

# Marketing Toolkit

Ultraframe®  
Transforming light and space

SEPTEMBER 2019



# Welcome to Ultraframe's Marketing Support Directory



**NOW AVAILABLE**

In the meantime, please contact [marketing@ultraframe.co.uk](mailto:marketing@ultraframe.co.uk) for all your requirements.



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All of the marketing materials within this directory can be accessed by registering for our Cuckoo online marketing support centre. Through this online portal you can create bespoke brochures, send emails to your target customers and access samples and images.

Once you have registered your business you will be able to manage all of your Ultraframe marketing requirements in one place. This will make it easier to review current and past orders, as well as making repeat ordering quicker. If you can't find what you are looking for, need individual artwork files or need any help with your marketing, please call us on 01200 452900 or email [marketing@ultraframe.co.uk](mailto:marketing@ultraframe.co.uk)

Using our Cuckoo system you can:

- **Design your own brochures** - create your own range of personalised brochures, point of sale materials and leaflets. These can be designed using your own images or our extensive library of assets to make a printed item bespoke to your business. Cuckoo will automatically personalise the items for you with your logo and contact details.  
Once you've created your bespoke brochure, you also have the option to download it as a pdf free of charge. This fully bespoke pdf brochure is ideal for adding to your website or to email out with quotes.
- **Order standard brochures** - use the Cuckoo online ordering system to order our standard range of brochures, point of sale materials and leaflets.
- **Marketing campaigns** - let Cuckoo add your details to our proven, ready-to-go marketing campaigns and you're ready to go!
- **Order samples** - choose from our wide range of samples, including cases and showroom stands.
- **Image Library** - access our extensive library of conservatory and extension images which are sorted by style and system. These are ideal to be used within brochures, websites and your social media.
- **Send personalised bulk emails** - using our email templates or by uploading one of your own, you will be able to bulk-send emails to your target customers. To ensure GDPR compliance, your email data is fully secure and only visible by your business. Our reporting system will allow you to see how many emails were received, opened and clicked

## Introduction

Today, successful marketing campaigns need to be multi-channel to catch the attention of potential customers as audience numbers decline in traditional media and digital marketing becomes increasingly complex. That's why all of our 'ready-to-go' marketing campaigns are available in a variety of formats, from advertorials to emails.

Ultraframe recognises the importance of using your brand - particularly locally - to build awareness. With this in mind, many of our marketing materials can be personalised to include your company colours, logo, contact details and text.

Consumer's attention spans are also decreasing, so you'll find some attention grabbing headlines on all our new point of sale materials, plus easy to understand icons to explain the Ultraframe products.

## UDAM – Ultraframe's image and document library

Ultraframe's Digital Asset Management System (UDAM) is a single resource which houses all of our images, brochures, videos and documents. Using our simple search facility, you can search through our extensive library to find what you need, e.g. 'Livinroof', 'Grey', 'External' or 'Internal'. Should you wish to use UDAM, please contact our marketing department on 01200 452900 or email [marketing@ultraframe.co.uk](mailto:marketing@ultraframe.co.uk) and we will set you up with a username and password.

## Gaining access to Cuckoo

All of our marketing materials are available to order or download from Cuckoo where you can discover prices and specify quantity requirements.

Please contact the marketing team for a username and password by emailing [marketing@ultraframe.co.uk](mailto:marketing@ultraframe.co.uk). Once your account is active you'll soon be on your way to personalising, downloading and ordering your bespoke marketing materials.

# Everything you need at your fingertips



## Sales App

You only get one chance to make a first impression, so make sure your sales process is as professional as possible by using our sales app.

Designed to assist your sales team on home visits, the app allows the user to quickly access information about the entire range of Ultraframe products and view brochures and virtual reality tours – and best of all; you don't even need internet access.

View, download and email\* brochures to your customers and view virtual reality tours! - and best of all you don't even need internet access.

The virtual reality tours are a fantastic tool to really help a homeowner envisage how every aspect of their conservatory or extension could look – from the floor, right up to the all-important roof. Twelve different virtual reality tours are available, showing many different styles of conservatories and extensions. Plus you can further enhance the user experience by purchasing virtual reality goggles from our online marketing centre.

\* An email will be sent when the device gets internet access.



Virtual reality goggles

## Installer App

### A tool for your whole business to use!

The Ultraframe Installer App is specifically designed to help with all the information that you need to design, survey and install Ultraframe roofs. Easy for fitters to use on site, the app is a great tool to assist with installation queries using videos and guides.

Use the installer app to:

- Search by roof type to find information
- Watch installation videos to help you on site
- View or download retail, technical and installation brochures
- Receive push notifications so you always have the most up to date technical files and information
- Send documents and videos to other members of your team or customers



# Tools for your own website

## Virtual Reality Tours

Our Virtual Reality (VR) Tours and 360 degree photography can be added to your website to allow visitors to really experience how their conservatory or extension could look using on a tablet / PC, by looking around every angle of the conservatory, from the floor right up to the roof.

- Free to qualifying customers
- Fully immersive VR tours for your website in 12 different styles
- VR transports viewers inside the room, allowing them to look around wherever they want
- Improve your website SEO by keeping people on your website longer, which in turn will improve the quality and quantity of your leads
- Visitors can click on 'information hotspots' to be shown more information about the products, or even shown a video!
- Click on the 'external view' button to have a look at the outside of the conservatory or extension
- Use your own brand colours to integrate seamlessly with your website
- Simple installation - we provide you with the code for you to easily insert the VR tours onto your website – it only takes minutes to set them live



## Quoting tool

Increase your online enquiries and lead conversion with our quoting tool from our digital partners, ICAAL. Enhance the quality of your online leads, build trust and price condition potential customers to engage with your company for their conservatory, orangery, replacement roof or home extension.



- The quoting engine is built for 'mobile first' and is fully responsive and functional on any type of device including PCs, laptops, tablets and smartphones
- We seamlessly embed the system into your website, providing a complete customer experience and impressive user journey
- Highly detailed and accurate images to highlight the unique selling points of your products
- Add your company logo and set the colour scheme to match your brand identity, keeping your site both 'on-brand' and 'on-message'
- Help your SEO by keeping people on your website for longer
- Add your own range of doors and windows too

## Website

We've teamed up with our web design agency ICAAL to create a fully custom-built website design that contains all of the Ultraframe roof products and allows you to add your windows, doors and other products! Bring your ideas to life, deliver your online objectives and get a website that really works hard for you!

- Hassle free - no need to brief an agency on Ultraframe products
- Preferential low price
- Fully optimised with SEO-friendly content
- You have the ability to add and edit pages
- Responsive on all devices and latest browsers
- Ultraframe's 360 degree VR tours built in
- A web agency that really knows the industry and has access to all the imagery you will need
- Your own URL



# Ready-to-go marketing campaigns

## The conservatory has evolved

Many homeowners are unaware of how much conservatory technology has changed over recent years, and this marketing campaign explains that today's conservatories can be more like an orangery or extension if they wish.

The campaign invites homeowners to re-think the traditional conservatory and create a thermally efficient conservatory extension using the latest colours and conservatory enhancements.



6 Sheet posters



Pull up banners



Pull up banners



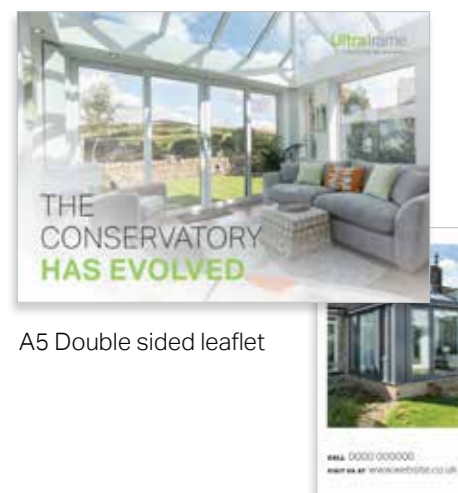
Web banners



Facebook headers



A1 Posters



A5 Double sided leaflet



A5 / A4 Advert



Advertorial



Emails



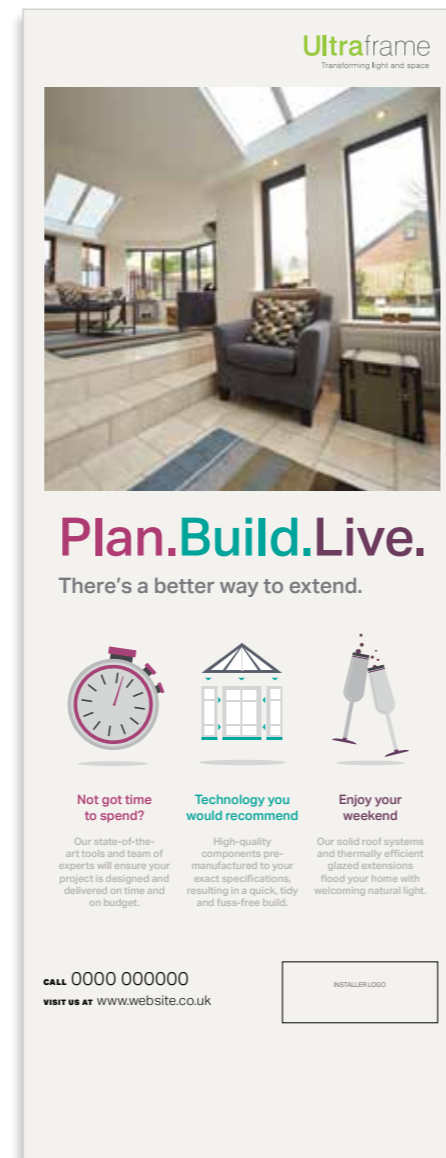
Website banners

# Ready-to-go marketing campaigns

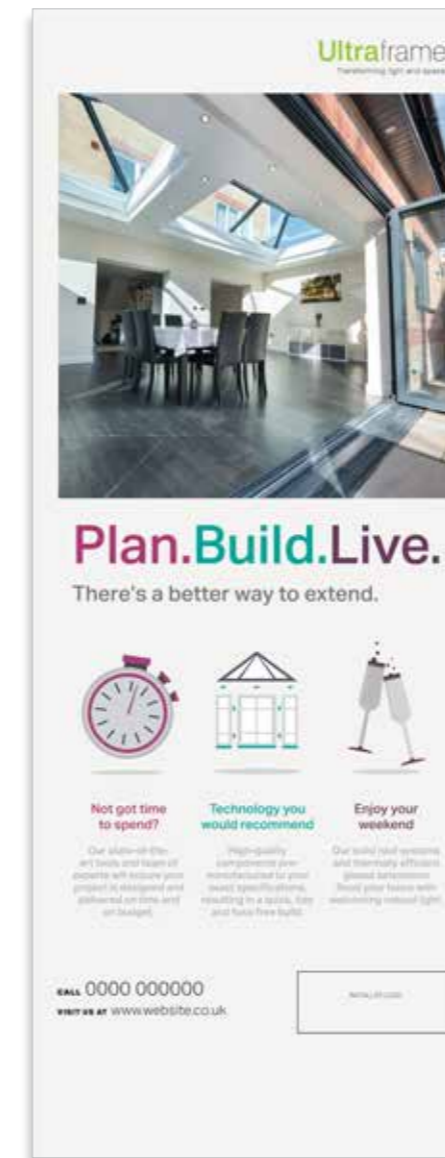
## A better way to extend

This marketing campaign explains to homeowners the benefits of using a conservatory company to build an extension. Put simply it's 'a better way to plan, build and live' when extending your home.

- 1 A better way to **PLAN** - the complete team is provided - giving them peace of mind from start to finish.
- 2 A better way to **BUILD** - building regulation approved, pre-manufactured components give a quick, tidy and fuss-free extension build.
- 3 A better way to **LIVE** - thermally efficient components means lots of glass and natural light can be used so that their new space is both warm and bright.



Pull up banners



Pull up banners



Web banners



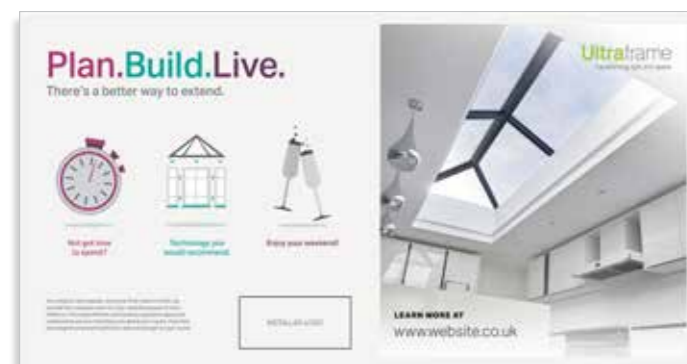
Facebook headers



6 Sheet posters



A1 Posters



Showroom wall graphics



A5 / A4 Adverts



Emails



Website banners

# Ready-to-go marketing campaigns

## Ultraroom – fall in love

'Fall in love' is aimed at people who have fallen out of love with their conservatory or inherited an old conservatory when they bought their house and want to give it a new lease of life. Old conservatories are often underused, as they are too hot in summer or too cold in winter and this marketing campaign invites them to 'fall in love' with this space again. With Ultraroom they can create a beautifully elegant, thermally efficient room that can be used all year round, complete with vaulted ceilings and full length glass panels to let the light flood in.



6 Sheet posters



Pull up banners



Pull up banners



Web banners



Facebook headers



A1 Posters



Showroom wall graphics



A5 / A4 Adverts



Advertorial



Emails



A5 Double sided leaflets



Website banners

# Retail brochures

A range of high quality brochures designed to help promote Ultraframe products to the homeowner.



A4 Main retail brochure



A4 Conservatory retail brochure



A4 Replacement roofs



A4 Ultrasky aluminium brochure



A4 Ultraroot retail brochure



A5 Clad over leaflet



A5 Maintenance handbook



A4 Certificate of Authenticity



A4 Quantal retail brochure



Virtual Reality goggles (for use with sales app)



Wintech DVD

# Selling aids

A range of selling aids to assist with promoting the range of Ultraframe products. Can also be used as leave-behinds for the customer to remind them of the options available.



A4 USP sheets

A5 Core prompt cards



Consumer z-fold flyer



Trade z-fold flyer

# Range point of sale



Showroom wall graphics

A4 Cards  
To be used in conjunction with  
showroom wall graphics



Pull up banner



1682 x 1200mm Wall board



A3 Posters



Product specific  
marketing materials

Ultraroom • Livinroom • Glass Roof • Ultrasky  
Roof • Ultrasky Lantern • Ultrasky Flat  
Skylight • Quantal • Outdoor Living



# Ultrarroof



The lightest tiled roof available, Ultrarroof is both easy and fast to fit with an unrivalled quality finish and never needs a tie bar - ever. The headline draws the customer in, inviting them to find out why Ultrarroof is the 'solid roof that does not disappoint'. The answer - replacing a glass roof with a solid roof can make the room seem dark and oppressive, but not with Ultrarroof because the full length glass panels provide a cost effective and stylish way to project more natural light into the room vs. conventional roof lights. For everything you need to know about Ultrarroof, including guides and videos, visit [www.UR380info.com](http://www.UR380info.com).



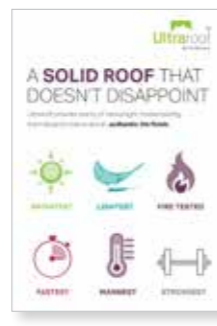
6 Sheet posters



Showroom wall graphics



A1 Posters



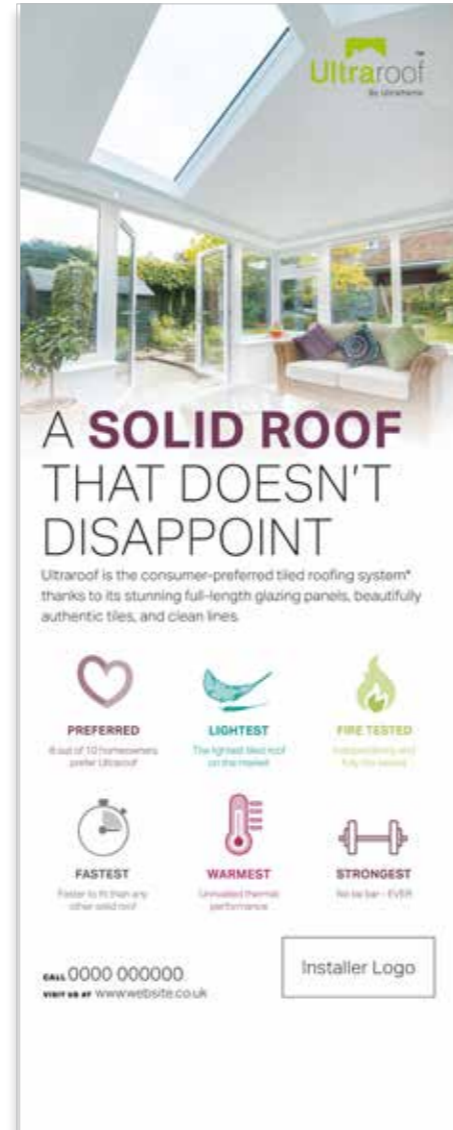
Window sticker



A5 4 Page leaflet



A5 Leaflet holder



Pull up banners



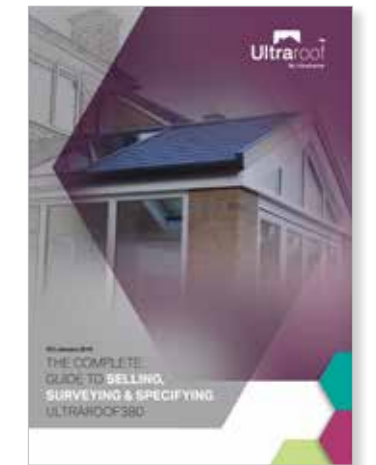
A4 Main retail brochure



A4 Replacement roof



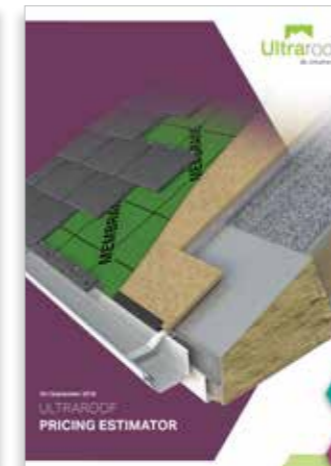
A4 Ultrarroof retail brochure



A4 Surveying guide

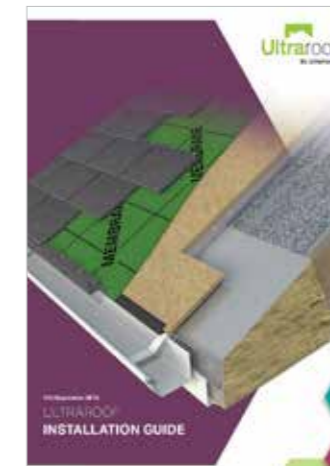


A4 Building Regulations



A4 Pricing estimator

Note: Request a copy from [marketing@ultraframe.co.uk](mailto:marketing@ultraframe.co.uk)



A4 Installation guide



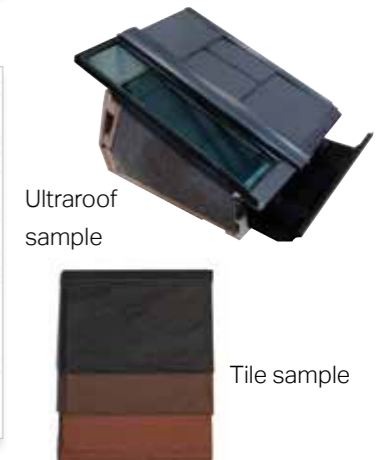
A5 Clad over leaflet



A4 USP sheet



A5 Flash card (set of 20)

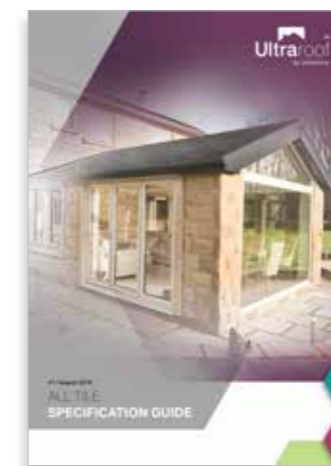


Ultrarroof sample

Tile sample

## All Tile

Ultrarroof also is available without tiles - add your own conventional tiles (e.g. Marley modern, Rosemary tiles, Slate etc.) as required to match any roof type.



A4 All Tile technical guide



A4 All Tile installation guide



A4 All Tile data sheet

# Livinroof

**Livinroof**<sup>TM</sup>  
By Ultraframe

Any shape, any size - the most configurable solid roof. Livinroof offers the best of both worlds by combining solid roof panels and shaped glazing to create stunning roof designs in any conceivable shape or size. At no extra cost, glass panels can be integrated virtually anywhere into the design, giving natural light where needed.



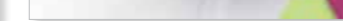
A4 Main retail brochure

A4 Replacement roof brochure

A4 Technical guide

A5 Clad over leaflet

6 Sheet posters



A4 Installation guide

A4 Building Regulations

A4 Price guide

Note: Request a copy from [marketing@ultraframe.co.uk](mailto:marketing@ultraframe.co.uk)

Showroom wall graphics



Window sticker



Door / van sticker

Pull up banners



A4 USP sheet

A5 Flash card (set of 20)

A1 Posters

A5 4 Page leaflet



A5 Leaflet holder



Livinroof sample case (available with Utec or Ali panel)



Livinroof panel hand sample (available with Utec or Ali panel)



Livinroof cut away sample (available with Utec or Ali panel)

# Glass Roof

**Glassroof**  
By Ultraframe

The original and most loved glazed roof, developed over 35 years and engineered to postcode, the Classic conservatory roofing system provides high quality, reliability and is highly configurable - making it the go-to solution for every conceivable glazed roof design. Every Glass Roof is engineered to the postcode of the site using Ultraframe's specialist UDesign software to calculate the exact snow and wind loadings required.



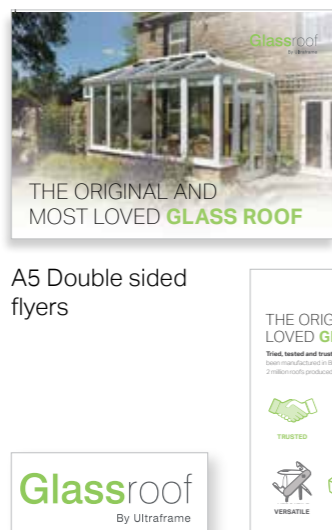
6 Sheet posters



Showroom wall graphics



A1 Posters



A5 Double sided flyers

Door / van sticker



Window sticker



A5 4 page leaflets



A5 Leaflet holder



Pull up banners



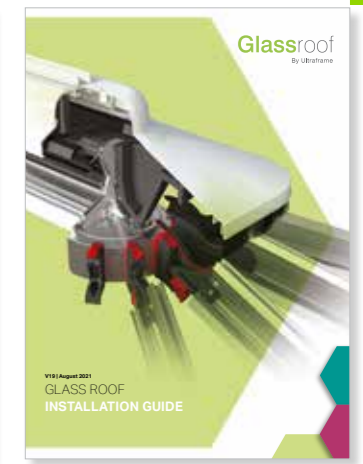
A4 Main retail brochure



A4 Conservatories retail brochure



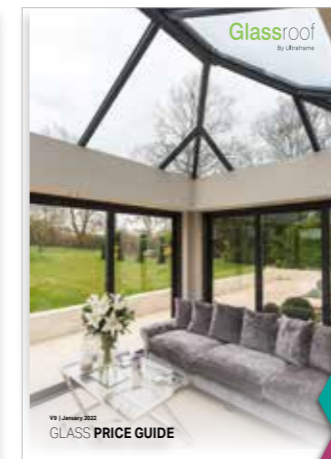
A4 Technical guide



A4 Installation guide



A4 Classic surveyors guide



A4 Pricing guide  
Note: Request a copy from [marketing@ultraframe.co.uk](mailto:marketing@ultraframe.co.uk)



A4 Classic low pitch lean to installation guide



A4 Classic low pitch lean to technical guide



A4 USP sheet



A5 Flash cards (set of 20)



Glass Roof turntable roof sample



Glass Roof sample case



Mini roof sample



Spot the difference case 1 sample



Spot the difference case 2 sample



Spot the difference case 3 sample

# Ultrasky roof

Designed for spectacular spans, the super strong ridge and Ultraspain invisible integrated structural goal post means there are less bars, more light and no compromise on design. 'The ultimate orangery design' uses the design-led language that appeals to the discerning orangery customer.



6 Sheet posters



showroom wall graphics



A5 Double sided flyers



Window sticker



Door / van sticker



Pull up banners



A4 4 page leaflets



A5 Leaflet holder



A1 Posters



A5 Flash cards (set of 20)



A4 Aluminium brochure



A4 Pricing guide  
Note: Request a copy from [marketing@ultraframe.co.uk](mailto:marketing@ultraframe.co.uk)



A4 Installation guide



A4 Ultraspain installation guide & technical overview



A4 Main retail brochure



A4 USP sheet



Ultrasky Roof sample

# Ultrasky Lantern



The aluminium Ultrasky Lantern can be inserted into a flat roof or traditional orangery deck and is ideal for large builds where the roof height is restricted. Using the strongest ridge on the market, Ultrasky has significantly fewer bars than other lanterns. The 'let the light flood in' headline articulates the benefit of fewer bars and a 25° pitch drawing the optimum amount of natural light into the room.

Access all our installation guides visit [www.ultraframeonline.co.uk](http://www.ultraframeonline.co.uk)



6 Sheet posters

A1 Posters

A5 Flash cards (set of 20)



Showroom wall graphics

Window sticker



A5 Double sided leaflets



Door / van sticker



A5 4 page leaflets

Pull up banners



A5 Leaflet holder



A4 Main lantern brochure



A4 Installation guide



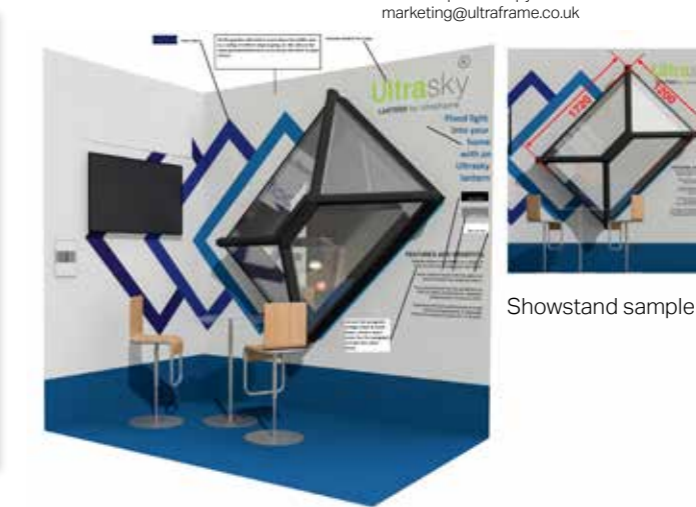
A4 Price list  
Note: Request a copy from [marketing@ultraframe.co.uk](mailto:marketing@ultraframe.co.uk)



A4 Aluminium brochure



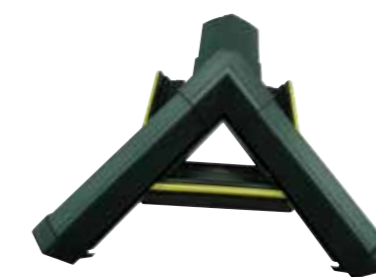
A4 Main retail brochure



Showstand sample



A4 USP sheet



Ultrasky sample aluminium and PVCu



Ultrasky Lantern sample stand

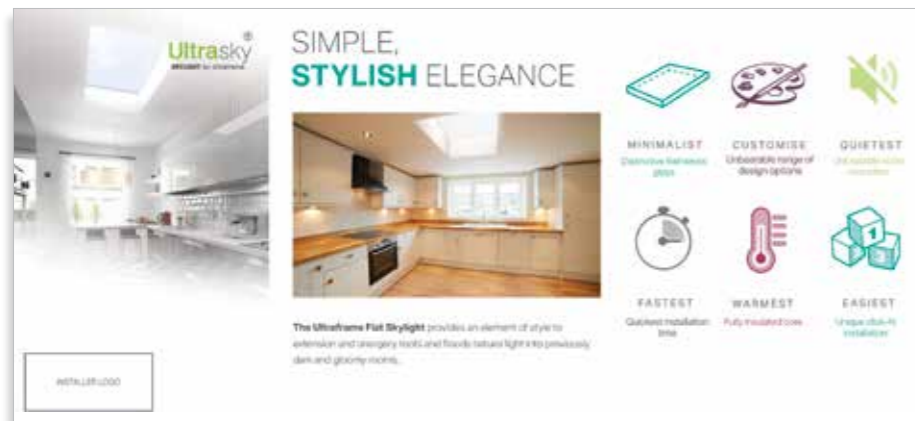
# Ultrasky Flat Skylight



The Ultrasky Flat Skylight provides an element of contemporary style to extensions and orangery roofs and floods natural light into previously dark and gloomy rooms. The 'simple, stylish, elegance' headline explains the minimalist, frameless aesthetics of the product.



6 Sheet posters



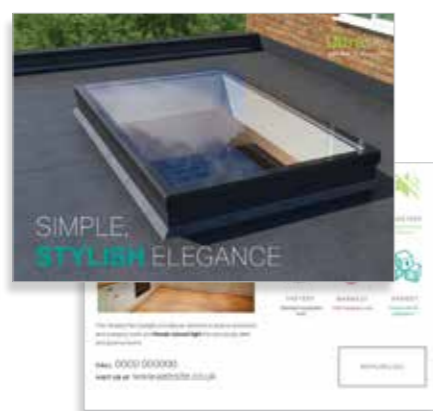
Showroom wall graphics



Door / van sticker



Window sticker



A5 Double sided leaflet



A5 4 page leaflets



A5 Leaflet holder



A1 Posters



A5 Flash cards (set of 20)



A4 Main retail brochure



A4 Aluminium brochure



A4 Installation guide



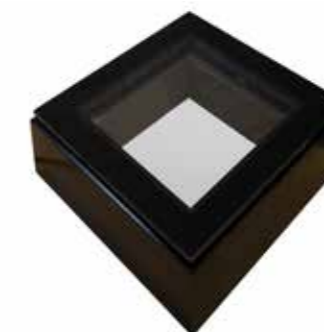
A4 Price guide  
Note: Request a copy from [marketing@ultraframe.co.uk](mailto:marketing@ultraframe.co.uk)



A4 USP sheet



A5 Showroom leaflet



Ultrasky Flat Skylight



Ultrasky Flat Skylight stand

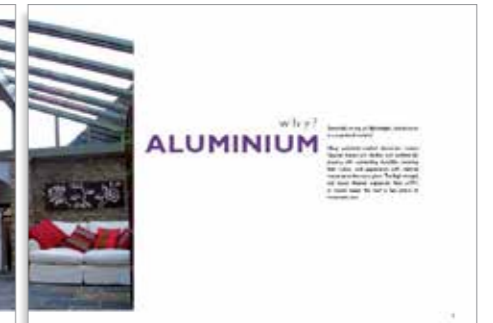
# Quantal

## QUANTAL

The Quantal aluminium system has an elegant yet contemporary look and a premium powder coated finish. The system has been cleverly designed to offer all the versatility of bespoke construction, with the practicality needed for easy installation. Every Quantal roof is engineered to the postcode of the site using specialist software to calculate the snow and wind loadings required.



A4 Quantal retail brochure



6 Sheet posters



Showroom wall graphics



A5 4 Page leaflet



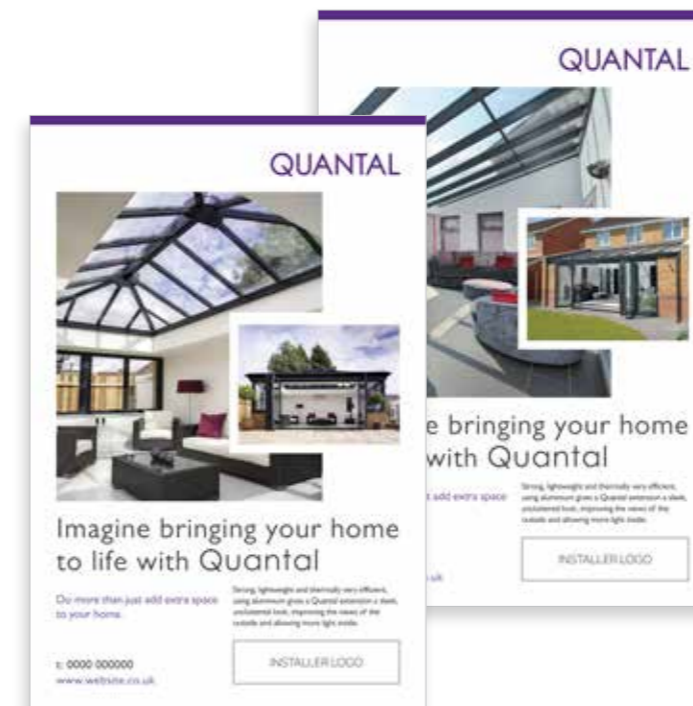
Door / van sticker



Pull up banners



A5 Double sided flyers



A1 Posters



A4 Installation guide



A4 Surveyors guide



A5 Flash cards (set of 20)



A4 USP sheet

# Outdoor living

**Veranda**  
by ultraframe



A4 Retail brochure



A4 Installation guide



Veranda sample



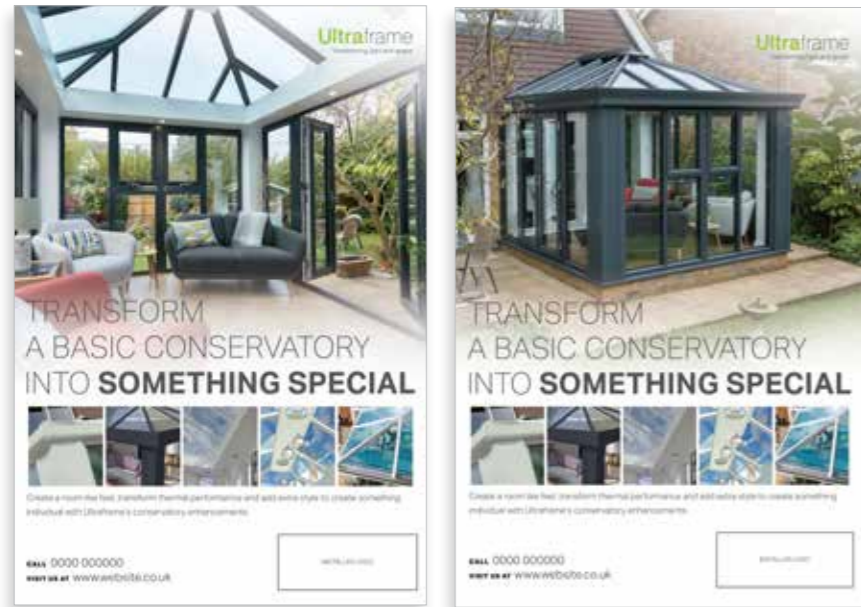
Roof upgrades  
marketing materials

Enhancements • Cornice • Conservaglass  
Super Insulated Columns • Insulated Pelmet  
Ceiling Fans • Central Lighting Panel •  
Colour



# Enhancements

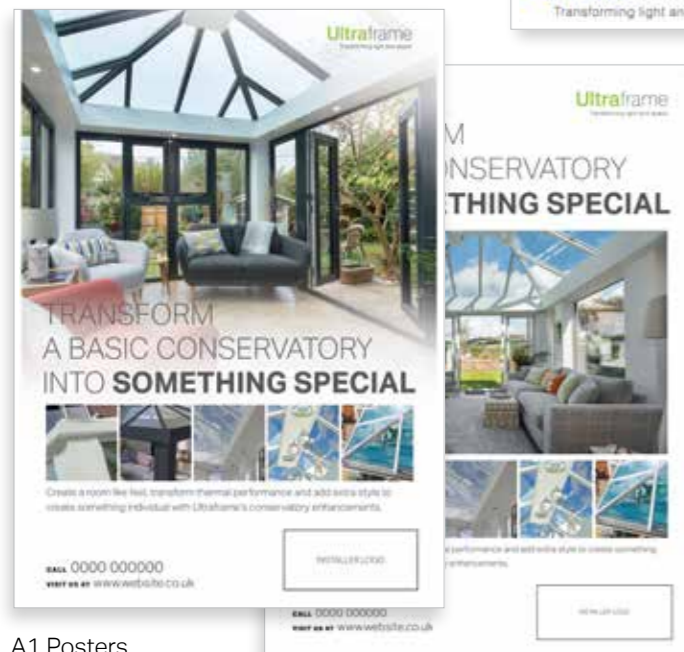
When designing a conservatory, enhancements can be used to turn a basic conservatory into something really special. This range of point of sale materials can help you explain this to potential customers.



6 Sheet posters



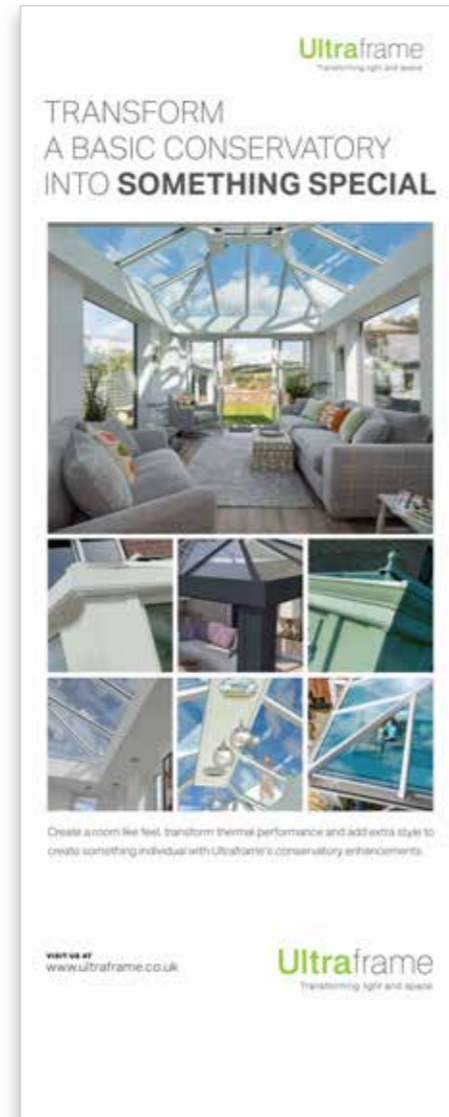
Showroom wall graphics



A1 Posters



Door / van sticker



Pull up banners



A5 4 page leaflets



A5 Leaflet holder

# Cornice

A decorative cornice adds style and shape to the roofline and is an easy upsell option that hides the gutter and bar ends. Cornice features in many of our brochures, and samples are available for all four styles.



A4 Main retail brochure



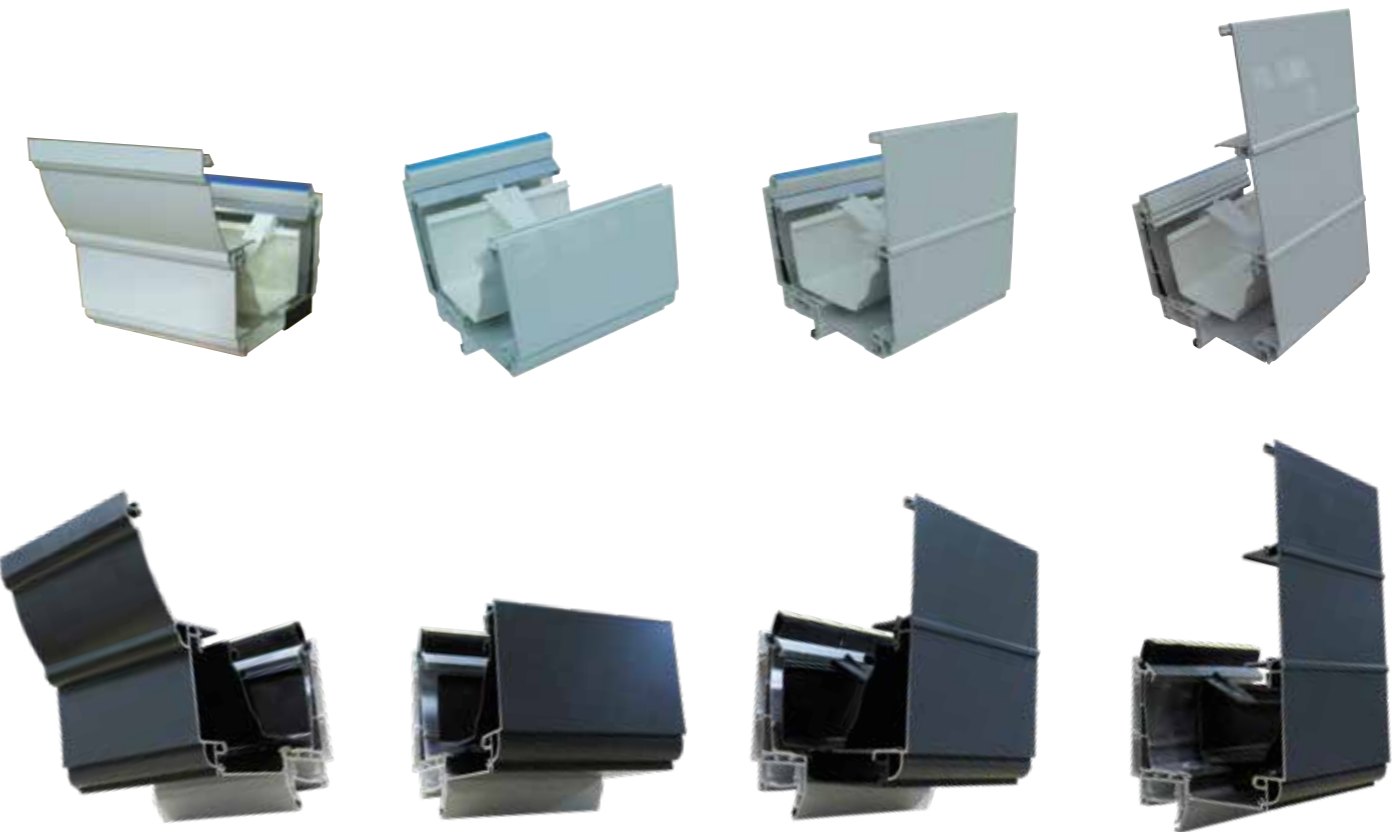
A4 Installation guide



A5 Flash cards



A4 Price list  
Note: Request a copy from [marketing@ultraframe.co.uk](mailto:marketing@ultraframe.co.uk)



Classic Cornice model

Cornice 1 tier flat

Cornice 2 tier flat

Cornice 3 tier flat

# Conservaglass

**Conservaglass**<sup>®</sup>  
By Ultraframe

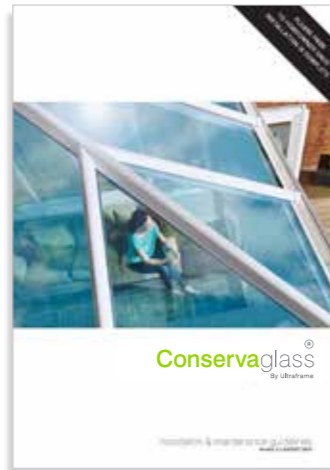
When designing a conservatory, choosing the right specification of roof glass is crucial to the enjoyment and comfort. Conservaglass marketing materials can be used to explain the choices and benefits of performance glass to your customers.



A4 Retail leaflet



Door / van sticker

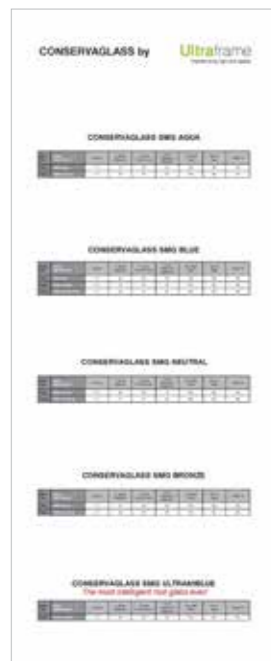


A4 Maintenance guide



A4 Price list

Note: Request a copy from [marketing@ultraframe.co.uk](mailto:marketing@ultraframe.co.uk)



Glass switch sample



# Super-insulated columns

Super-insulated columns provide solidity and thermal efficiency without the need for bricks. Five times more thermally efficient than brick, they are quicker to install too – a quick, easy, cost effective way to create stunning conservatories, orangeries and extensions that are cosy all year round.



A4 Main retail brochure



A4 Technical guide

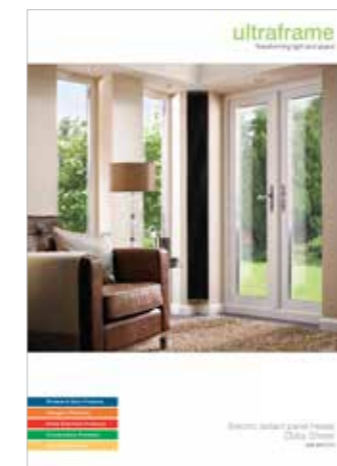


A4 Installation guide



A4 Price list

Note: Request a copy from [marketing@ultraframe.co.uk](mailto:marketing@ultraframe.co.uk)



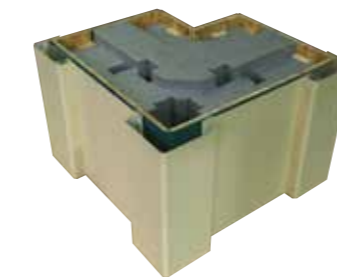
A4 Electric radiant panel heater data sheet



A4 Electric radiant panel heater installation guide



A5 Flash card



Super-insulated column model sample



Super-insulated mini conservatory showroom model

# Insulated Internal pelmet

Ultraframe's Insulated Internal pelmet is truly multi-functional, helping create a 'room like' feel in your conservatory and adding insulation where needed. The Insulated Pelmet is a steelwork ladder framework attached to the roof which provides the perfect housing for downlighters or cabling for speakers.



A4 Main retail brochure



A4 Conservatories retail brochure



A4 Technical guide



A4 Installation guide



A4 Price list

Note: Request a copy from [marketing@ultraframe.co.uk](mailto:marketing@ultraframe.co.uk)



A5 Flash cards



Internal pelmet sample

# Central lighting panel

The central lighting panel adds an insulated electrical housing system to the centre ridge under-cladding of a glazed roof. This enables you to install lights in places where you otherwise wouldn't be able to – ideal above a table for evening dining.



A4 Installation guide

# Colour

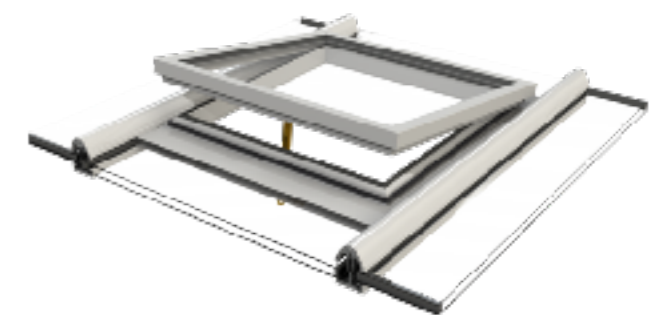
Colour plays an important part in the decision-making process when building a product from the ground up. Carefully chosen colours create a space that works best for your customer and their home. Most Ultraframe products are now available in bespoke colours, however the colour stick shows our standard colours.



Coloured foil stick

# Roof Vents

New improved roof vent. The Ultraframe roof vent offers a striking contemporary look and its design is thermally broken offering a host of performance benefits. A wide range of options are available to personalise the roof vent, ensuring that it perfectly complements any conservatory.



Roof Vent



# Ultra Installer Scheme

We're extremely proud of our Ultra Installer Scheme – one of the longest running schemes of its type in the industry. Since the inception of the scheme in 2004 our aims have not changed – we want to offer homeowners a range of local installers who offer high standards of installation and customer service, and of course, who fit the market-leading range of Ultraframe conservatory and extension roofing systems.

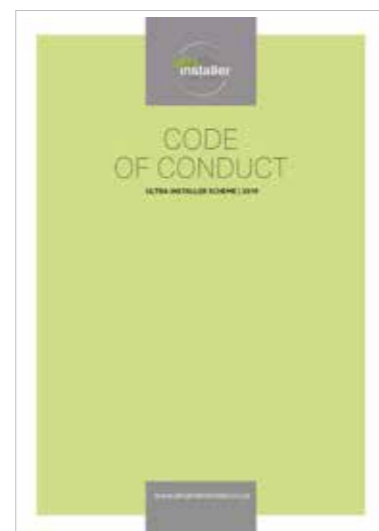
The Scheme exists to recognise and promote the activities of these elite installation companies who can demonstrate high levels of service throughout their sales, delivery and after-sales processes. In doing so, this offers a high level of confidence to consumers that they are putting their home into the hands of a reputable and capable installation company – and confidence equals sales. Over the years we have put many homeowners in touch with their local Ultra Installer, ensuring a positive installation experience with complete peace of mind.

By becoming an Ultra Installer, you will be able to use the logo on your marketing materials and website, but that's not all you get. Ultraframe wants the members of the Ultra Installer scheme to be the best businesses in the UK to deal with the needs of homeowners. As an approved member of the scheme you will receive:

- Use of the scheme logo
- Sales leads - generated via the Ultraframe website
- Your own page on the Ultraframe website
- Become a better business with specialist advice from the experts at Ultraframe as part of your ongoing Ultra Installer assessments
- Use of the GGF i Insurance Backed Guarantee (IBG).



A4 Certificate



Code of conduct



What is expected of you



Van stickers

t. 01200 452919 e. [marketing@ultraframe.co.uk](mailto:marketing@ultraframe.co.uk)  
or contact your area sales manager.

Job No. 3858 Code: MSB001 Date: 02/19

It is Ultraframe's policy to continually seek to improve its products, processes and service and we reserve the right to change specifications without prior notice. We have been trading since 1983 and strive to deliver unrivalled quality and service.

**Ultraframe**<sup>®</sup>  
Transforming light and space