

THE ART OF



MARKETING

Want to shoot for the moon? You need Purplex

Even in the most difficult markets, some companies achieve extraordinary success. If you have vision, ambition and purpose, we can help you achieve your moonshot.

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DIGITAL MARKETING

WEB DESIGN

SOCIAL MEDIA

CREATIVE STUDIO

MARKETING TECH

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2025

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If you grow, they grow **P26**



Competition

The glass and glazing industry has some great brands. Can you work out 10 of them in the crossword?

Bonus: Take the first letter of each word, re-arrange them to find a six letter word. **CLUE:** Every double glazed unit has this.



Got it? Scan the QR code and enter your answer. The first five correct answers each win a Supercar Track Event!*

ACROSS

- 3. It's not Harvard, but it does lock
- 4. It's a solid knock knock
- 6. A synonym for your 'home'
- 7. When PVCu, Ali and timber won't do
- 8. This component will give you the Edge
- 10. This euro isn't money or football!

DOWN

- 1. It's lite and super efficient
- 2. The best thing to come from East Anglia?
- 5. Don't get all Stippolyte over it!
- 9. A fabricator with a KO ending!

* Only one winner per company



WELCOME TO THE

Purplex Review

A lot has changed in the window and door industry since Purplex launched 21 years ago.

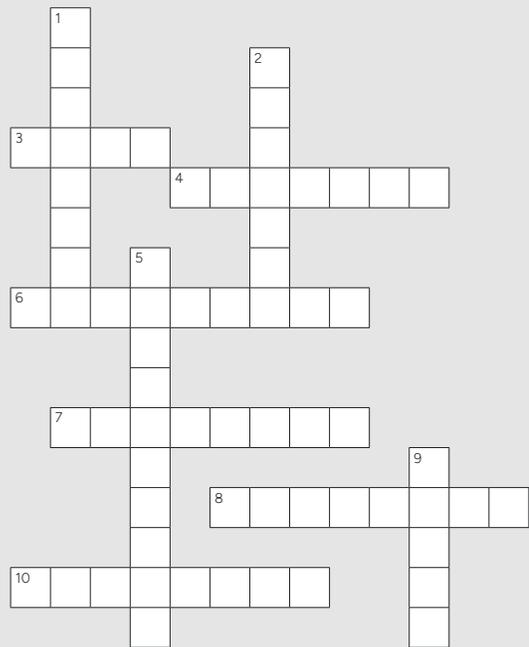
But one universal truth remains the same – businesses that invest in the right marketing strategy outperform the rest of the pack.

If you're not already aware, the name PURPLEX is an acronym; it stands for **PUR**pose, **PL**an, **EX**ecute – the philosophy that guides everything we do.

At Purplex, we've had the privilege of partnering with some of the best companies in the industry, working to shape perceptions, influence behaviour and create sustainable growth for two decades.

In this edition of **The Purplex Review**, we share some great case studies, review the latest marketing trends, and discuss what's next for the industry.

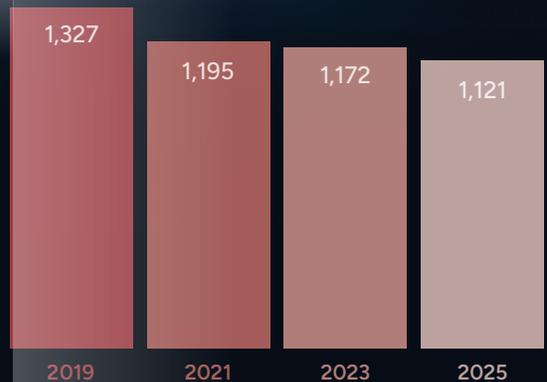
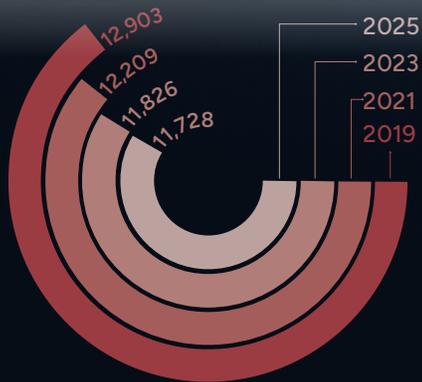
If you enjoy this publication and would like to discuss your own marketing, please reach out to our team.



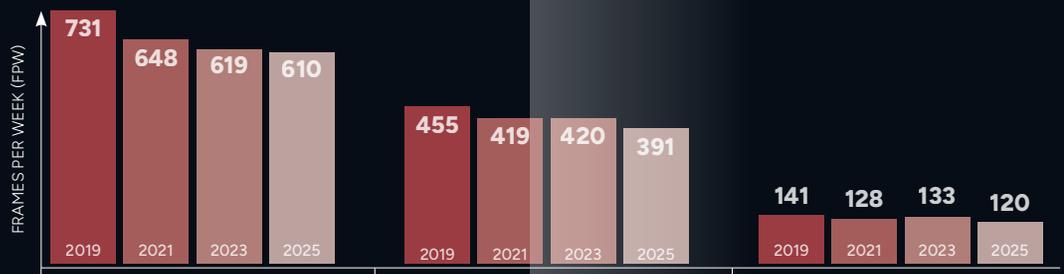


NUMBER OF INSTALLATION FIRMS

NUMBER OF UPVC FABRICATORS



UPVC FABRICATORS BY FRAMES PER WEEK



► Data courtesy of Insight Data

The Good and Bad of the fenestration industry

The post-pandemic reality has hit the fenestration industry hard. After the Covid-driven home improvement boom, many businesses expected a new golden era. Sales soared and order books overflowed.

But it wasn't a new era, it was a two-year spike. And over the last three years, the market has steadily contracted back to pre-pandemic levels or lower, forcing significant consolidation across the industry as well as hundreds of business failures.

Insight Data, which analyses data across the entire industry, reports installers facing a drop in leads compared to previous years and more price pressure from competitors.

This is reinforced by Google Trends, which shows a 50% drop in search traffic for terms such as double glazing or composite doors from a peak in October 2020 to a low in June 2025 (excluding the usual Christmas drop).

Of course, it's not all doom and gloom. Some companies are bucking the trend, especially installers selling premium products in more affluent areas, and manufacturers supplying innovative, premium products.

To grow and succeed in 2026, business leaders need to take deliberate, decisive action. In the pages of this publication, you'll discover how Purplex helps companies stand-out, grow consistently and out-perform the market.

THREE KEY GROWTH STRATEGIES:

1

MARKETING

In a difficult market, you need to win greater market share just to stand still. But to grow, you need a more strategic marketing approach; investing in your brand and lead generation, and teaming up with the right partners who understand the market. Visibility and credibility is more important than ever, and this requires an integrated marketing strategy across all channels.

2

DIVERSIFY

Offering additional products to your portfolio makes sense; it can win new customers and increase spend from existing customers. And of course, diversification can mean moving into new markets. One of the most exciting opportunities for installers is renewable energy installations – solar, air-source heat pumps and battery storage are highly desirable and use transferrable skills. It's also a major growth market.

3

MERGERS & ACQUISITIONS

Consolidation and a challenging market has created an abundance of opportunities as business owners seek to exit or retire. Acquiring competitors, customers or suppliers can deliver economies of scale, reduced costs, greater leverage and lucrative cross-selling opportunities.

A difficult market shouldn't be feared. While competitors put their head in the sand, it is your opportunity to capitalise. The future belongs to those ready to take the leap, and Purplex is standing by ready to help.

PURPLEX ACCOUNT MANAGER GOES THE EXTRA MILE FOR BOWEL CANCER UK

Purplex account manager Matt Clapp has helped raise £7,500 for Bowel Cancer UK after completing a gruelling 24-mile charity challenge.

The ambitious fundraising effort saw Matt join four friends from Weston-super-Mare who agreed to run 24 miles across 24 different locations in 24 hours. The group tackled iconic locations across the South West and Wales including Ashton Gate, Bristol Zoo Project and Celtic Manor, completing one mile every hour in the peak of summer.

This inspiring effort from Matt is just one of the ways the team at Purplex gives back to those in need. From supporting a local homeless charity to fundraising for national causes, Purplex is a company that cares about making a positive difference that extends beyond the office walls.

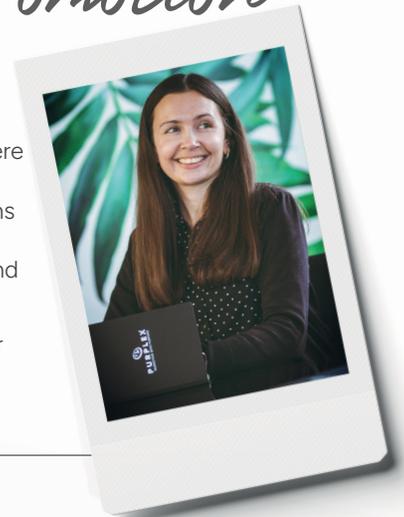


PURPLEX STRENGTHENS PR EXPERTISE WITH

internal promotion

After four successful years at Purplex, Rebekah Hewett will now undertake a more senior role within the agency where she will develop innovative strategies and deliver cutting-edge public relations approaches to boost client brand visibility and reputation for both B2B and B2C audiences.

Get in touch today to discover how our award-winning PR team can help your business.

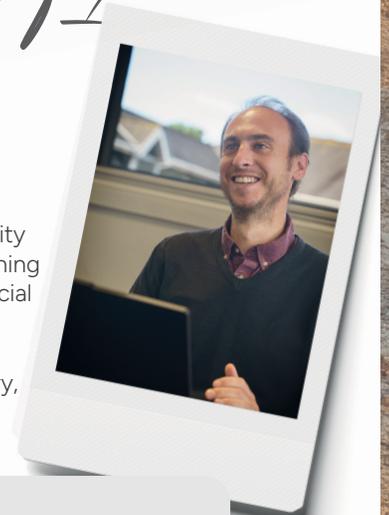


NEW

Head of AI

As AI is rapidly reshaping the marketing landscape, Purplex is leading the way by appointing a dedicated Head of AI to spearhead this change.

With a computing degree from the University of Bath and over 15 years' experience spanning sales, SEO, web development, CRO and social media Ryan Forizs-Wheadon designs and deploys cutting-edge AI solutions for our internal teams and clients, speeding delivery, improving results and maximising value.



NEW TV AND PODCAST STUDIO INVESTMENT

At Purplex Marketing, face-to-face meetings with our clients is where the magic happens. Ideas flow, strategies evolve and genuine partnerships are forged, and that's precisely why we've invested in a brand-new, state-of-the-art recording studio at our HQ.

With these facilities on-site, our client meetings become more than discussing marketing strategies over coffee. From podcast recording to professional video content creation, we can capture our clients' expertise, positioning them as industry leaders.

Authentic video content and inspirational podcasts are the difference between blending in and standing out. Partner with our marketing specialists to create something truly impactful together.



*"YOUR BRAND IS
THE SINGLE MOST
IMPORTANT
INVESTMENT YOU
CAN MAKE IN
YOUR BUSINESS."*

Steve Forbes

A brave new world: Is AI

friend or foe

in marketing?

The marketing world is changing faster than ever. Artificial Intelligence has arrived, and it's transforming how businesses connect with customers, create content, and drive sales. The big question isn't whether AI will change marketing – it already has. What matters now is whether you, and your marketing agency are using it effectively.

While most people know ChatGPT, AI marketing tools now do much more than write text. Today's technology can create stunning images, produce professional videos, generate natural-sounding voices and even handle customer conversations from start to finish.

These systems work by recognising patterns in massive amounts of data, then using those patterns to create new content or complete tasks. They're not truly "thinking," but they're incredibly good at predicting what comes next in any given situation.

Where most businesses go wrong

Many companies use AI like a faster typewriter, asking for generic content that could apply to any business. Not only are the results predictably bland but

problems also start when the AI generates inaccurate information or completely misses what makes your business so unique.

Generic AI doesn't understand the difference between your specific products, your customers' real concerns or the regulations that govern your industry.

It's like hiring a writer who's never worked in your field; they

may produce grammatically correct content, but it won't connect with your audience and could put your brand and reputation at risk.

Adopting a specialist AI approach

The solution isn't avoiding AI, it's using AI that's been trained specifically for your industry. That's why, way back in 2019, Purplex appointed its first Machine Learning Computer Scientist, Sandy Lee. Sandy created the structure to help Purplex move into AI before most technology or marketing people knew what it could do.

We also developed Helix, our AI model for the window and door industry. Instead of generic knowledge, Helix understands building regulations, product specifications and the real conversations that happen between salespeople and customers. This approach transforms AI from a basic writing tool into a knowledgeable team member.

From conversations to sales: AI that takes action

The latest AI agents can answer phone calls, respond to messages, book appointments and update customer records automatically.

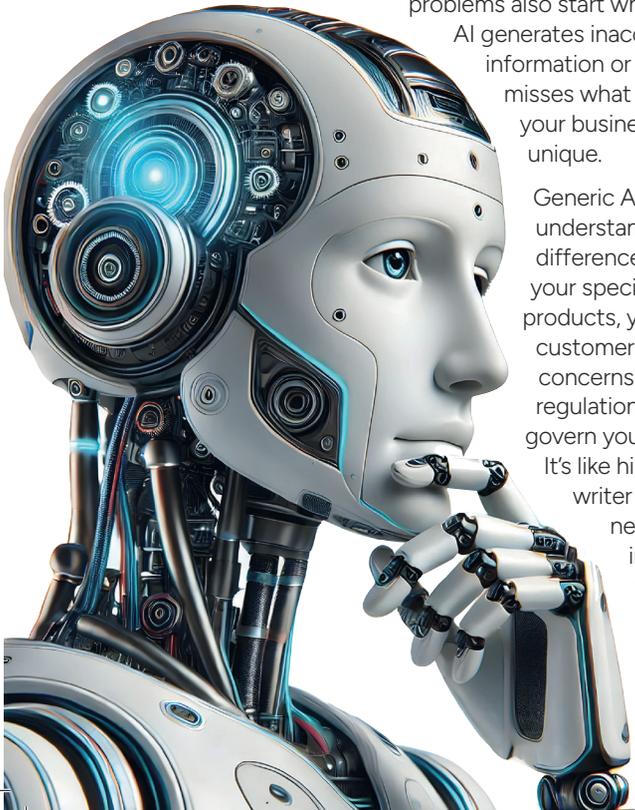
Imagine a system that handles initial customer enquiries, asks the right qualifying questions, **schedules surveys or showroom visits, and ensures your sales team gets all the** context they need before meeting prospects. It works across phone calls, text messages, social media and website chat, providing consistent, knowledgeable responses around the clock.

The competitive reality

Your competitors are already experimenting with AI. The question is whether your marketing agency is using generic solutions that produce mediocre results or specialist models that truly understand their market.

While most companies use AI to work faster, the best decision is using it to work better so you can create more relevant content, have more meaningful customer conversations and ultimately win more business.

AI is definitely marketing's friend, but only when used strategically with partners who understand both the technology and your market.



Six

campaigns that made **billions**

Great marketing campaigns don't just win attention – they drive growth, **dominate markets** and transform the bottom line.

Across history, some campaigns have gone beyond creativity to deliver staggering commercial results: **billions in sales**, entire industries reshaped and brands reborn.

In this feature, we explore six of the most powerful campaigns **ever created**. Each case study reveals not only how these campaigns **grabbed attention** but how they transformed businesses – and the lessons you can apply today.

Each offers a **simple truth**: if you want to grow faster, invest in marketing – and choose **the right agency**.

cont. >>

DE BEERS
JEWELLERS



compare
themarket™

Guinness:

Good Things Come to Those Who Wait

Background:

In the late 90s, Guinness was seen as old-fashioned and slow. Instead of hiding the infamous long pour time, their marketing agency turned the “problem” into a virtue. The epic “Surfer” ad, with pounding surf and white horses crashing through the waves, became an instant classic.

Impact:

The campaign reversed sales decline, boosted Guinness’s relevance among younger drinkers and cemented it as a premium, cool brand. “Surfer” is consistently voted the best British TV advert ever.

Takeaway for Business Owners:

Turn your weaknesses into a benefit. Smart marketing reframes objections into reasons to buy.



Apple:

Think Different

Background:

In 1997, Apple was on the verge of collapse. Steve Jobs returned and appointed a new marketing agency who created “Think Different”, celebrating history’s rebels and innovators – Einstein, Picasso, Gandhi. It didn’t promote products, it sold brand association.

Impact:

This campaign revived Apple’s brand, aligning it with creativity and innovation. It set the stage for the iMac, iPod, iPhone – driving the greatest corporate turnaround ever, from \$3bn to \$3 trillion in value.

Takeaway for Business Owners:

Don’t just market what you do, market what you stand for. Values sell.



Nike:

Just Do It

Background:

In 1988, Nike was losing to Reebok. Their marketing agency saved the day, creating “Just Do It” – a universal message of determination, empowerment and achievement, appealing to everyone from elite athletes to everyday joggers.

Impact:

Nike’s US market share jumped from 18% to 43% in a decade. The slogan became part of global culture, transcending sport to become a mantra for life.

Takeaway for Business Owners:

Great brands inspire action. Keep it simple, memorable and emotionally charged.



De Beers:

A Diamond is Forever

Background:

In 1947, diamond sales were flat. De Beers launched a campaign positioning diamonds not as luxury, but as essential symbols of love and permanence.

Impact:

The slogan transformed culture, making diamond engagement rings the tradition. US diamond sales jumped from \$23m in 1939 to \$2.1bn by 1979. The campaign is still considered the most successful of all time.

Takeaway for Business Owners:

The most powerful campaigns don't just sell products – they create markets and traditions.

Compare the Market:

Compare the Meerkat

Background:

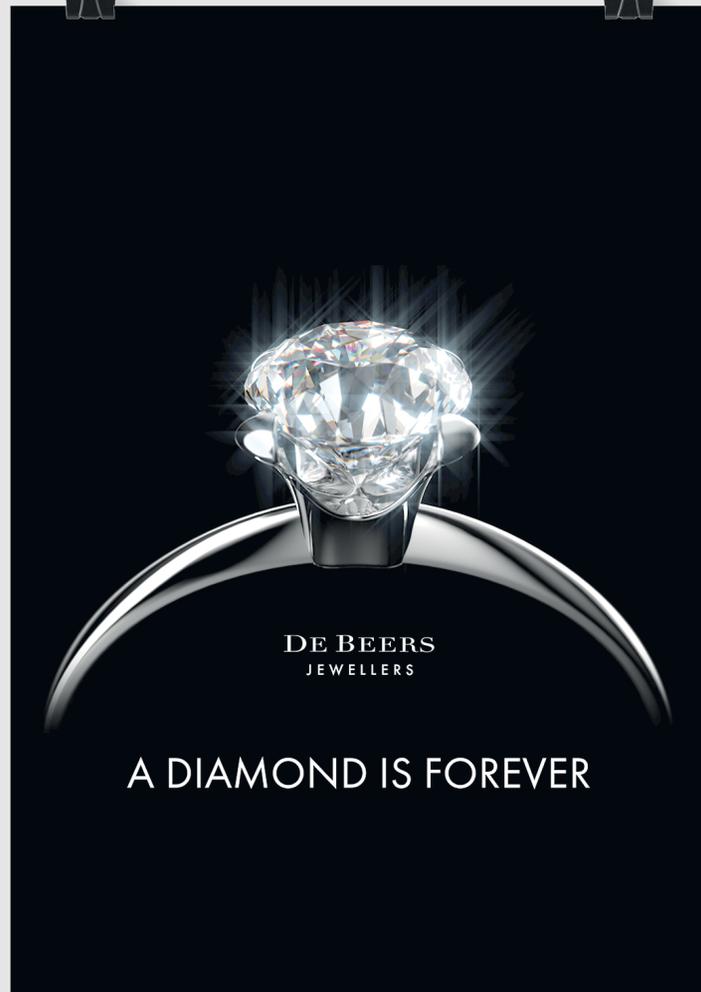
In 2009, comparison websites were bland and interchangeable. But Compare the Market's agency flipped the category with Aleksandr Orlov, a witty Russian meerkat, playing on "market" vs. "meerkat."

Impact:

Within 12 months, Compare the Market's share jumped from 20% to 50%. It became a UK cultural phenomenon with toys, books and spin-offs.

Takeaway for Business Owners:

Differentiation wins. In crowded markets, personality and humour can be more powerful than price.



Coca-Cola:

Share a Coke

Background:

In 2013 Coca-Cola had stagnating sales. Their agency conceived the idea of personalised bottles with the UK's most popular names, encouraging people to find, share, and gift "their" Coke.

Impact:

UK sales rose 7% after years of flatlining. Social media buzz exploded, with millions sharing photos online. The brand connected directly to moments of joy, friendship and personal relevance.

Takeaway for Business Owners:

Personalisation builds powerful emotional connections. People don't just buy products – they buy experiences.



CLIENTS LOVE TO

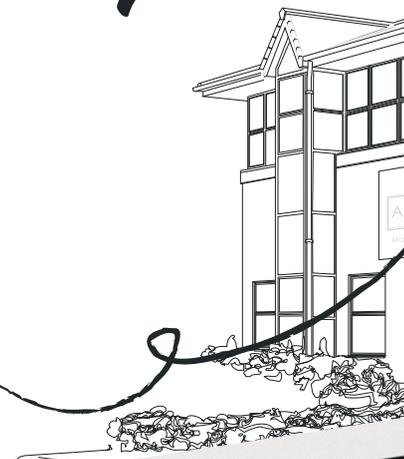
visit *Purplex*

AT OUR HQ

Purplex HQ is always bustling with clients discussing their latest business ideas and marketing campaigns.

As a creative marketing agency, having a collaborative, fun and inspiring workplace is part of the experience and one reason our clients love to visit us.

Being greeted by life-size Star Wars' C-3PO and R2-D2 characters is always a good first impression, but walking past a 6 ft Iron Man, bumping into a Dalek and confronting a 7 ft hand-made metal Terminator is another thing altogether.



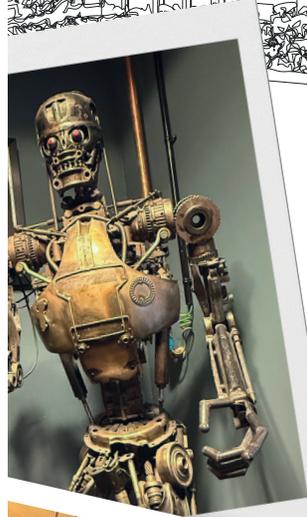
It's not all about sci-fi though. Purplex HQ is sprinkled with classic communications devices, from original telephones from the 1900's to a film projector salvaged from a 1920's hospital.

A journey through computer history is also unveiled, with machines dating back to the original BBC Micro computer through to the popular 80's Spectrum and Commodore 64. A nod to Apple is also apparent, including the original Apple II and the legendary Apple Macintosh from the famed advertising campaign based on George Orwell's '1984'.

The Purplex HQ building was purchased by our holding company, Ascot Group, in 2020 to expand our existing office facilities. Today that spans some 12,000 sq ft and includes everything from conference/training rooms to TV and podcast studios.

Strategically located right next to a mainline train station and three minutes from the M5 motorway close to Bristol, Purplex HQ welcomes clients from all over the UK on a daily basis, with great local hotels next to the beach for those staying over to enjoy our hospitality!



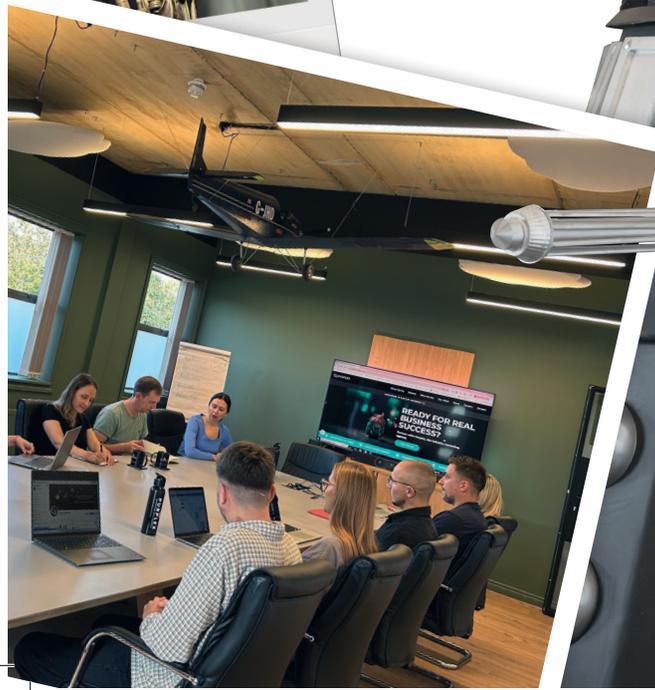


"I'LL BE BACK"

Arnold Schwarzenegger
- The Terminator



Glasshouse training suite



 *Lets talk*

Tel: 01934 808 132

E: grow@purplexmarketing.com

Connect: @purplexuk    



Join us for a coffee 

Power your marketing

The full-service marketing agency for the **glass and glazing industry**

So, you're serious about growing your business and you know you should step-up your marketing. But it's never that easy, right?

We hear it all the time. Your web design company has one idea, your PR consultant another, and that creative or digital marketing firm are on a different planet. And where is the strategy that joins it all up cohesively?

It's frustrating. It's even more frustrating if they don't know the **glazing industry** or 'partner' (outsource) to third parties.

That's why ambitious companies choose Purplex – it's a fully integrated, full-service agency that employs almost 100 people within the group, with deep technical and supply-chain knowledge across trade, retail and commercial sectors.

And to pull it all together, clients get a professional, senior relationship manager with years of experience, to oversee the vision and bring it all to life. They act as an extension of your business, helping you achieve your business and marketing goals.

Consultancy

Tap into our decades of experience in cutting-edge marketing, **industry trends** and growth strategy to help you define the best marketing approach.

PR

Strategic positioning of your brand and reputation, we raise your profile and shape perceptions, giving you deeper credibility and authority in your sector.

SEO and AIO

Rank higher on search engines like Google, and optimise your online presence for AI platforms such as Chat GPT, to drive more visitors to your website.

Social Media

Powerful organic and paid social media strategies that build trust and attract customers, including video content across socials and YouTube.



Digital Media

With in-house studios for TV and Podcast production, webinars and live-streaming, we can catapult your market leadership and authority.

Paid Media

Our team of paid search, display and social advertising drives your lead generation machine, while online shopping ads can drive direct sales.

Web Design

Advanced expertise in user-experience, user-journeys and conversion rate optimisation can ensure your website outperforms your competitors.

Creative Design

An in-house graphic design studio creates brilliant print-based design, digital media, and advertising (like this publication!).

Marketing Automation

With deep expertise in email marketing, sales funnels, automation and AI, we help you turn cold leads warm, and warm leads into customers.

Events

Our **new** and dynamic professional events team is now ready to support with everything from conferences and exhibitions to open days and seminars.

Want to know more?

You can arrange a no obligation marketing review and strategy session with one of our experienced team, **call us on 01934 808132** or **email grow@purplexmarketing.com**

William Scott R.A - Deep Blue, Sold: £830,000 at Sotheby's in 2020



Creativity

The Lost Art in Marketing

Purplex founder Andrew Scott, nephew of world-renowned artist William Scott CBE RA, believes most agencies have lost 'the art of marketing'.

In today's business world, marketing is often viewed through the narrow lens of data. Metrics, dashboards and algorithms dominate the conversation. Of course, the science of marketing is necessary - it ensures decisions are evidence-based, measurable and accountable.

But data alone isn't enough. The most successful brands become memorable because of the art of marketing: bold creativity, emotional storytelling and the ability to connect with people on a deeper level. This is the essence of great marketing, think of Coca Cola's Christmas TV ads, or Cadbury's 'Glass and a half of milk', first launched in 1928.

It's also the spirit of timeless art, whether it's Vincent van Gogh's *Starry Night*, or Picasso's *Guernica*. Creativity, or 'the big idea' moves people across generations.

Andrew Scott, founder of Purplex said: *"We live in a world where everyone is chasing the short-term fix, the immediate gain. But the true masters of business play the long game and create brand value that inspires an army of loyal customers for years or even decades, and it starts with creativity. Sadly, too many marketing agencies just don't understand this."*

And creativity is in Andrew's DNA. From a long bloodline of creatives and artists, his uncle is William Scott CBE RA, the world-renowned artist and a pioneer of British abstraction, who was part of the post WWII modernism movement.

William's work hangs in galleries around the world and is highly sought after by international collectors, who will pay upwards of £1m for a painting at Christies or Sotheby's.

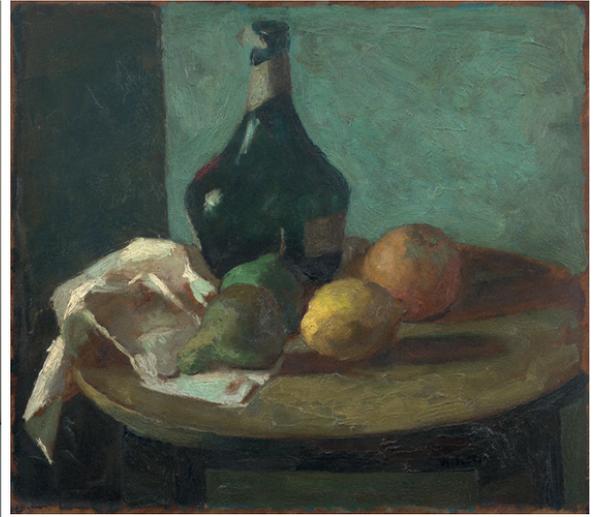
"The influence of great artists such as my uncle has always enabled me to see beyond the obvious and add a unique dimension to marketing. The balance between art and science is at the heart of Purplex, which I founded on the belief that brand is a company's most valuable asset," Andrew continues.

"While data can optimise campaigns, only creativity can build the type of brand equity that lasts for decades."



► William Scott,
Still Life (Yellow
Table), 1950

Oil on canvas
Merrion Hotel,
Dublin



▲ **Top:** Still Life - 1935, Oil on board. **Middle:** The Adoration of the Shepherds - 1935, Oil on canvas. **Bottom:** Bowl, Eggs and Lemons - 1950, Oil on canvas. Sold: £1m at Christies in 2008.

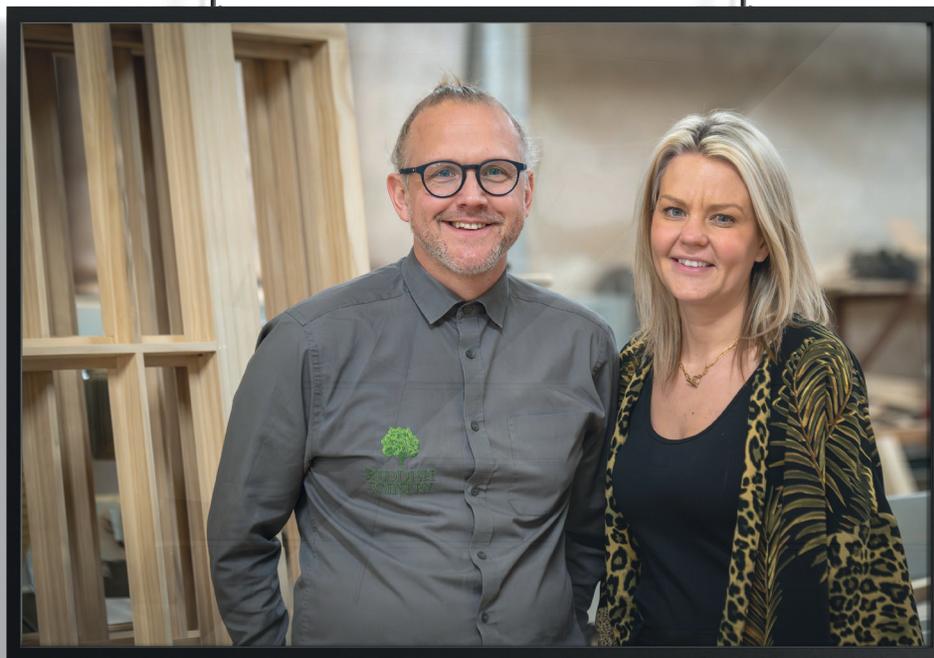


◀ Top: William Scott,
Still Life with Orange
Note, 1970

Oil on canvas
National Museums
Northern Ireland,
Belfast

◀ Bottom:
Dark Brown, Orange
and White, 1963

Oil on canvas
Arts Council
Collection, London



THE VALUE OF Relationships

Sometimes the best partnerships are forged through experience. Reddish Joinery knows this better than most.

The Manchester-based firm, which manufactures windows and doors for the trade and retail sector, appointed Purplex to support its ambitious growth plans back in 2014.

The partnership worked for several years, but the directors, Lee and Caroline Parrott, had a string of approaches from local marketing agencies, pitching the benefits of having an agency on their doorstep with lower fees.

The couple eventually made the move, but Caroline admitted it was difficult.

"We knew they didn't know the home improvement market and accepted there would be a learning curve, but the truth is, it proved really frustrating," said Caroline.

"We were constantly correcting basic errors and had to take a real hands-on approach, dragging us away from our core customer-facing and production roles."

Lee and Caroline had built a strong relationship with their Purplex Account Manager, Christy Riddell, and so, a year later, they made the move back to Purplex.

Lee adds: *"It isn't just about the industry knowledge or marketing expertise, it's about the relationship and the value of just being able to pick up the phone and talk about our business, the market and challenges ahead. Purplex is a valuable partner, not just a marketing agency."*

And the husband and wife team have applied what they've learned from the partnership, investing in marketing to grow their business, diversifying product ranges and more recently acquiring another window company, with a second much larger acquisition in process as we went to press.

"We've got the drive and the passion to build a major group of companies, and working with Andrew Scott and his team at Purplex give us the knowledge, insights and support to do it," Lee concludes.

Unlocking

THE SECRET TO REAL GROWTH

Sam Cross, Commercial Director



▲ Sam Cross is Commercial Director of Purplex, and has been with the agency for 17 years, learning directly from founder Andrew Scott

Ask yourself, why do some companies achieve consistent, profitable growth year on year while their competitors struggle?

There is a formula, and the good news is you don't need a Harvard business degree to do it.

Many years ago, our founder Andrew Scott developed a formula that he applied with stunning success, and which could predict whether a business would succeed or not.

Andrew broke it down to three single components – Attract, Convert, Fulfil (ACF).



The ACF Model

Attract is your ability to create a consistent flow of high-quality leads. **Convert** is your ability to convert leads into profitable customers. And **fulfil** is your ability to meet customer expectations so they repeat-buy and recommend your business. And the stronger your brand the more effective all three become.

If your business is growing successfully, it is consistently doing all three – and if it isn't, one or more of these components are not working.

So, if ACF is the business growth model, what about the marketing strategy?

This is where most marketers get it wrong. They're still using outdated marketing formulas that are no longer as effective in **today's** world of noise and distraction. At Purplex, we use a five-step model that has helped hundreds of fabricators, installers and suppliers achieve extraordinary results.

We call it the 5 A's of Marketing

There is one final piece of the business success jigsaw. At Purplex we call it the Marketing Wave and it's why some companies never achieve the success they deserve.

It's where marketing is reactive rather than intentional. Sales slow down so the business knee-jerks with a marketing campaign. As sales improve, marketing is sidelined – until sales slow down again, and the cycle repeats – the Marketing Wave.

At Purplex, we believe companies should market consistently rather than reactively.

"But we don't want to waste money if we've got a strong order book" I hear financial directors argue. But this is where magic happens.

When your business is oversubscribed, you can afford to let high maintenance, low-margin customers go, and replace them with high value customers.

Success is more than just marketing, branding and lead generation. There is a formula, and at Purplex we've been helping the **fenestration industry** achieve sustainable, profitable growth for over two decades.

The 5 A's of Marketing



Audience

Understand who your exact target customer is and what is important to them



Attention

Implement strategies to grab attention and stop them in their tracks so your product or service is now top-of-mind



Authority

Demonstrate expertise, trust and credibility, reinforced by testimonials, case studies, awards and reviews



Action

Have a compelling series of outcomes – make a purchase, book a call, complete a form, register or subscribe



Advocacy

Nurture customers into champions who refer others and repeat-buy

Want to discover how the ACF model and 5-AM's framework could boost your businesses growth? **Get in touch today, call us on 01934 808 132 or email: grow@purplexmarketing.com**

How Purplex

revolutionised

Crittall Windows' marketing

When a heritage brand with 175 years of history met a marketing agency that truly understands their industry, something special happened. In fact, working with Purplex has transformed Crittall Windows' approach to marketing and reaching new customers.

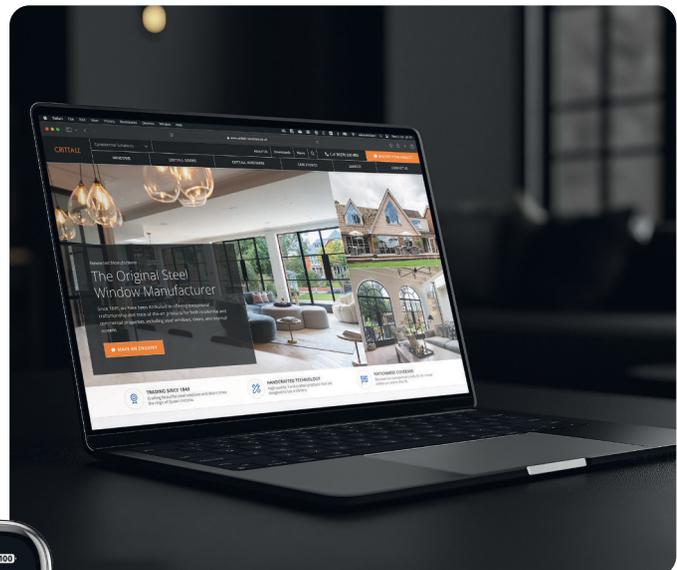
The partnership began when Crittall Windows recognised the need to find a full-service agency that could understand their unique position as the world's leading manufacturer of steel windows and doors, appreciate their rich history and help them navigate the complexities of modern marketing. What they found in Purplex was exactly that, and the results speak for themselves.

In 2024, Crittall needed to launch a revolutionary thermally enhanced steel system. Purplex created a two-phased campaign that reached over 180,000 people and generated 300 enquiries before the product was even released.

More recently, Purplex has supported Crittall's brand refresh which honours the company's heritage. The sleek new black and orange identity, inspired by 1930s marketing materials, demonstrates how the right creative approach can bridge the gap between the past and present effortlessly.

What makes this partnership particularly successful is Purplex's comprehensive service offering. From brand strategy development and creative design to digital marketing and public relations, Crittall receives integrated expertise ensuring every touchpoint reinforces their market position. The success of this relationship has also benefitted several companies within Crittall's reseller network who have also acquired Purplex for its marketing services.

Ultimately, in a challenging market where visibility is crucial, working with an agency that combines deep industry knowledge with creative expertise is game-changing.



*"MARKETING IS
NOT A BATTLE OF
PRODUCTS, IT IS
A BATTLE OF
PERCEPTIONS."*

Al Ries



Wrong

When marketing goes

On page nine we discuss some of the best campaigns of all-time; marketing that has generated billions. Here, we look at the opposite – businesses that have failed because they got their marketing strategy wrong.

For some, they're too close to the business or product. For others, they didn't fully grasp the change in markets. But most of them had one thing in common; they didn't consult marketing and brand experts until it was too late.

Woolworths:

A Brand Without Relevance Dies

For decades, Woolworths was a high-street staple, famous for toys, pick 'n' mix, and "everything under one roof." But as supermarkets and discount stores expanded Woolworths lost its identity. Was it a discounter? A department store? A toy shop? The brand became a generalist with no clear relevance. By 2009, Woolworths had collapsed after almost a century in business.

LESSON: Brand awareness alone won't save you. If you don't have a clear proposition, you'll become irrelevant.





Saab Automotive:

When a Brand Loses its Soul

Saab built its reputation on quirky design, aircraft-inspired engineering and a fiercely loyal customer base. It wasn't just a car; it was a statement. But after GM (General Motors) took control, the brand was stripped of its identity, rebadged with generic parts and marketed without the character that made it special. Customers drifted away, confused about what Saab stood for.

LESSON: Marketing isn't window dressing. If you abandon your story, blur your identity, or chase the middle ground, you don't just lose customers — you forfeit loyalty, premium value and ultimately survival.

Kodak:

Technology Without Vision Fails

Kodak is often remembered as the company that missed the digital revolution, but the irony is they actually invented the digital camera in 1975. Afraid of cannibalising film sales, Kodak buried its innovation. Rivals like Canon, Nikon, and Sony seized the opportunity, while Kodak clung to outdated revenue streams. When digital photography became mainstream, Kodak's brand was absent from the conversation - and it filed for bankruptcy in 2012. The innovation was there, but the vision wasn't.

LESSON: It's not enough to innovate products – sometimes your marketing must reinvent your business and your brand.

Everest:

Trust Lost, Business Lost

Everest was once the most famous name in **double glazing**. With glossy TV campaigns and

the iconic slogan "Fit the Best, Fit Everest," it became the brand everyone knew. But over time, its reputation suffered. Stories of pushy sales tactics, questionable discounts and poor aftersales service eroded customer trust. Everest collapsed 2020, re-emerged with a pre-pack administration and restructured. Yet the underlying trust problem was never fixed. Despite new ownership, the brand collapsed again in **2023/24**.

LESSON: You can restructure a balance sheet, but you can't easily repair a broken reputation. In industries like home improvement, trust is your most valuable asset. Marketing should be more than just glossy ads - it must reflect a brand experience customers believe in.

When Success Breeds Complacency – The Mobile Phone Wars

In the early 2000s, Nokia and BlackBerry dominated the mobile world. Nokia was the global leader in consumer handsets, while BlackBerry owned the business market with its secure email devices. Both believed their competition came from each other. Then Apple entered with the iPhone in 2007, followed by Google's Android ecosystem. Suddenly, the game wasn't about handsets - it was about apps, lifestyle and user experience. Nokia and BlackBerry didn't pivot quickly enough. Market share collapsed, and once-iconic brands were left in ruins. In his final speech, Nokia's CEO famously said: "We didn't do anything wrong, but somehow, we lost." That line perfectly sums up the danger of complacency.

LESSON: Markets don't stand still. A new entrant to the market, even one with no experience in your sector, can change the game overnight. Be prepared to pivot quickly.



If they grow, You Grow

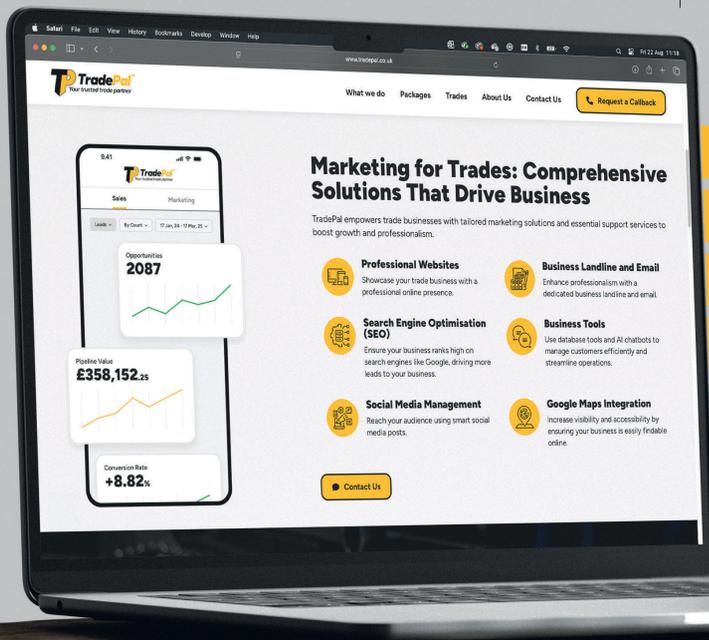
Introducing a new service to help trade customers succeed

Winning new business is essential for any company, but for trade suppliers there is another string to the bow – helping your existing customers grow successfully and profitably.

At Purplex, we've helped many suppliers develop installer schemes, marketing support packages, customer events and one-to-one support.

And now we've launched TradePal, a complete marketing and business solution for smaller customers. The service combines website design, search engine optimisation, social media management, business email, landline number and Google Maps integration in a single, affordable monthly package. Sitting in the middle is a dedicated software tool and CRM that brings it all together.

Ross Brock, who heads up the new division, explained; *"TradePal gives smaller trade businesses the visibility and credibility they need. By offering your customers the TradePal package it helps them grow - and if they grow, you grow. It's a win-win for you and your customers."*



Done-for-you trade websites

Fully managed social media

SEO and online marketing

Landline/email set-up

Manage leads/jobs

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www.tradepal.co.uk



Digital SHOWCASE

For almost 90 years, **Lightfoot Windows** has supplied premium Crittall **Windows** across London and the South East. However, established reputation alone wasn't generating enough leads. We created a modern website blending heritage with functionality, featuring clean design, professional imagery and an intuitive estimator tool. A comprehensive digital strategy encompassing SEO, paid advertising and targeted social media campaigns drove consistent traffic.

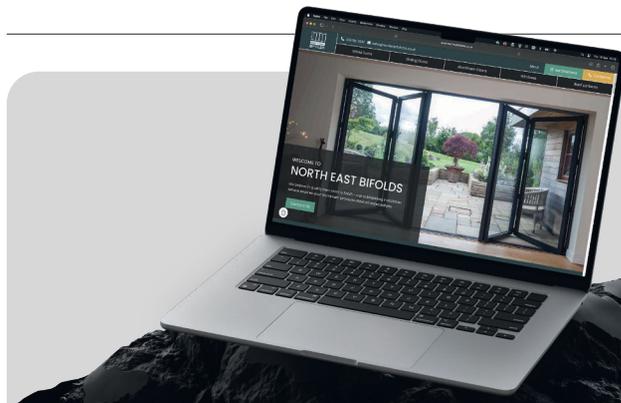
The results were incredible.

Within months, website enquiries accounted for nearly half of all leads, generating almost 300 opportunities. Facebook campaigns delivered 76 new enquiries, with over half converting to conversations. This demonstrates how the right marketing partner can help glazing businesses succeed in the digital marketplace.



230%

Increase in traffic to website from social platforms



North East Bifolds, a leading supplier of aluminium bifold doors, sliding doors, and roof lanterns, needed a digital strategy that could deliver consistent, qualified leads and showcase their premium products to a wider audience. So, the family-run business partnered with Purplex.

We adopted a mobile-first approach which delivered remarkable results in 2025. Website engagement rates reached an industry high at 65%, whereas mobile users achieved outstanding 71% engagement rate.

185%

Website enquiries increased year-on-year

106%

Increase in conversion rate from Jan - Aug

When **Affordable Window Group**, one of the UK's largest window fabricators, wanted to increase market share for their Timberlook window range, they turned to us to deliver a comprehensive marketing strategy.

For homeowners, we built a premium website, implemented location-specific SEO strategy, launched targeted PPC campaigns and created engaging social media content that resonated with homeowners' desire for authenticity.

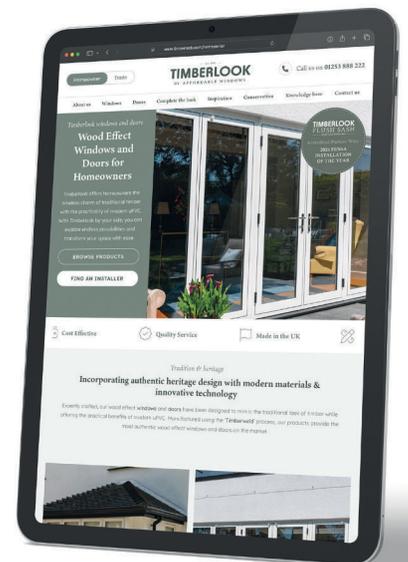
The results exceeded expectations.

550

Qualified monthly leads, with 350 coming from social media alone

350%

Increase in organic search traffic



PR - IS IT STILL RELEVANT IN

2025 and beyond?

Rebekah Hewett, Head of PR

In this heavily digital landscape, you may wonder if Public Relations has had its day. After all, why invest in press releases when you can pump money into Google Ads? Why chase for editorial coverage when social media delivers instant reach? And surely, nobody reads print magazines anymore?

The truth is PR has never been more relevant. While the tools and tactics have evolved, the fundamental need to build trust, credibility and authentic relationships remains unchanged. In fact, as consumers become increasingly sceptical of paid advertising, earned media through strategic public relations has become more valuable than ever.

PR isn't just about press releases. It also embraces leadership positioning and personal brand building. It shapes opinion and establishes authority. And it goes beyond traditional print media to deliver third-party validation – with expert features in online publications, high-impact video interviews, industry podcasts, panel debates and award wins.

And in the **glass and glazing sector**, where relationships and reputation drive decisions, PR carries unique weight.

- **Trade PR** builds authority with **installers, fabricators and suppliers** – the networks that influence distribution.
- **Consumer PR** connects with homeowners, where trust signals can tip the balance in high-value purchasing decisions.
- **Commercial and architectural PR** positions brands in front of specifiers, developers and contractors, where credibility and technical reputation are critical.

Each audience requires its own flavour of PR, but the unifying factor is influence. When a respected magazine publishes your insights on sustainability, or your CEO is interviewed on an **industry** podcast, that authority cascades across every channel: shared on social, quoted in sales meetings, amplified through email, and boosting SEO.

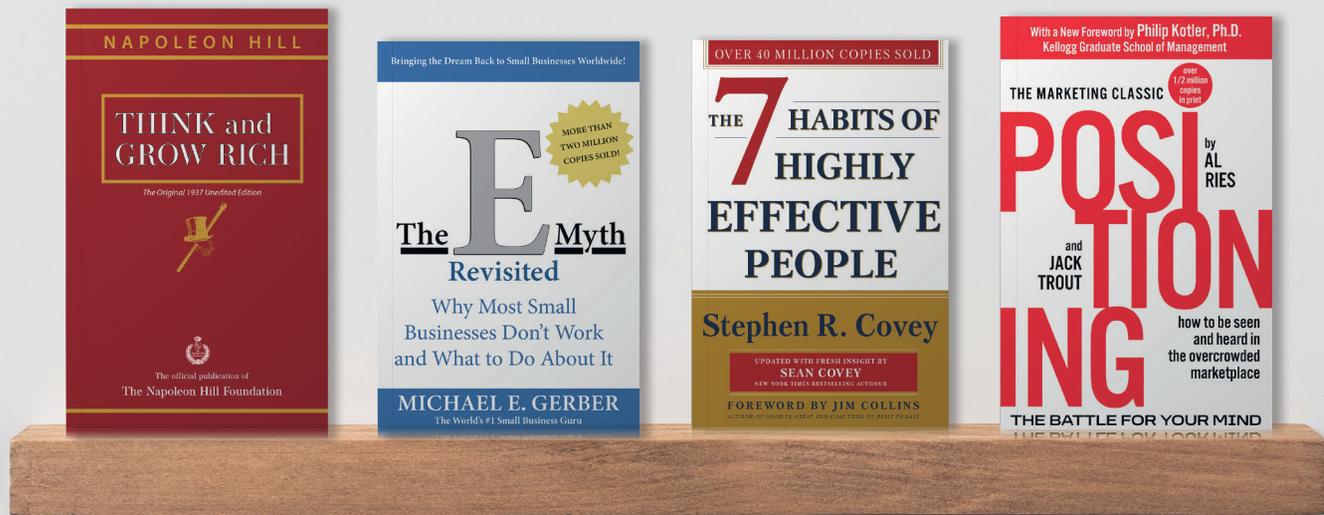
At Purplex, we've seen first-hand how strategic PR transforms perception. When a client wins an award, it's not just a press release – it becomes a multi-channel campaign. The story is covered in **trade** media, appears in consumer outlets, features on the website, becomes a LinkedIn post for the CEO, and lands in inboxes of prospects. The result? A halo effect across brand, product and leadership visibility.

After we helped our client **Shelforce** win the prestigious King's Award for Enterprise, the PR coverage extended to BBC and ITV evening news and the Shelforce brand grew exponentially – with demand for its products rocketing.

Looking ahead, PR will continue adapting to new channels and changing media landscapes. But its core purpose remains constant: building the trust and relationships that turn prospects into customers and customers into loyal followers. In a digital world, earned media coverage cuts through the noise like nothing else can.

In 2025 and beyond we believe PR isn't an optional extra. It's an essential investment in reputation, brand equity and long-term success.





Off the shelf:

The books that changed the way I see success

Entrepreneur Andrew Scott, founder of Purplex Marketing, reflects on the self-help books that shaped his journey and continue to inspire his new work, *Imposter Millionaire*.

There was a time when I thought success was for other people; those with better education, stronger connections and more confidence than I could ever imagine having.

What changed was the discovery of voices I had never heard in my own surroundings, voices I found in the pages of books. They spoke of possibility, belief and resilience and became my companions when I had no guides. Even now, as I write my own book, *Imposter Millionaire*, I see how my journey has been shaped by what they taught me.

The first is Napoleon Hill's **Think and Grow Rich** (1937). Hill convinced me belief is not just wishful thinking but the foundation of achievement. His simple truth: what the mind can conceive and believe, it can achieve, became a mantra for me when belief was the very thing I lacked.

Michael Gerber's **The E-Myth** (1995) gave me another revelation. I was working in my business, not on it. Gerber taught me to step back, to build systems, to create

something that could grow beyond me. That shift in perspective changed the way I thought about business altogether.

Stephen Covey's **7 Habits of Highly Effective People** (1989) gave me structure. It showed me lasting success is not about a single clever idea, but about daily habits and consistent focus. Whenever life has felt overwhelming, I have gone back to Covey's habits as a compass.

Each of these books shaped me in different ways. Together, they turned an uncertain young man into someone who dared to build businesses and to believe in himself. They reminded me that while success often looks like money, status or recognition from the outside, on the inside it is really about clarity, confidence and purpose.

Perhaps it was these books that sparked my passion in business, but it was **Positioning** by Al Ries that transformed how I saw brands. It explains that success isn't about being better, but about owning a space in the customer's mind. Clear, timeless, and practical, it shaped modern marketing and continues to influence my strategies today.

To pre-register for Andrew's new book *Imposter Millionaire* visit www.impostermillionaire.com

ASK Andrew

Andrew Scott shares his journey on business, marketing and the fenestration industry

Q Andrew, you've been in the **glazing industry** for over 30 years. How did you start?

It was a complete fluke; I was 19 and was asked to help a **glass business** implement new optimisation software. I didn't have a clue, so I had to learn the **glass business fast**. From there, I joined a legend in the industry, Ian Harrison, who was running **Saturn Windows** and later **Speedframe**.

Over the next 15 years I worked across the industry, eventually getting parachuted into **Cambrian Windows, a distressed Duraflex** fabricator. We managed to turn the business around, grew it from £1m to £12m PA revenue, and it was then acquired by **Masco**.

Its been an incredible journey, and I've been lucky enough to acquire, build and sell companies ranging from **m fabricators to installers, glass** processing to trade-counters. There have been many highlights, and a few disasters along the way!

Q You launched Purplex in 2004. What gave you the idea?

I'm a marketer at heart, and I had used various marketing agencies while growing my **window and glass businesses**. But I was always frustrated by the lack of industry knowledge or real marketing know-how, and I figured I could do better.

So I launched Purplex from my dining room table 21 years ago, moving from client side to agency life. I'm not into marketing fluff, we know what works and what doesn't, and we only partner with clients who understand the value we add.

Its been a wonderful journey, and today we have a talented team of almost 100 people across the

group, and they inspire me every day! Over the years I've seen all our competitors come and go.

Q You mention Purplex is part of a group. Can you tell us more?

After launching Purplex in 2004, I recognised the need for **in-depth industry** intelligence and the only information around at that time was really poor. So I launched Insight Data in 2007, which today is the 'operating system' for the industry, with 800 users of its online data and CRM platform, Salestracker.

From there I expanded, launching a property business, an investment venture supporting start-ups, and launched a publishing and events company, **Business Leader Magazine**, outside the glazing industry.

"OVER THE YEARS I'VE WORKED WITH OVER 1,000 BUSINESS LEADERS AND I'LL BE PACKAGING ALL THAT KNOWLEDGE AND EXPERIENCE INTO A SERIES OF **WINDOW INDUSTRY SEMINARS FOR 2026.**"



▲ Andrew speaking with Rt Hon Peter Kyle - Secretary of State for Business and Trade at a recent parliament visit

This became very high profile, and I had the honour of working with some of the world's most successful entrepreneurs, billionaires and media figures, including the BBC 'Dragons Den' stars.

I met Richard Harpin, who sold Homeserve PLC for £4.1 billion, and we worked together on a few projects. In September 2023, he acquired Business Leader in a seven-figure deal and asked me to stay on as Chairman. It's been a great experience learning from him!

Q You also launched the **Glazing Summit** conference. How did this come about?

I've always been passionate and proud of the **window industry**, and I'm committed to raising professional standards. In 2018 I launched the **Glazing Summit**, the first ever conference for the industry, with the aim of sharing knowledge, raising standards and connecting professionals.

It was a runaway success and sold out every year. I sold it to Mark Allen Group in 2023 because it was the same events team that managed my Business Leader events, and they went with the business! While I'm still involved with the conference as a speaker, I do admit I regret selling it!

Q Going forward, what is your 'purpose' in business?

Helping entrepreneurs and leadership teams build great companies is my passion, and I've spoken at some very large events across Europe on business strategy, marketing and performance, sharing strategies and frameworks that I've tried and tested.

Over the years I've worked with over 1,000 business leaders and I'll be packaging all that knowledge and experience into a series of **window industry seminars** and workshops for 2026, along with mentoring a small group of ambitious entrepreneurs through a new Mastermind programme I'm launching.

Q What would you say is the secret to your success?

I have always wanted to be 'in the room' with people who were ahead of me so I can learn from them.

Having external advice and knowledge that helps you grow your business profitability and



▲ Andrew with Richard Harpin who acquired Business Leader



sustainably is the best investment you can make. Learning from experts who have been there and done it, or bringing in real professionals to help you grow, can save you years of sweat and tears, and help you build the business you really want.

Q Finally, what advice would you give to business owners reading this?

Play the long game. Don't chase shortcuts or get distracted by every new idea. Build a business that can thrive without you, that has strong systems, a clear brand and a compelling reason for customers to choose you. And never, ever cut back on your marketing!

It's easy to be overwhelmed by the noise of the market, but focus on the fundamentals of Purpose, Plan, Execute and the rest follows. If you do that, you'll build a successful business that will grow year-on-year.

Forbes
Business
Council

ID Director of the
Year for CSR



Building your business in 2026

Purplex partners with ambitious, purpose-driven companies who want to grow. For 2026 we're committed to taking this to a whole new level.



Marketing Support

Whether it's a one-off project or a long-term growth plan, Purplex can provide a proposal to help you achieve your objectives.

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Join Andrew Scott's inner circle, a cohort of ambitious **industry leaders** who want to build exceptional companies.

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