



Team training - see how we can help you become rooflight experts on page 10

Looking to elevate the in-store experience for your customers? Find out how on page 7



Have you met RUFUS?

merchant support pack

This brochure provides an overview of how we can support your branch, whether that's training your team on how to sell rooflights or providing you with point of sale to create a unique in store experience for your customers.

It's no secret why we're the number 1 choice for roofing and builders' merchants. We go the extra mile, from fast deliveries to fully compliant products, and always giving exceptional customer service. Are you ready to experience brighter?



INTERNAL SALES TEAM

Our Internal sales team provide unparalleled support, detailed product knowledge and are there to support you.



CUSTOMER SERVICES

Our customer service team believe passionately in delivering exceptional support and assistance, every day.



ACCOUNT MANAGER

A dedicated contact to ensure that your needs are met. Proactive support with product training and marketing materials.

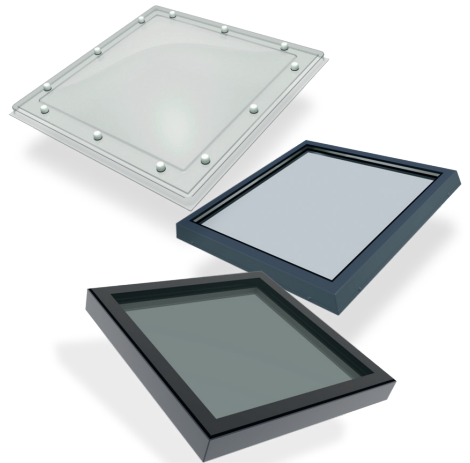


PRODUCTS

High-performance products to meet your customers needs. Reliability, strength, longevity and all-round environmental performance are our watchwords.

Contents

- 4** Whitesales Key Contacts
- 5** Flat Roof Window Range
- 7** Literature Support
- 8** Point Of Sale
 - Stands & Banners
 - Samples
- 10** Team Training
- 11** Meet RUFUS
- 12** e-commerce Product Range
- 14** FAQs
- 15** Terms & Conditions



Whitesales Key Contacts

				
Piers White	Karl Grandfield	Alex Gallop	Stirling Carron	Courtney James
Merchant Account Manager	Account Manager	Marketing Communications Manager	Internal Sales Team Leader	Customer Services
Piers.white@whitesales.co.uk	karl.grandfield@whitesales.co.uk	alex.gallop@whitesales.co.uk	Sales@whitesales.co.uk	Sales@whitesales.co.uk
07848 002717	07469 031641	07827 297953	01483 917580	01483 917580



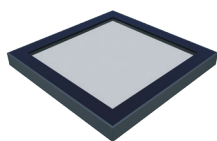
We have the largest stock holding of rooflights in the UK - ensuring our lead times are fast is a priority.



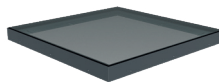
Flat roof window range

Stocked: ✓ – Most popular, standard option ✓* – Optional X – Not available S – Special order

Glazing	em.glaze Premium	em.glaze Economy	em.dome	em.glaze lantern	em.tube
Glazing Types					
Single glazed	X	X	S	X	✓
Double glazed	✓	✓	✓	✓	✓* Flat roof only
Triple glazed	S	X	✓	S	✓* Flat roof only
Quad glazed	X	X	S	X	X
Glazing Finish					
Clear	✓	✓	✓	✓	✓
Diffused	S	S	✓	X	X
Heat Reflect	X	X	S	✓	X
Easy Clean Coating	S	✓	X	✓	X
Glazing Shape					
Square	✓	✓	✓	✓	✓
Rectangle	✓	✓	✓	✓	X
Circle	S	X	✓	X	X
Glazing Profile					
Flat	✓	✓	X	X	✓ Pitched roof only
Dome	X	X	✓	X	✓ Flat roof only
Pyramid/Trapezoidal	X	X	S Limited sizes	✓	X



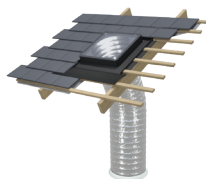
em.glaze™
flat glass Premium



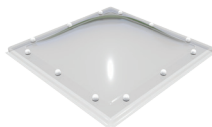
em.glaze™
flat glass Economy



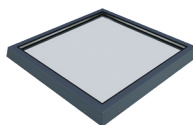
em.glaze™
skyvu



em.tube™



em.dome™



ray.lux™

* Refers to standard spec/size – refer to technical datasheet for full details

Stocked: ✓ – Most popular, standard option ✓* – Optional X – Not available S – Special order

Kerb

	em.glaze Premium	em.glaze Economy	ray.lux	em.dome	em.glaze skyvu	em.tube
Upstands						
Builders Kerb	✓	✓	✓	✓	✓	✓ Flat roof option
Timber Sloping Kerb	✓	✓				
Proprietary PVC Options						
150mm splayed	✓*	X	X	✓	✓	✓ Flat roof option
150mm vertical	✓	X	✓	✓*	✓	X
300mm splayed	✓*	X	X	✓*	X	X
350mm splayed oversleeve	✓*	X	X	✓*	X	X

Ventilation

	em.glaze Premium	em.glaze Economy	ray.lux	em.dome
Ventilation				
Permanent ventilation	X	X	X	✓*
Trickle ventilation (only with PVC upstand)	✓	X	X	✓
Manual hinged opening	✓ Limited sizes	X	✓ Limited sizes	✓
Electric hinged opening	✓	✓	✓	✓

Accessories

	em.glaze Premium	em.glaze Economy	ray.lux	em.dome
Ventilation				
Winding rods (for manual hinged opening)	✓	X	✓	✓
Security grid	S	X	X	S
Powered extract fan (only with uPVC kerb)	✓*	X	X	✓*
Premium comfort kit (for electric hinged opening)	✓	✓	✓	✓
Standard comfort kit (for electric hinged opening)	✓	✓	✓	✓

Literature Support

Literature is a great way to show your customers the different rooflight options available to them. We recommend keeping stock of our product directory and A5 overview brochures. A5 brochures can be ordered in conjunction with a brochure stand to keep your counter tidy (page 8).

	em.glaze Premium	em.glaze Economy	em.glaze linked glass	ray.lux	em.dome	em.tube
Printed Literature						
Product Directory ★	✓	✓	✓	✓	✓	✓
Price List	✓	✓	X	✓	✓	✓
A5 Overview Brochure ★	✓	✓	✓	✓	✓	X
Digital Literature						
Data Sheet	✓	✓	✓	✓	✓	✓
Installation Guide	✓	✓	✓	✓	✓	✓
Operations & Maintenance manual	✓	✓	✓	✓	✓	✓
Size Chart	✓	✓	X	✓	✓	X

★ Recommended

Printed Literature:



A5 Brochure



Product Directory



Price List

Order your literature
via this QR code



Point Of Sale Support

**Looking to elevate the in-store experience for your customers?
See below our range of POS.**

Shelf Wobbler:



You can display our versatile wobblers anywhere around your store to encourage customers to configure their product and simply provide the part code. You can even put them in the office as a reminder to use our innovative product configurator.

Fence Banners:



Fence banners available in 1.5m x 0.75m size.
Larger sizes are available upon request.
2m x 1m
3m x 1m
4m x 1.5m

Roller Banner:



Roller banner available to show glass & polycarbonate offering as well as RUFUS. Roller banner is 800mm x 2000mm.

A5 Brochure stand:



A brochure stand to organise the Whitesales A5 product brochures. An organised trade counter is more inviting for customers!

Point Of Sale Support: Samples

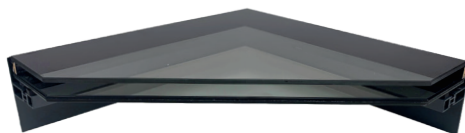
Samples are a great way to show customers how Whitesales rooflights work. Depending on space in store, we have a range of sample sizes and ventilation options available to suit your requirements.



ray.lux



em.dome



em.glaze

	em.glaze Flat Glass Premium & Economy	ray.lux	em.dome
Glazing Options			
1/4 sample	✓	✓	✓
1/2 sample	✓	✓	✓
Full unit sample	✓	✓	✓
Ventilation Options			
Trickle Vents	x	x	✓
Manually Opening	x	x	✓
Electrically Opening	✓	x	x

Email Sales@whitesales.co.uk
to order your samples



Team Training

We know customers are shopping around to get the best deal on their materials, so get ahead and upskill your team so that they really know their stuff. We're here to help and give you our top tips on supporting your customers with their rooflight enquiries.

Your account manager Piers is happy to come to your store to provide in person tailored training, see below for some of the topics Piers can cover.



PRODUCT TRAINING

- Overview of size range, ventilation options and upstand options
- Product lead times
- Technical overview (as high level or in depth as you require)
- General knowledge to make selling a rooflight simple



FAQS

- The difference between roof opening size and external curb size when ordering a rooflight
- The difference between fragile and non-fragile glass rooflights
- The difference between ray.lux and em.glaze



RUFUS TRAINING

- How to configure a rooflight in steps using our RUFUS configurator.
- How to place an order or create a quote using our RUFUS quote & order portal
- Additional discounts available for placing your orders via RUFUS

"We have seen the benefits in training for merchant staff, it has reduced returns due to the correct measurements being obtained and also increased the confidence of the sales people in the branch to proactively sell the rooflights which obviously increases the overall sales of the branch, a win win situation" - Piers White



Meet RUFUS - quote & order portal

Our online portal and configurator **RUFUS** is your 'one site' to configure products, save quotes, place orders and more...

RUFUS, our quote and order portal, has been developed for our merchant customers to make ordering rooflights as simple as possible. Configure your product in a maximum of 7 steps, and then simply save as a quote or place your order.



Saves time



Available
on the go



Detailed product
information



Save up to
£100

Log in or request an account by
scanning this QR code:



Alternatively, find out more
information by emailing
alex.gallop@whitesales.co.uk

Additional discounts available:

£10 discount off delivery
charge on all orders

£25 discount on orders over £1000

£50 discount on orders over £1500

£75 discount on orders over £2000

£100 discount on orders over £2500

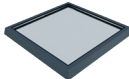
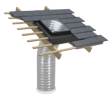
E-commerce Product Range

Our comprehensive product range includes over **12,500** configurations (see page 5).

Our e-commerce product range includes **400** configurations.

We understand the possibilities are endless with rooflights, which is why we have created a smaller size range including only the essential product configurations.

This range will help create a simple and effective product offering on your e-commerce site, helping your customer to find exactly what they are looking for.

					
Sizes					
Sizes available	14	11	14	18	3
Uprand Options					
Builders Kerb	✓	✓	✓	✓	✓
Timber Sloping Kerb	✓	✓	X	X	X
150mm Vertical	✓	X	✓	X	X
150mm Splayed	X	X	X	✓	✓
Ventilation					
No Ventilation	✓	✓	✓	✓	✓
Manually Opening	✓	X	✓	✓	X
Electrically Opening	✓	✓	✓	✓	X
Glazing					
Double Glazed	✓	✓	✓	X	✓
Triple Glazed	X	X	X	✓	X



Don't forget, anything outside of this range can still be ordered on **RUFUS**

Need help?

Did you know you can now contact us
on **WhatsApp!**

Create a contact in your phone with the
phone number: **07553 730663**

You could call it 'Whitesales Support'

Open WhatsApp

Search for the Whitesales Support contact and send
us a message. You can attach pictures, videos, files,
whatever you want to help us solve your query

or

Visit whitesales.co.uk/RUFUS to 'build' your product and
create your custom order in just a few clicks.



Saves time



Available
on the go



Detailed product
information

Frequently Asked Questions

What are your lead times?

Our delivery depot holds large volumes of stock, allowing us to supply your order at short notice – including next-day delivery if ordered by 2pm, in most cases (exceptions apply). Special order units may take 1–3 weeks for delivery. Bespoke units can be manufactured in as little as 3–5 weeks.

What is thermal fracture?

In simple terms, thermal stress fracture occurs (very rarely) because one area of glass is heated faster than another area of the glass – this ‘heated’ area will expand, while the ‘cooler’ area will not – causing expansion/compression forces and resulting in the glass ‘fracturing’. In reality it is quite a complex scientific process and there are many factors that increase/decrease the risk of thermal fracture. It is important to understand the implications of thermal stress and more information can be found on our website.

How high does an upstand need to be?

A rooflight upstand must be 150mm above the roof surface at its lowest point. em.curb proprietary curbs are compatible with almost our entire range and ensure rapid, airtight and watertight rooflight installation.

What about cleaning and maintenance?

Please refer to the O&M Manual for your specific product. This can be found on our website.

What warranty do you provide?

Our rooflights have an expected life of at least 25 years and are guaranteed for 10 years. For full details of our comprehensive product warranties, please contact customer services.

More info on terms and conditions?

Please refer to our website where our Terms & Conditions can be viewed. Should you require any further details, please feel free to contact us.



Terms & Conditions

Delivery:

Free delivery on all orders over £1,000 for products shipped to Mainland UK only, £30 delivery surcharge for orders under this amount. For deliveries outside of Mainland UK we offer delivery to a port on the mainland for onward shipping arranged by the customer, or we can agree a carriage charge relevant to the order. Next-day for most stock products for orders placed by 2pm (exceptions apply). See page 7 for further details.

Unless specifically advised otherwise (product is marked with ! in price list table), products will be delivered and offloaded by the delivery driver and placed in a practical location within reasonable proximity to the vehicle. Please note the driver cannot move the product to point of installation or inside your building so please ensure you take note of the product weight and make appropriate arrangements to move it as required. Due to vehicle sizes used we may not be able to deliver to locations with restricted or narrow access.

Prices and conditions of sale:

All prices quoted are subject to VAT. Goods will be charged at prices ruling at date of despatch. The supply of any goods to which this price list applies will be subject to Whitesales standard conditions of sale available on request, on our website and shown on the reverse of each delivery note.

Damage or loss in transit:

If goods are damaged in transit, the carrier's note must be signed accordingly and Whitesales notified in writing within 3 days of receipt of goods. We cannot accept claims for damaged goods if they are signed for in good condition. Whitesales must also be notified in writing if goods are not received within 10 days of date of invoice.

Return of goods:

By prior arrangement only, and subject to the goods being received in reasonable condition upon inspection by Whitesales. Subject to a 25% handling charge (minimum £50) for all products. Special order items cannot be returned for credit.

Fixings:

All units are supplied complete with security fixings at no extra cost.

Application and limitation on use:

All units are designed for use in normal circumstances on flat roofs up to 15° pitch. For applications in excess of 15° or in unusual circumstances (e.g. extreme temperature or climatic conditions) please refer to Whitesales. Please note that all information supplied is based on our best knowledge and general experience. Because of factors outside our control which can affect installation and use of products, no warranty is given or implied in respect of information provided. A policy of continuous improvement applies and Whitesales therefore reserve the right to alter specifications without prior notice.

Condensation:

Condensation occurs where warm moist air meets cold surfaces. As warm air rises, the risk of condensation forming at rooflight level is relatively greater than at lower level. The risk can be minimized by specifying thicker glazing/ more glazing skins and e.m.curb insulated upstands. The provision of ventilation may also assist. However, because temperature and humidity levels are clearly beyond our control, no guarantee can be given against the formation of condensation.

experience.brighter

Delivering on our promises, that is our focus
– and it is what has made us the no.1 choice
for professionals for over 30 years. We take our
role as market leaders very seriously. Our aim
is to develop superior solutions that allow our
customers to buy in complete confidence.



Europa House, Alfold Road,
Cranleigh, GU6 8NQ
Tel: 01483 917580 | Fax: 01483 271771
sales@whitesales.co.uk | whitesales.co.uk

Opening Times: 07:30–16:30

