CARLISON BROS.

BIRTHDAY SPECIAL

TURNS 100

THREE STOREY

ENERGY EFFICIENT

HOME

THE DAWES RESIDENCE
WARNING

Accept no poor imitations

Anthony Innovations’ N9000 roller is the genuine item.

Yes, we have imitators out there, but none come close in terms of quality, reliability or performance. Our N9000 roller is the industry leader for very good reasons. It is a superior product that performs better and lasts longer.

Our N9000 comes with:

- An industry leading 15 year warranty for peace of mind
- The confidence of product testing to 100,000 cycles with a 200kg panel weight
- Patented Contamination Protection design that increases the life of the roller.

Anthony Innovations has been backing up our client’s reputations since 1951 with leading window and door hardware products that perform, year after year. We partner with quality system designers and fabricators throughout the world who want to protect their reputations by only using the best.

To find out more, visit www.anthonynovations.com.au or give our team a call on 03 9460 1166.
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**WINDOWS magazine** is a quarterly publication from the Australian Window Association

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Welcome to the Spring edition of Windows. With a federal election looming and ongoing uncertainty in the market it was pleasing to see the proactive initiatives by the Australian Competition and Consumer Commission (ACCC) regarding the credibility of claims by suppliers of goods.

Their recent report stated they received almost 3,000 complaints and enquiries about small business or franchising in the first six months of 2013. ACCC Deputy Chair, Dr Michael Schaper, said “The ACCC is keen to ensure that small businesses are aware of their rights and responsibilities, and has stepped up its engagement with small business.”

The biggest single issue, according to the report, remains misleading advertising and false representations, with over 1,000 complaints and enquiries received in the past year alone. These contacts include credence claims which have become an area of priority for the ACCC. Credence claims, such as country of origin or claims of product quality, are designed to improve the appeal of a product when compared to similar products.

Dr Schaper was again quoted saying, “Credence claims are important, and we need to protect honest small businesses who are selling premium products from unscrupulous competitors making false representations. The ACCC has been very active in policing credence claims in a wide variety of different markets - from meat claiming to be sourced from King Island to Australian made tags on Ugg boots that are actually made in China.”

The Small Business In Focus report also lists the sectors which are generating the most complaints and enquiries within the small business and franchising communities and includes advertising services, ‘non-store’ retailing - such as online retailers and milk vendors, ‘other’ store-based retailing - including art galleries and musical instrument stores, pet shops, travel agency and tour arrangement, services and wired telecommunication network operation. It’s good to see that windows and doors haven’t made the list yet but we should not be backward in testing and checking erroneous claims in our own industry sector.

During the last six months, the ACCC also launched a free online education program for small business with more than 5,000 participants since its launch in April 2013. Another free online program, for would-be franchisees, also remains popular and has now had more than 4,500 completions. Both programs are available at www.ccaeducationprograms.org. It may be well worth your while visiting the site and completing the online training module.

On a lighter note, Fenestration Australia 2013 is drawing near and I hope to catch up with many of you throughout the event.

Once again we have arrived at that time of the year when we hold our annual conference, Fenestration Australia. An interesting title that is made even more relevant this year with the involvement of three other associations; AISF, SIA and WFAANZ.

I strongly recommend that you attend this event. I have found in previous years that the knowledge gained has been of tremendous value to me both personally and to my business. I have viewed the program and it is the best I can remember in the many years I have been attending AWA conferences.

The theme of the conference for this year is ‘Defining the Industry’: A theme that emphasises why it is such an important event to attend.

The current strategic plan of the AWA is broken into four pillars; Compliance, Technical, Knowledge and Communication. This is the basis of the conference program and the conference covers all four of these pillars.

Compliance will be touched on in most presentations and significantly covered in a session by the Australian Industry Group on non-conforming products.

Technical aspects of the industry are covered and include information on standards, the National Construction Code, bush fires, building airtight structures, sustainability, surface finishing and window films.

Knowledge is gained by networking with other delegates, attending the business sessions and discovering the many new products and services on display at the exhibition.

Communication is one of the highlights of the event. Meeting like minded people can have a positive impact on people personally and also on their businesses. There are three workshops running at this year’s event giving delegates the opportunity to discuss issues and solutions for the many things that we deal with each day. The three workshops focus on business communication, business management and control, and sales effectiveness.

Then of course there is the social interaction with many opportunities for participation in different events. These events include ballooning, skydiving, golf, floralide, a cocktail party in the exhibition area, casual dinner at Anzac Hall, Design Awards and finally, the main event, the gala dinner at Rydges Ballroom.

I look forward to catching up with as many members as possible at Fenestration Australia 2013.
DN7300 Commercial Lock & Furniture | 316 Stainless Steel

NEW!

Doric is proud to release the NEW DN7300 Series 316 Stainless Steel Commercial door furniture.

Features

- Manufactured from marine grade 316 Stainless Steel for increased corrosion resistance
- Suits high traffic commercial conditions
- Available in 4 modern lever designs
- Uses 23mm, 30mm & 38mm DN995 commercial backset mortice lock
- Achieves all various commercial locking configurations
- Suitable for both left or right hand openings
01 Dawes Residence — outside entertainment area.
Dawes Residence

Three storey energy efficient home

• VIEWCO GLASS UTILISE THERMALHEART SYSTEMS TO ENSURE OVERALL ENERGY PERFORMANCE •

The Dawes Residence is an energy efficient home located in the most recent development in Kingston - Kingston Foreshores. Kingston is a suburb in the Australian Capital Territory where a large number of homes are being built along the foreshore of Lake Burley Griffin.

Photos supplied courtesy of AWS.

The clients were eager to make the most of their superb location as well as creating a home with a state-of-the-art energy performance. They also had a strong desire for a home with a great indoor/outdoor flow, where internal rooms opened out onto balconies and decks.

Architect Tony Trobe of TT Architecture was appointed the difficult task of designing this house. Utilising various techniques and materials in the design process, the home was designed to be as energy efficient and practical as possible.
The home utilises large spans of glazing to maximise the extensive views of Lake Burley Griffin. To ensure the home fitted in with other architecturally inspired residential properties in the area, Tony designed the home using a variety of shapes, including a large skillion roof and triangular features throughout.

Due to the extent of the glazing required, Trobe relied heavily on the experience and expertise of aluminium window and door fabricator Viewco Glass, whom he had worked closely with in the past, to provide practical advice on the correct specification and installation detail.

As the block is quite tight to the building envelope, the home was designed with high ceilings to create a sense of space. The height of the ceilings also allowed Trobe the opportunity to use large spans of glazing to capture the amazing view of Lake Burley Griffin.

Trobe did not want to compromise on the size of the bi-fold doors at the back of the house, but still required a high performance glazing system to ensure the large spans of glass didn’t negatively impact the thermal efficiency of the home. With advice from Viewco Glass, he selected the ThermalHEART™ range of bi-fold doors to meet these requirements.

The ThermalHEART™ system allowed for the design flexibility of large panel, thermally efficient and low maintenance windows and doors. Other systems used on this project were a large ThermalHEART™ 731 Sliding Door which was located on the first level to look over Lake Burley Griffin. ThermalHEART™ Series 726 Awning Windows were used throughout the home to ensure good ventilation as well as several Series 525 Louvre Windows which also helped with ventilation and created a thermal chimney within the home.

The overall project has achieved a thermally efficient home that maximises the amazing views of its surroundings.
AUSTRALIA’S LARGEST RANGE OF BAL40 BUSHFIRE RATED WINDOWS AND DOORS.

AWS has developed and tested an extensive range of Vantage, Elevate™ and ThermalHEART™ Aluminium windows and doors to meet and exceed BCA requirements for compliance under Australian Standard AS3959-2009 for windows and doors in a BAL40 bushfire zone.

These products are engineered, tested and certified to withstand the conditions likely to occur in a BAL40 zone and are designed to help you protect your home whilst still delivering unprecedented style, efficiency and functionality for your lifestyle.

AWS BAL40 RATED SYSTEMS INCLUDE

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All AWS BAL40 rated windows and doors are identified with the BAL40 symbol. This symbol indicates the system has been tested or third party certified for BAL40 compliance.

BUSHFIRE RATED SYSTEMS BY AWS

For more info: vantagealuminium.com.au/bushfire
With WERS member companies approaching the 450 mark they collectively own 230,000 sets of residential window and door energy results and 200,000 sets of commercial window and door energy results. Technically, none of these results can accurately be used in the current NatHERS endorsed software programs AccuRate, FirstRate or BERS. It takes an interested and glazing competent energy assessor to seek custom ratings and then use them to their best effect.

As we received the news that the new version of AccuRate is further delayed we provide this update in an attempt to explain the outstanding issues to a frustrated audience.

The release of the AccuRate Program is currently in limbo as the new release, planned for the last six or seven years, hinges on the finalisation of the CHENATH engine. The release of this engine has a number of upgrades to the existing engine including the way that the AccuRate engine calculates the performance of glazing (windows) based on their AFRC performance characteristics.

One of the main problems with the current system is the inclusion of a set of ‘generic’ window systems. These performance based windows (which do not exist in real life) were originally set up to define the performance of windows - allowing energy assessors to select an indicative performance intended to be matched with a real window system that is the same, or better, in terms of energy efficiency performance. This has caused a problem in the selection of a real window system as the term ‘generic’ implies that the selection of a real window system can be based on the description of the window system. As this is the case, many consumers end up with windows that match the description but will not meet the window U-value and Solar Heat Gain Coefficient (SHGC).

This problem has been identified and the Australian Fenestration Rating Council (AFRC) has worked with the Government to develop a new set of default performance characteristics that can be selected in the same way as the current generics but must be matched by performance results. This project was finished in May 2011 but cannot be released until the new CHENATH engine is released.

The current engine includes performance characteristics for 2,000 custom rated window systems, which were made available by WERS for the last update to the NatHERS calculation engine. Many users have noted that the performance values that are currently available in the software system do not match the performance of the official WERS values and that some systems are not even available to the market anymore. This has caused much confusion in the marketplace among window manufacturers, energy assessors and consumers as to how to find equivalent products. The only correct way to meet compliance is to match
the performance that is in the report to a window with an equal to or less U-value and plus or minus ten percent SHGC.

The new list of over 400,000 window systems has been provided to the database developed by the AFRC to be released into the new CHENATH engine. This list will include all of the currently available WERS custom rated products and has been created using a new library builder specifically designed to be read by the new CHENATH engine. Unfortunately, with ongoing hold ups, there is no way for this list of custom rated products to be released to assessors so that they can utilise them in the NatHERS programs.

FirstRate 5 & BERS Pro

FirstRate 5 and BERS Pro both depend on the release of the CHENATH engine as it is the approved standardised engine used in all three of the NatHERS programs. They also currently only include the “generic” list of window products along with the shortened list of 2,000 (out-dated) custom rated products. Both of these programs require a release of the CHENATH engine before they can be released. In order to release these updates they will be required to update the calculation engine before they can include the updates.

BERS Pro has also taken one further step by publishing its own range of ‘BERS Generic Windows’. These window performance values are, according to Solar Logic, more representative of commercially available windows but cause further confusion within the industry as they are termed generic windows and have different performance values to the official generic windows available in all three of the NatHERS programs. This confusion has caused indicative window performances to be matched by description only without any verification of the real performance. This can lead to misrepresentation of window performance and, as a result, whole of house performance. We know that the original WERS generic windows were physically ‘hotbox’ tested to confirm the underpinning simulations. We are not sure if such rigour was applied to the BERS generics.

BASIX

BASIX in New South Wales has also been adversely affected by the delayed release of the new NatHERS programs. As the BASIX scheme has two methods of compliance, either using the online BASIX tools or using the NatHERS software packages, the issues above make the rating of a house with the NatHERS tools a confusing process. BASIX has recently undertaken a project to upgrade the thermal comfort portion of its online tool. This upgrade will include the addition of the default windows that the AFRC has developed under contract for the Government and see the process of selecting windows within the BASIX tool become a less confusing area. This will ensure that the selection of windows is verified with tested performance data that is accredited through the AFRC.

No doubt we will jump for joy and announce the pending release to all when it eventually happens and we close with a comment from Rodger Hills, General Manager, Association of Building Sustainability Assessors, “ABSA supports efforts to update the windows information that is embedded in the NatHERS rating tools. The current windows data is out dated and does not meet the current AFRC values used elsewhere by industry. Assessors are unable to specify commercially available windows and this creates confusion for builders and assessors alike.”
Carlson Bros. Pty Ltd is a Melbourne based joinery company that, this year, is celebrating its 100th year in operation. Geoff Carlson is the current owner and operator of the business.
Carison Brothers Pty Ltd was originally established in 1913 on Avoca Street, Brunswick, by three brothers, Thomas, George and William Carison (Geoff’s grandfather) to meet the demands of the building industry. At this time, the typical joinery company manufactured a wide range of products including windows, doors, cabinets, stairs and furniture items. All were made to order.
Following the second world war, Nevil Carison, William’s son, returned to Melbourne from service in the Air Force and joined his father in the business. George Carison moved on to form a new company in Gardenvale - Carison and Robinson Joinery and Hardware. Thomas Carison passed away in 1952. Together, William and Nevil ran the business very successfully for many years. William passed away at the age of 84 in 1976. At this time, the business was still very much a general joinery.

In the early seventies, Geoff Carison, Nevil’s son, had also joined the business and together they ran the company until 1982 when a fire destroyed the business premises in Brunswick. This was an enormous challenge for both the company and the family to re-establish the business at a new site in Thomastown. Within a month they had reopened the business, starting from scratch as everything from the old site was lost in the fire. The business continued to operate as a general joinery.

In the early 1990’s, and following ‘the recession we had to have’, Geoff Carison saw the need to change the company from a general joinery model to that of a specialist window manufacturer.

“Our product range was too broad and we needed to streamline our business and concentrate on a specific area of our skills. We decided to target the area of windows and doors and concentrate on custom built windows for the top end architectural homes and custom built market. This approach has been successful and very rewarding for the company, our staff and, I trust, our loyal clientele. Our current production staff of ten joiners are very experienced. Many did their apprenticeships with the company and have stayed on for many years. They are specialists in their field,” said Geoff.

Sadly in 2010, after 38 years in business together with his son, Nevil passed away aged 92. He had continued to work into his 90th year and had spent over 65 years in the industry.

Not too many businesses reach 100 years and later this year the company plans to celebrate this milestone event. Geoff said, “When we gather later this year to celebrate our 100 years in business it will also be to thank our loyal staff, clients and suppliers along the journey. The tireless efforts of my wonderful father Nevil for over 65 years with the company, the support of our families and to remember that in 1913 three brothers had the ambition and enterprise to open their doors and make a start at operating their joinery business.”

Main Ridge Home

Architect/designer Stephen Akehurst’s home was built in 2007 by local builders. The house was constructed at Main Ridge on the Mornington Peninsula and is a stunning example of his work and the use of timber windows and shutters.

In consideration of Stephen’s requirements for this project, Carlson Brothers designed and tested a new opening inwards window specifically for this project. Tested by Ian Bennie, the window has an N5 rating and is performing very well.
Häfele’s Solarlux SL25XXL, is a frameless glass sliding and stacking system that’s designed to invite nature in.

With transparent floating glass walls that stack away on hot summer evenings or combine as one to offer insulated protection when the temperature dips, the Solarlux SL25XXL allows you to enjoy the Australian landscape, just as you’ve always imagined. Frameless and uninterrupted.

Whether you’re entertaining in winter, autumn, summer or spring, you’ll never tire of the joys the Solarlux SL25XXL will bring.

For more information on the Solarlux SL25XXL from Häfele contact your nearest sales office or visit www.hafele.com.au
I recently had an AWA member contact me about whether he had an obligation to provide a glazing certificate when the builder had not paid him. It seems common for owners and certifiers to ask for certificates when the supplier has not been paid for the windows, and may never get paid because the builder is bankrupt or has gone into liquidation. So what are the supplier’s obligations to provide a certificate for the goods supplied or work done? Well it depends, which is the usual lawyer’s answer.

The obligation to do work or provide goods that conform to certain standards is implied by state building laws and is usually expressly stated in building contracts. The relevant state building legislation says something to the effect that in a building contract for work or supply, the work/goods will comply with relevant standards. Building contracts have a similar term. When dealing with consumers the Australian Consumer Law implies that goods and services meet recognised standards. It is also an offence to certify goods or services as meeting a standard or having an endorsement they do not have.

In residential and commercial building work, local authorities may require an owner, builder or certifier to have certain certificates from the relevant trades and suppliers that the goods or work comply with certain standards. Standards are published documents setting out specifications and procedures designed to ensure products, services and systems are safe, reliable and consistently perform the way they were intended to. The Building Code of Australia (BCA) is a uniform set of technical provisions for the design and construction of buildings and other structures throughout Australia. The BCA is incorporated into state building laws as the standard for construction. The BCA generally adopts Australian Standards where published. Window manufacturers and suppliers are well aware of the relevant Australian Standards. Where there is no published standard it may be sufficient to use international standards and joint standards, manufacturers specifications, guidelines and accepted trade or industrial practice.

Like building standards, the obligation to provide a certificate of compliance with a standard can be contractual and/or required by law, depending on the state. For example, in Queensland the Building Regulations 2006 sets up a regime for inspection and certification in residential building. Builders can provide a certificate from a ‘competent person’ about an aspect of work. A ‘competent person’ is someone who holds a building licence for that aspect of the work. Where there is a Code Mark Certificate (a scheme administered by the Australian Building Codes Board) that relates to an aspect

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**Compliance Certificates**

*Are you compelled to give them?*

- **CERTIFICATE OBLIGATIONS** -

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**Bryan Pickard**

is a Solicitor with Greenhalgh Pickard and can be contacted on (07) 5444 1022 or bryan@greenhalghpickard.com.au

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Where there is no **published standard** it may be sufficient to use international standards and joint standards, manufacturers specifications, guidelines and accepted trade or industrial practice.

of work, it can be accepted. While the law in Queensland sets up the regime for provision of a certificate in a standard form, there is no compulsion for a relevant provider of the aspect of work to give it to the builder or owner. However, the law does not say that only the provider of the goods or services can be the ‘competent person’ to provide the certificate. If the supplier or trade fails to provide the certificate, the builder can engage another ‘competent person’ to certify the work.

However, in certifying that the work complies, that ‘competent person’ would place them in the position of having some liability if the work is non-compliant.

So what does this all mean for the window supplier when the builder or owner won’t or can’t pay for the goods or work when completed and wants a certificate? The answer is, go to the contract or terms of sale. Is there a term that says you must provide the certificate? If so, you are contractually bound to provide it. If there is no term, then you are not contractually bound.

So what can we learn from this? Go and look at your terms of supply or building contact. Is there a term that says that you must provide the certificate? When researching this article I noted that there are some organisations that as third parties will inspect and certify glazing, but of course they will charge for this. So the withholding of a certificate where you are not contractually or legislatively required to provide may be a means of bringing forth payment from the builder or owner.

**Highly evolved security**

> A bold fusion of art & science

SecureView’s design embraces the very essence of elegant simplicity. Sleek, precise lines integrate seamlessly with your home to maximise your view and add value to your home. Australian made from the finest materials available, SecureView works smarter to offer you the ultimate peace of mind without sacrificing your lifestyle.
Embracing Technology

Soft Tech looks at the benefits of using software

The connection between computers and windows is not just limited to software. Sometimes the latter is a suitable place to throw the former out of! Certainly computers have infiltrated the fenestration industry, from early use of spread sheets for costing, to producing cutting lists for fabrication.

For many manufacturers this is as far as the invasion goes, and many would be happy to halt ‘progress’ at this point. However, the more computers are used, the more they are needed.

Customers have computers, and many of them expect their quotations to be emailed. Suppliers have computers and would like to receive material orders electronically. There are savings in not having to post or fax an order, but a world of possibilities opens up once you have undergone the task of connecting electronically with suppliers and customers.

Electronic order status is easily tracked. Now there is no more sending an order to a supplier and waiting patiently. You can easily see where your order is in their production schedule, when it will be delivered, and if the system is half decent, you will be able to make last minute adjustments to the order.

Ditto for your customers. They can do ‘what if’s’ with their electronic quote, and even upsell themselves (that’s right, themselves) on star ratings, hardware options or tweak delivery requirements.

Throwing the computer out the window won’t help any more! Most of the significant data is probably stored ‘in the cloud’ rather than the hard drive of the computer and folks will continue to access it via their tablets and smart phones. You alone will be out of contact. And shortly after enjoying the satisfying crash of it splintering on the pavement, you will need to find another way to access your vital data, and it will almost certainly have to be a computer!

So move on from those spread sheets. Have a system that works for you with your customers and suppliers. It will seriously reduce the amount of time you spend in your office, and free you up for the important task of running your business.

Mobile technology is well established and affordable. Be prepared to embrace it in your organisation and enjoy the sort of gains that we saw from manual costing to spread sheets and from spread sheets to integrated systems.

Here is what mobile technology will enable...

Look forward to being able to do a quote on-site, confirm the price, schedule the production, confirm the delivery date, close the deal - all on a tablet, all on the spot. Even upsell the hardware options or the energy rating. Use the contacts feature on the tablet to gather customer information, the diary feature to schedule the site measure, the GPS facility to confirm the delivery address and of course the camera to help the factory with those tricky installation requirements.

Job done. How cool would that be!
A range of superior designed and patented Bi Folding, Sliding and Stacking systems that have been specifically engineered with the fabricator and installer in mind. Tomma Door Systems are easily fitted and will give a greater performance allowing you to optimise your profits. Tomma have an enviable reputation for quality and reliability built on the back of our experienced staff with over 100 years combined industry experience. Locally manufactured Tomma systems are sold all around the world including Asia, Europe and the USA.

Get tomorrows quality and performance in a door system today
Selling...

Can you play to win?

**KAIZEN EXECUTIVE**

Who likes a little flutter...say on the horses or at the footy or even the casino? So many of us enjoy a bit of a punt, but did you know that there are so many people who state that they do not gamble, and yet they gamble every day! Would you believe me if I told you that you have a better chance of winning on a craps table in Vegas with a ‘pass’ bet than you do converting quotations to orders in the window and door industry! I bet that sends a chill down your spine.

In the 2013 Sales Management Optimisation Study by CSO Insights, the number one issue facing businesses today is closing the deal. In fact, if we were to take our hard earned cash to Vegas, we have a 49.3% chance of winning on that craps table...measure that against your current quote to order conversion rate (if you measure it at all) and then let me know what your room number is at the Bellagio!

Now some of you may be thinking my conversion ratio is better than that. Fantastic and well done if it is, but I know from experience that most of you will have a conversion ratio that is well below and maybe even less than half that! So, how do you increase your conversion rate, decrease the number of quotes you have to produce and make more money? It's not that hard and can be done by putting some easy steps in place. Let's take a look at what to do...

**#1 Your Sales Plan**

Firstly, your sales plan. This is your road map to selling. Simply put, if you do not know what your destination (target) is and you don’t make a plan on how to get there, you will never know what path to take. I see so many sales people with their sales targets start out the month cruising along and then as the month continues, panic slowly sets in. It is not that they are not working hard, but they have not taken the time to work out what they need to achieve ‘every day’, step by step to achieve their target.

The most important aspect of a simple sales plan is, write it down and make sure it has a timeline. Next, you need to evaluate what obstacles you will need to overcome and who can assist with removing these speed humps. Next, do you need any extra training and if so, get it and if not, get on with it. Then list the key criteria or your action plan and break it down to the tasks you need to do every day. Simple, but one thing is missing, your reward! Make sure there is something in it for you!

**#2 Build A Success Formula**

What is a success formula? I am sure that you all know what an effort it takes to get a new customer onboard and some of you maybe even know the cost. Let me ask you this; who gets sticky notes left on their desk or an email from reception...ring Bob on this number? And you think to yourself, ‘who is this Bob bloke and what does he want? He’s probably just another bloody window licker!’ (Now the official fenestration term for a tyre kicker). But of course, we are diligent at our job and we ring Bob and find out that in fact Bob is a prospect that we really do want to have as a customer and he fits with our business really well. You will never know until you pick up that phone and have a chat. What is my point, you need
to know how many leads (Bobs) you need to ring (on average) to get a hot Bob. Then that hot Bob might, I repeat might, allow you to quote. From that quote, only a certain number will buy something. If you can establish what the numbers (I call them touch points) are for each step, your success formula is complete.

#3 Target Customers

How do I know what type of prospects to target? Where do I find the perfect customer? I have been asked these questions on so many occasions and I always direct the questioner back to ‘what is important and fits with your business’. Finding new customers can be easy, but finding the right customers is hard work and takes time. To make sure that you are engaging with prospects that fit your business model, the first thing to do is understand ‘what you want’. What are the types of customers we really want to work with? What is the product mix, volume requirements, delivery lead-times, after sales service, profitability...and the list goes on?

In the market we are in right now, it is just so easy to focus on ‘getting new customers’ rather than ‘getting the right customers’. I encourage you to build your criteria, understand what you want and go for it. Why? Because knowing the answers to these questions will significantly increase your chance of conversion.

#4 Sales Pipeline

Have you heard of the term sales pipeline? If not, call me! One of the largest issues we have in selling right now is that our sales teams do not know where they are at any one time in the sales process. They chase opportunities, quote work and then move on to chase the next opportunity and...oh whoops, sorry, I forgot to follow up on the work already quoted or understand where each project or quote is at. If you want to increase your chance substantially, and I mean substantially, in converting those millions of dollars in quotations we do every year, take the time to know at what stage each quotation is at and endeavour to find out the timing on moving closer to decision.

#5 Key Measures

Finally, know the key measures that are important in your business. In sales it is how many opportunities do I have in front of me and how many of them can I convert to a quote? Once I have quoted them, how long before I follow up and what is my value proposition against my competitors when I speak with customers? The most important key measure in selling is being able to simply articulate why that prospective customer should buy from you. Price is always a factor, but do not let it be the deciding one. Your company has more to offer than others, make sure your prospective customer is well aware of everything you have to offer before the final hammer falls.

Five simple tips that you can take on board to ensure you are one step ahead of your competitor. Mind you, your competitor might be reading this article as well so you have two options – implement these sales tips now or pack up and head to Vegas. I know what I would do!

If you would like to learn more about being successful at selling, then join me at my business breakout session on Friday October 4 at the Fenestration Australia 2013 Annual Conference in Canberra.

**David Esler is the Principle of Kaizen Executive. If you are looking for more information or wanting a more effective sales team in the field, contact David on 0420 905 580 or visit his website at www.kaizenexec.com.au**
As we pass through winter, the Doric ambassadors are ready to tackle Australia’s biggest races with the Sandown 500, Bathurst 1000 and Gold Coast 600 next on the schedule. Doric ambassadors Will Davison and John Bowe have continued winning in 2013!

V8 Supercars – #5 Mark Winterbottom, #6 Will Davison
Doric ambassador Will Davison sits in 3rd position in the V8 Supercar championship after six rounds. After a rough period, Davison secured victory in Townsville in July to take win number two for the season.

Fellow Doric sponsored driver Mark Winterbottom has been in sparkling form, roaring up the standings to 4th with a win in Darwin in June.

Australian Superbikes – #27 Jamie Stauffer & #33 Josh Hook
The Doric sponsored Team Honda Racing has had a consistent start to the 2013 ASBK season with Josh Hook and Jamie Stauffer collecting solid points in the opening three rounds.

Hook finished on the podium at Queensland Raceway in June and is 4th in the championship, with team mate Stauffer in 5th place.

The bikes are back in action in Darwin in September.

Touring Car Masters - #18 John Bowe
Doric legend and Ambassador John Bowe continues to show who is boss in the Touring Car Masters series with round wins in Adelaide and Darwin to start the 2013 season.

JB has won 7 out of the 9 races this year and is getting ready for the Muscle Car Masters on Fathers Day at Eastern Creek in Sydney.

Support The Doric Racing family of ambassadors by following Doric Racing on Facebook! www.facebook.com/doricracing
Exclusive prizes up for grabs in Doric competition

Doric, Australia’s largest privately owned door and window hardware manufacturer, is giving selected customers the chance to win an exclusive V8 Supercar experience or take home a state-of-the-art Home Entertainment Package as part of Doric’s latest customer incentive competition.

The competition, which begins on August 1, will see five major prizes awarded to Doric customers across Australia.

In New South Wales and the Australian Capital Territory, Doric customers who spend over $2,000 on specific products will go in the draw to win a ‘V8 Supercar Clipsal 500 Experience’.

The Clipsal 500 is one of the biggest events on the Australian motorsport calendar and the winner will be flown to Adelaide, stay three nights in a hotel and watch both of the weekend’s races from the Doric Racing Corporate Suite.

Customers in South Australia, who spend more than $1,250 on specific Doric products, can win a ‘V8 Supercar Homebush Experience’ in Sydney, which also includes flights, accommodation and corporate hospitality at the track.

Queensland, Victorian and Western Australian customers who spend over $1,250 on specific Doric products, will have the chance to win one of three Home Entertainment Packages. The prize packs consists of a TEAC 50 inch LED TV, TEAC 39 inch LED DVD Combo TV, TEAC set top box personal video recorder, TEAC DVD player, TEAC DVD Micro Hi Fi system with built-in screen and TEAC sound bar.

“Doric is thrilled to be rewarding its loyal customers across Australia by giving them a chance to win some fantastic prizes,” Doric Marketing Manager, Tom Arciuli, said.

“Competition winners in NSW, the ACT and SA will be able to cheer on Doric sponsored drivers Will Davison, Mark Winterbottom and John Bowe at two of the greatest V8 Supercar Championship weekends while winners in WA, QLD and Victoria will win a magnificent home entertainment package.”

The competition will start on Thursday August 1 and will run until Thursday October 31. The winners in each state or territory will be announced on Friday November 8.

For full terms and conditions, visit the Doric website: www.doric.com.au
Risk Management

Establish strategies to both minimize and manage your risk

- KMS SOLUTIONS -

Risk Management is the ongoing process of identifying risks and implementing plans to address them. It’s a continuous practice that necessitates constant revising in response to changing workplace conditions, policies, procedures and legislation. It is the process for identifying risk and establishing strategies to both minimise and manage the risk. It provides steps to identify risks and implement plans to deal with them.

Risk Management is determined by assumptions, which act as insight into the business risk formula. It assists to prevent the ‘putting out of fires’ attitude by addressing risk prior to it becoming an issue. It also is the method of managing the prospect or probability of financial loss.

Risk Management has three main stages; risk identification, risk assessment and risk control.

#1 Risk identification determines what, where, when, why and how something could happen;

#2 Risk assessment looks at the nature of the risk, and determines the resulting degree of that danger; and

#3 Risk control compares the level of risk against criteria that determine the value of the risk.

This is the first of three articles that will cover each of these main stages of Risk Management.

Hazard Identification is a specific part of the hazard analysis and risk assessment process. Identifying hazards is perhaps the most crucial part of the safety analysis effort. It’s a major element of the risk management procedure. It’s the area of the continuous risk management.
procedure that designates relative priorities for planning and implementation that can be used to improve the health and safety of all workplaces. It’s the foundation for risk management and risk communication.

A hazard is any situation in the workplace that has the potential to harm the health and safety of people or to damage plant and equipment; potentially causing injury or illness.

It could involve a task, chemical or equipment use, machinery, raw materials, workers, your job and poor housekeeping.

A simple way of describing the hazard identification process is the SAFER approach:

<table>
<thead>
<tr>
<th>See it</th>
<th>identify hazards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talk to your workers as they are exposed to workplace hazards and risks every day.</td>
<td></td>
</tr>
<tr>
<td>Perform workplace inspections - simply walking around and visually inspecting the workplace can reveal hazards that might have been overlooked.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Assess it</th>
<th>risk assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Look at each of the hazards you have identified and determine its potential level of harm.</td>
<td></td>
</tr>
<tr>
<td>How likely is it to cause an injury or incident?</td>
<td></td>
</tr>
<tr>
<td>How severe would be the consequences if an incident occurred?</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fix it</th>
<th>risk control</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixing (more commonly known as controlling) a hazard involves</td>
<td></td>
</tr>
<tr>
<td>Elimination</td>
<td></td>
</tr>
<tr>
<td>Substitution</td>
<td></td>
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<tr>
<td>Isolation</td>
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<td>Engineering</td>
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<td>Administration</td>
<td></td>
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<tr>
<td>Providing PPE</td>
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</tbody>
</table>

Together the five stages described makeup your Hazard Identification process. To be effective this should be supported with a documented system as this will be the evidence required if you either have an accident or are audited.

The methodology for hazard identification and risk assessment shall be defined when it comes to its scope, nature and timing to ensure it’s proactive instead of reactive.

The more specific the hazard identification is the more accurate its risk assessment will be and even more thorough the development of risk control options.

It is important to recognise when organising a task, anybody can miss or fail to recognize a hazard. It is crucial for your team to talk about hazards to avoid mistakes and errors. Generally, hazard identification is more effective when worked through in smaller groups.

Feel free to email KMS to receive a copy of the Hazard Identification Form. Join us at the conference to meet the team and discuss further the business solutions KMS provide. We will be introducing Online OHS and HRS at the conference to assist in managing all of your WHS/OHS & HR documentation.
A glass half full focus
for new home building

The residential construction industry in Australia is not recovering to the extent that it needs to in 2013. Within this generalised situation there are two markets firing up this year – new home building in New South Wales and Western Australia.

Elsewhere, it is more difficult to tell an upbeat story and this is part of the challenge the industry faces. From the perspective not only of geography, but also dwelling structure and type of buyer, there is a lack of breadth to the much-talked about new home building recovery. Indeed, a considerable amount of public commentary regarding the trajectory of new home building this year tends to exaggerate the health of the sector simply because it misses the subtleties in and around this lack of broad-based momentum. All the while, investment in renovations is running at a decade low, a situation undeserving of the lack of focus it receives.

This is the reality at the coal-face of residential construction, a reality being experienced by hundreds of thousands of businesses and millions of people who rely directly or indirectly on housing.

This situation provides all the more reason to move back to a positive focus on New South Wales and Western Australia – two states where to a varying extent the experience in 2013 is proving to be above the norm. Something to be upbeat about.

Western Australia is displaying the strongest upward momentum to new home building. The number of housing starts may have taken a dip in the west (down 6.3 percent) in the March 2013 quarter, but an upward trend has been in place for a year. Starts are running at a six month annualised level of 23,972. Excluding the GFC-stimulus period, that is the highest level in six years.

The volume of land sales, a key leading indicator, has increased over six consecutive quarters to March this year, the only state in Australia where this outcome has occurred. Land sales in the six months to March this year are up by over 40 percent compared to the same period in 2012. Other leading indicators also signal further upward momentum for housing starts – over 2013 to date building approvals are up by 12 percent, HIA detached houses sales have grown by 15 percent, the number of owner occupier loans for construction has increased by 7 percent, and the value of lending for new residential investment property has risen by 10 percent.

HIA’s forecast (currently under review following the release of the latest housing starts data in mid-July) for over 23,000 starts in Western Australia in 2013 (an increase of 17 percent) now looks underdone! There are caveats to the healthy Western Australia story, largely around the sustainability of the recovery, but I wanted to focus on what is a positive contemporary story. We can do the same for New South Wales, although the starting point is obviously very different.

The nation’s ‘premier’ state has been a principal handbrake on national residential construction activity for close to a decade, due to the under-performance of both new home building and renovations activity. On
the new home building front, it is our assessment that housing starts in New South Wales have been at a recessionary level in all but two of the last eight years, and only narrowly avoided this unwanted description in the remaining years (of 2005 and 2010).

It is therefore very encouraging to observe a recovery in new home building, albeit one where the rate of growth is exaggerated by the very low base.

Housing starts were flat in New South Wales in the March 2013 quarter, making our largest state the only one where starts didn’t decline. On a six month annualised basis, housing starts are sitting at a level of 38,914. That is the highest level, including the GFC stimulus period, since 2004.

The volume of land sales is not displaying the same strong upward trend in New South Wales as is evident in the west, but over the six months to March 2013 sales are up in eleven out of fourteen regions, including Sydney, when compared to the six months to March 2012.

“new home building conditions in New South Wales appear at their strongest in almost a decade.”

When considering the other leading indicators we reviewed above for Western Australia, there is also evidence of further upward momentum for new home building in New South Wales. Over 2013 to date, building approvals are up 4 percent. HIA detached houses sales have grown by 29 percent, the number of owner occupier loans for construction has increased by 4 percent, and the value of lending for new residential investment property has risen by 21 percent.

We therefore find ourselves in a situation where new home building conditions in New South Wales appear at their strongest in almost a decade. It is testament to the work ahead that even with this situation housing starts are running at levels well below those commensurate with the requirements of the state’s population, but let’s leave that discussion for another day.

HIA’s forecast (currently under review) is for 36,501 housing starts in New South Wales in 2013. Annualised starts are running ahead of that level, meaning there may be some upside to our forecast. Note that the tracking of our forecasts against building approvals suggests we may end up with a level of starts in 2013 somewhat below the current annualised rate of nearly 39,000. Be that as it may, it is nice to be considering the prospect of new home building in New South Wales performing better than expected! That situation is also somewhat ironic given that we have held a similar 2013 forecast for some years now, a forecast that was often, especially early on, considered to be optimistic.

Two of eight state and territory new home building markets are clearly on the rise and both of those face headwinds to sustaining their upward momentum. That in itself tells us something of the task ahead in Australia mounting a broad-based new home building recovery.

It is not that long ago, though, that all eight new home building markets were falling. Now two of the four largest are growing and some others are displaying potential. We’re very cognisant there is a long way to go, but at least in 2013 we have some appearance of moving in the right direction.
After extensive negotiations and an audit process that lasted 12 months, Melbourne based Mammoth Industries and North American company Truth Hardware have signed an agreement for Mammoth to supply to Truth Hardware their ‘Tomma’ bi-fold system - which Truth will be marketing under their ‘Sentry’ range of products.
truth hardware placed the ‘Tomma’ bi-fold system under extensive product testing at their in house AAMA test facility and is now ready to capitalise on the growing trend in the North American market for all things bi-fold. This is one product that Australia has led the way in and only now the North Americans are catching up to the indoor/outdoor lifestyle that Australians have become accustomed to. Mammoth’s decision to partner with Truth came easy as it gives Mammoth the opportunity to tap into the North American market with an already established client base from Truth Hardware.

Managing Director of Mammoth Industries, Craig Lang, says, “Our Tomma bi-fold system is the perfect fit for Truth’s Sentry range of products. On top of this, Truth have a proven track record and an extensive technical sales force spread across the continent. This is all backed up with a well-resourced and experienced engineering and systems department ensuring customer needs are always met. Our focus from the beginning has been the overseas market and now with established distributors in North America, Europe and Asia and an ever increasing local customer base we are very excited about the future of our Tomma range of products.”

Business Unit Manager for door products at Truth, David Johnson, says, “We recognised a growing trend in North America for bi-folding door systems and our customers came to us looking for a hardware solution. Our customers have come to expect superior reliability and performance from Truth, therefore it was very important for us to find a strategic partner that embraces these same principles. After spending time with Craig and his team at Mammoth Industries we knew we had found the right partner and together are very excited to bring outstanding bi-fold solutions to our customers.”

You can find out more information on Truth’s Sentry bi-fold by visiting www.truth.com and more on the Tomma range of products at www.tomma.com
Aneeta Windows proudly presents an exclusive range of Bushfire Attack Level (BAL-40) FireSmart™ Sashless Windows. After heavily investing in research, development and testing, Aneeta Windows takes pride in producing the highest standard of BAL-40 bushfire window products available, which were officially launched in 2012.
Tested and approved by Exova (an independent NATA accredited bushfire test facility) at the level of bushfire attack 40 (BAL-40), FireSmart™ is the wise and appropriate choice for bushfire prone areas, and meets the Australian Standard AS3959 where Bushfire Attack Level (BAL) has been determined.

Black Saturday’s devastating destruction of over 4,500 kilometres of land and in excess of 2,000 properties Victoria wide, prompted the development and production of fire rated sashless windows. Following high demand from the Australian public, local municipalities were required to determine the level of bushfire risk where their areas were located. The window market immediately changed for the better when Aneeta Windows was approached to supply a range of double hung, double-glazed, single glazed and vertical slider windows. The initial products were launched formally in November 2012 to the industry, making the FireSmart™ products the first and only accredited BAL-40 fire rated sashless window worldwide.

These stylish and affordable FireSmart™ Windows are not only BAL-40 rated, they are also acquiescent and ideal for bushfire prone areas. Aneeta’s BAL-40 range stands alone in its style and affordability against competitors and other BAL-40 range products. When approached to provide a range of BAL-40 certified sashless window for the harsh Australian terrain, the Aneeta design team was briefed to maintain the eloquence, style and slim lined features of their sashless window systems while also providing the safety, standard and test results required for BAL-40 accreditation.

In 2013, Aneeta has expanded the range to include eight new and innovative systems to be distributed to the public. With all Aneeta products adhering to the strict bushfire and safety requirements, Aneeta’s initial aim is to implement the BAL-40 windows within local Government Australia wide. This will coincide with the Bushfire Alert Ratings. The FireSmart™ windows are available for installation immediately.

Aneeta is not an accredited assessor of homes and properties for Bushfire Attack Level (BAL). Whilst their range of BAL-40 FireSmart™ sashless windows have been accredited by Exova Warringtonfire on Certificate # SFC 26731-00, all site assessments must be made by a duly qualified practitioner to meet the Australian Standard AS 3959-2009.

Aneeta provide a full certified test report with all BAL-40 rated sashless window systems in Australia. Homeowners, local councils, architects and building designers should always insist on receiving a certified test report when procuring BAL-40 sashless window products.

For more information on the exclusive new FireSmart™ range of BAL-40 tested and certified sashless windows, please visit the Aneeta website www.aneetawindows.com, contact any of the State offices on 1 800 653 207 or email ceo@aneetawindows.com

Aneeta Windows remains the benchmark in design, innovation and testing of their products. They continue to stand behind all our test results, patents and design creativity.
CiiLOCK

Innovation is key

CiiLOCK Engineering has not only created an innovative product with their Mother of All Rollers but a class leading roller which challenges the entire industry.

The innovative self leveling mechanism ensures the CiiLOCK rollers are continuously leveled, whilst maintaining an outstanding and unmatched level of reliability through Australia’s toughest conditions.

The unique self-leveling mechanism (patent applied) enables the Mother of All Rollers to achieve superior load rating and cyclic life; 30,000 cycles for a 200kg door. Coupled with an industry leading 14mm height adjustment via an industrial sized M8 stainless steel adjusting screw and nut, it promotes durable and versatile adjustment even under maximum load. This CiiLOCK ingenuity is matched with quality CiiLOCK precision ground bearings and engineered polymer tires for optimal performance and noise reduction.

--- Key benefits

- Heavily reduced site calls due to roller break downs.
- Smooth operation and feel.
- Low operational force.
- Increased resistance to water, dust and building materials.
- Lasting performance.
- Minimal noise.
- Backed by CiiLOCK Engineering 7-year warranty.

To find out more about The Mother of All Rollers, please call CiiLOCK on (03) 9703 1006.

PRODUCTS

SecureView’s effortless elegance

SecureView proudly distributed by Lincoln Sentry

SecureView’s effortless elegance is surpassed only by its enviable strength. SecureView’s products are continually independently tested as a statement of their unwavering commitment to excellence. The Australian Standards stipulate a range of scientific tests that a security product must pass in order to remain in its class.

--- Independently Tested for the Ultimate Peace of Mind.

The most recent Australian Standards (AS) tests were independently performed by scientists from Curtin University in Western Australia, AZUMA Design & Testing in Sydney and ASSA ABLOY in Brisbane. In all cases, SecureView security doors and window screens passed all AS tests with flying colours. The Australian Standards require the following tests to be performed on one screen in the following order:

<table>
<thead>
<tr>
<th>Impact Test</th>
<th>Jemmy Test</th>
<th>Pull Test</th>
<th>Knife Shear Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Impact Test is designed to simulate a physical attack on a screen. To perform this test, a large pendulum weight is used to generate 100j of impact energy at a specified point. In order to pass this AS test, the door or window screen must withstand a series of five impacts.</td>
<td>The Jemmy Test involves wedging a lever between the security door lock and hinge and the door frame to which the security screen is mounted. A mechanical winch is used in an attempt to pry the door open. In order to pass the Jemmy Test, the security door must remain securely closed. SecureView’s security doors and windows passed this AS test with ease.</td>
<td>When testing Type 3 products, such as SecureView, a Pull Test can only be carried out if a sufficient gap is achieved following the Jemmy Test. If no gap is formed, there is nowhere to mount the Pull Test bracket, or held onto in a real scenario. Because SecureView products performed so well in each preceding test, the Pull Test could not be carried out and SecureView’s security doors and windows automatically passed.</td>
<td>As its name suggests, the Knife Shear Test is designed to test the strength of the security mesh. The Knife Shear Test involves applying mechanical force with a heavy duty knife to the security mesh being tested. This is carried out three times with a new blade for each. In order to pass the Knife Shear Test, the mesh must not allow the blade to make an incision greater than 150mm.</td>
</tr>
</tbody>
</table>
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Soft Tech V6 has become the best practice technology platform across the industry for quoting, manufacturing support and automated ordering in Australiasia.

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AWA Scholarship Program

Do you know anyone interested in studying in the building industry?

The AWA Scholarship Program was established to provide families of employees of Australian Window Association members with an opportunity to obtain financial aid for higher education and to encourage the growth of the building products industry. This scholarship was also established to indirectly support educational institutions nationwide.

The AWA Scholarship is a one year, non-renewable scholarship of $2,000 towards an engineering, technical or design field of study or apprenticeship.

The scholarship may be used at any accredited college, university or vocational technical institution in Australia. The funds awarded by this scholarship will be first applied to tuition and fees. Any balance will be applied to room, board, books, supplies and incidental expenses.

As an AWA member, you can also choose to make a financial contribution towards the AWA Scholarship Program when submitting your membership renewal. These contributions allow AWA to offer multiple awards each year.

For more information visit www.awa.org.au

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Standards & Regulations
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AS 1288 Course

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Bringing knowledge to the industry
Bushfire compliant windows built in an Aneeta way.

The stylish and slim lined Aneeta FireSmart™ Window is BAL-40 compliant, making it ideal for bushfire prone areas. Designed with sleek framing systems it provides all the safety features of a fire rated window, without compromising style or function.
Build & Renovating Expo, Melbourne

AWA members participating in the 2013 Build and Renovating Expo in Melbourne during July 12-14.
GIESSE IS YOUR PARTNER FOR QUALITY CHANGE

"It is a pleasure to use the Giesse range of hardware in our products, its quick and easy to use and gives us a real design advantage"

Danny De Marco
(Production Manager)

The Windows Energy Rating Scheme (F1) label is now reality. Competing in an evolving market does not just mean "adapting to change". Above all it means making your products stand out.

Giesse is the world's largest and most specialized company in hardware and services for aluminium doors and windows. Thanks to our wide catalogue, strong reputation and long term activities in all the world through our Branches and partners, we'll be able to provide you different solutions for any application the market will require you.

- High product and process quality standards:
  - "0 defects"
- The utmost ease and speed of implementation:
  - "Easy and Fast"
- Innovation:
  - "Useful Technology"
- Aesthetic and functional design:
  - "Italian Style and more"
- Wide range:
  - "For all types of doors and windows"
- Profiles designed for the needs of customers/market:
  - "Highest performance"
- Price:
  - "The benefit of large volumes"

www.giesse.it
Standards & Regulations Training Darwin, June

Hyunsu Beack, Yunqi Jia (both from Aluglass Australia), Paul Bonnell (Cool Glass NT), William Chin (Darwin Glass, NT), James Creber, Brodie Lafferty (both from AllGlass and Aluminium, NT), Bradley Donovan, Scott Harris, Rosalie Meakin (all from G.James Glass & Aluminium), Mary Linnell (Easy Glass Services) and Niraav Parekh (Glasstech, AUS).

Level 1 Training Melbourne, June

Katherine Bednarz (Lock Focus Pty Ltd), Chris Bird (Bradman's Windows & Doors), Wayne Bouchaud, Alexandra Foster (both from Canterbury Windows), Sean Chamberlain, Brad Vincent, (both from Centor), Nathan Garvie (Romac Glass & Aluminium), Kain Glackner, Stephen Runyan, (both from Capral Aluminium, Thomastown), Patrick Koo, Sion Netzler, Mark Ting (all from A&L Windows), Patrizia Tresca (AWA) and Sabrina Vandermey (Portland Aluminium & Glass).

Member Information Seminar Brisbane, July

AWA welcomes... Manufacturers

MSJ Windows & Doors, Springvale, Victoria
Openhouse Group, Fremantle, Western Australia
Cedar Windows Pty Ltd, Moolap, Victoria
Proframe Pty Ltd, Wangara, Western Australia

Aero Glass and Aluminium, Paget, Queensland
Clearshield Australia, Malaga, Western Australia
Bryant’s Glass & Windscreen, Cowra, New South Wales
Supreme PVC Windows, Taylors Hill, Victoria

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