cost for those that don't reply. It's more difficult to unsubscribe from a relationship after all.

## Generate leads, build strong relationships and drive loyalty...

- Being online will help you stand out from the competition.
- It will demonstrate that you're fun to work with as well as reliable and knowledgeable.
- It will also show that you're one big team who are passionate and enthusiastic about what you do.

You can demonstrate thought and leadership...

- It can help position your brand as being helpful, knowledgeable and a trusted voice in the industry.
- Answer questions and solve problems that people may have, helping reinforce the desirable brand characteristics.
- Social media helps you listen to what customers, prospective customers and competitors are saying - don't miss out and get left behind - be part of it.



Once you've decided to go ahead with social media, here are some key tips and things to consider...

## Before you start:

- Make a plan - look at which platform, what you're going to say and why you're going to say it. Will it add anything relevant to the discussion?
- Make sure you have time and commitment. If you're short on time, limit yourself to Facebook and Twitter. There are also options out there, such as Hootsuite, which can help schedule content.
- Manage your networks on an ongoing basis. If you start, don't stop. If you haven't posted in three months, people will question how your business is performing and your commitment.
- Always remember to re-read things before posting. Think of how it could be interpreted - if it could be understood in a different way as to how it was intended, you may want to think about rewording.
- Consider advertising to increase your following. Advertising on these sites can be very sophisticated - it can be done via geographic or demographic properties. A more popular profile will give off a better vibe than those with 2 followers for example.





## Do:

- Add your own personal touch. Use the company voice, but be yourself.
- Use a mixture of content – links, pictures, videos. Use nice, tidy images which have been tailored so that they fit the page well.
- Be interesting – don't do it for the sake of it – have something meaningful to say.
- Engage with other people, build a dialogue with customers and grow a fan base.
- Join in with trends.
- Be prompt, timely and appropriately upbeat.
- Post your projects and visual content that people can relate to. Remain consistent and relevant to your business. Use the calendar months to plan posts – what work best when? Seasonal? Sporting?
- Post things that could be relevant and helpful to your audience – articles about DIY, home improvements, decorating etc.
- Live tweet events that are relevant to your industry.
- Run competitions – these are a great way to create a hive of activity on your platform. Try using a discount code that is trackable to see your success.

## Don't:

- Be afraid to inject a little bit of humour and personality into your online interactions, but remember to be tasteful.
- Post overcomplicated, long posts. Tweets shorter than 100 characters get 17% higher engagement rate.
- Spam and post too often. We would recommend once or twice a day on Facebook, multiple times per day on Twitter and 2-5 times per week on LinkedIn.
- Squash or compress images too much so that they are skewed or blurry. Each platform has its own size for images, so be aware of this.

## After:

- Make sure you are planning to measure your actions. Platforms have their own analytics built in, so you can check the likes of followers, likes, interactions and engagements over time. Facebook has the Insights tab, and twitter can be tracked at [analytics.twitter.com](https://analytics.twitter.com).
- Consider driving customers from other forms of your marketing to your social media platforms (e.g. website or brochures), so you are able to maintain better relationships as social media enables 2 way communication.

Should you have any questions or would like any more advice, speak to our social media expert at Origin HQ.

# Case Studies

In order for you to have some exclusive high quality images for use in your marketing, Origin offer case study photography.

If there is a particularly nice install that you have carried out, or plan to, then get in touch and, with the homeowners permission, we will arrange for a professional photographer to visit once the build is complete.

Exclusive for yours and Origin's usage, you can use the pictures online, in brochures or with future advertising campaigns.

These are the kind of images you can expect from a case study. Professional, sharp and ready to use.

## Contact

[marketing@origin-global.com](mailto:marketing@origin-global.com)  
for more information.







Origin is the UK's leading manufacturer of aluminium architectural solutions.

Now award winning and operating internationally, Origin began in 2001 as a family company dedicated to the design, creation and manufacture of the UK's best quality doors, backed by uncompromising levels of service.

Cousins, Neil Ginger and Victoria Brocklesby, have since worked relentlessly to perfect the design and functionality of bi-folding doors, and to create and maintain the highly respected reputation for quality and service that they have today, while expanding the range to include windows and blinds.

As the business has continued to grow and diversify, the foundations of family ethos, pride and ownership in all stages of production firmly remain.

Origin Global,  
Sands 10 Industrial Estate, Hillbottom Road,  
High Wycombe, Buckinghamshire, HP12 4HS

t 0808 168 5816  
e [info@origin-global.com](mailto:info@origin-global.com)  
w [www.origin-global.com](http://www.origin-global.com)

Origin USA Inc.  
771 Commerce Drive,  
Venice, Florida, 34292

t 941-484-4970  
e [info@originbifolds.com](mailto:info@originbifolds.com)  
w [www.originbifolds.com](http://www.originbifolds.com)

Origin Middle East and Africa,  
Oryx Door Systems LLC, 6th Street,  
Al Quoz 3, Dubai, PO Box 26659

t +971 4 3419447  
e [info@originuae.com](mailto:info@originuae.com)  
w [www.originuae.com](http://www.originuae.com)

**origin**  
DOORS AND WINDOWS

OFDL\_3.117.1

Bi-fold Doors

Windows

Blinds