

THE **OPTIMA** COLLECTION

Sculptured
Conservatories and Orangeries

DW Windows Ltd

BUILT ON QUALITY, AFFORDABILITY AND RELIABILITY

www.dwwindows.co.uk

THE OPTIMA COLLECTION

Welcome to DW Windows

The finest quality Conservatories and Orangeries.

At DW Windows, we take great pride in being a family-run business that has been serving our customers since 2006. Our commitment to providing high quality products, expert workmanship and exceptional customer service has been the foundation of our success. This is evidenced by the thousands of positive customer reviews we have received and our ‘excellent’ rating on Trustpilot

With our showroom located in Coseley in the West Midlands, we offer customers the opportunity to view our extensive range of products. Our showroom boasts five conservatories and two orangeries, as well as a wide selection of windows and doors for you to explore.

We understand that choosing the right products for your home can be overwhelming, which is why we offer a free, no-obligation design and quoting service. Our pricing structure is genuine and highly competitive; we do not employ pushy sales staff.

We also offer a range of finance options to suit your needs. You can spread the cost of your new windows and doors using our Buy Now Pay Later option or opt for deferred low-rate finance over 60 or 120 months.

We also include deposit protection insurance and a 10-year insurance-backed guarantee in all our prices for eligible products, giving you peace of mind that you are in safe hands with us.

If you’re looking for high-quality products, expert workmanship, and exceptional customer service, look no further than DW Windows. Contact our friendly team on **01902 661779** to see how we can help you transform your home.







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BELIEVE IN YOUR DREAMS

A DREAM OF SPACE

If you had an extra room, what would you do with it? Would you buy that huge dining table you've always wanted with space for all your friends? Would you make a playroom for the children, handy for the garden and perfect for in-between days? Would you make it your sanctuary or a workshop for your creativity? There's no end to the possibilities that a new conservatory or orangery can offer. Start dreaming.

A DREAM OF PEACE

Relaxation starts when you're comfortable – when you're not overcrowded and have the space you need to breathe. Relaxation continues when you're warm and cosy and when you don't need to worry about the weather outside. Relaxation really happens when you've chosen low-maintenance PVC-U. It's the feeling you get when you're at peace with yourself, living the life you want to live, and truly enjoying your home.

LET'S START

It's always a good idea to start at the beginning. Forty years ago, when PVC-U first found its way into building products, little did we know what an outstandingly smart idea that was. Back then, in those early days, Optima's developers were already making their mark with early generation PVC-U windows and doors. Through the decades, they've continued to advance and to shape thinking about the possibilities of this marvellous material. Now, with Optima, they've reached new heights: new and quite exceptional standards of performance, strength, security, insulation, durability and, of course, elegance.

That's the first half of our story. The second half starts with you. Your journey to a new conservatory or orangery has a number of simple steps. It starts with learning about your hopes and dreams – the things you want to achieve, and the changes you want to make to your lifestyle. It includes taking a good look at your home and its location so that aspects like proportion, rooflines and colour really work to enhance your property. It means paying attention to the big details such as the specification of the glazing and the smallest details like the finish on window handles. There's a lot to explore, but when you're building your dream, it makes sense to make it perfect.







NEW CONNECTIONS

When you choose to build a conservatory or orangery you're making new connections. By extending your living space into the garden, you're building a bridge between the indoors and the world outside. Your home is no longer a rigidly-bound box but offers new opportunities, new purpose – even new experiences. The changing seasons surround you and the earth's beautiful colours become part of your décor. Natural light brightens the gloomiest day and at night, soft lighting or an illuminated garden offer a total change of mood.

You're also making a new connection with the real you. Who knows what new interests you will find when you've got the space to enjoy them? Maybe you'll enjoy the peace and quiet of twilight or the exuberance of a sunny afternoon with friends. Entertaining is easier, family celebrations take on a new dimension, and for days when the weather just can't make up its mind, a conservatory or orangery allows you the very best of both worlds.







NATURE

Optima isn't afraid to borrow from nature. Plant structures are strong because they use rigid walls supported by fine webs and Optima's profiles work on the same principle. Multi-chambered sections are lightweight but strong. Walls are thick where they need to be, streamlined and slim where they don't. And that slim structure means that you see less profile and more view. Nature really is stunning and we'd never want to overshadow it.

SCIENCE

We could explain the chemistry behind the materials we use. We could describe the engineering behind the elegant, sculptured shape and talk about the wavelengths of light that are reflected by our solar-control glass. If you want us to, that is. But, perhaps, it's simpler just to know that we've been through everything and that Optima is an advanced, low-maintenance system that can make your home comfortable, weather-proof and secure.

LIFE

Life is short. Embrace it. Every moment you have is precious and the memories of those moments are precious too. If you want to spend time relaxing in your conservatory rather than repainting a timber one, we understand. If you want to insulate your home to save on your energy bills so that there's more money for life's little luxuries, we understand. If you want a genuinely beautiful home, go for it. We'll be right behind you.



EXPERIENCE DOES MATTER

There's one sure way to complete satisfaction with a new conservatory or orangery – experience.

It takes time to discover and hone the skills that enable not just a sound and solid construction but also something that works in its surroundings and fulfils all your aspirations. It's a team effort. Experts from all fields have played their part. Structural engineers and materials scientists, artists and designers, technicians, production specialists, quality managers and dedicated craftsmen have all contributed to an outstanding system.

When we begin to draw up the detailed plans, we'll use all our experience to ensure the impeccable result you want. We'll provide the advice you need or inspiration to solve a problem. We'll take you through every option you need to think about, show you samples and allow you to try the operation of different window or door styles. When construction begins, you'll be surprised how quick and easy it seems. That, like everything else, is the result of good design, craftsmanship and experience.



PROVEN

Optima conservatories and orangeries are built using profiles produced in the UK to internationally-recognised standards, and which exceed the requirements of UK Building Regulations. Over the last four decades, Optima's developers have achieved an enviable reputation for the quality, durability and longevity of their profiles. Trust has been earned and those who demand the best in performance, design and responsibility choose Optima profiles.



PROTECTED

The Optima system is compatible with the Association of Chief Police Officers' Secured by Design scheme and conservatories and orangeries can be made to meet the scheme's specification. The principle is a simple one – that using good design can deer opportunistic crime. Making it harder for burglars to break in, is often enough to make them try elsewhere. We add to your level of protection with steel-reinforced frames and advanced locks from some of the very-finest experts in home security.



PRUDENT

It's not dull and boring to be cautious about safety. We won't take risks with flimsy materials or inferior roofing systems. We won't gloss over important things like the prevailing wind direction in an exposed spot or take shortcuts in construction. Your plans will include computerised modelling and a detailed survey of your site. Where we need to, we'll change things, because only then can we be sure that you and yours will be safe and sound.

YOUR

PERFECTION

Perfection is a strange idea because it's different for everyone. Your perfection is as individual as you are, reflecting the things you find important and your personal style and taste. We can't make something that's perfect for everybody, but we can make something that's perfect for you.

YOUR HOME EXTENSION

Those two words, 'your' and 'home' are fundamental. Let's look a little closer at what a new conservatory or orangery does.

The first thing – the obvious thing – is more space. And more is always better, right? Pause a minute and think about proportion, think about the existing lines of your house, its overall shape and rooflines. Complementing that is all important. An Optima conservatory or orangery is always tailored to enhance the existing property. It's designed to fit beautifully in its surroundings and to respect the original architecture, features and dimensions of your home.

The second thing is that a new conservatory or orangery can change your lifestyle. With more space, there are more possibilities, each of which may need different choices of heating, lighting, double or even triple-glazing, and ventilation. Thinking about these options at the beginning ensures that you get the extension that's right for you and your family.

Thirdly, there's the little matter of personal taste. Optima has a slim, sculptured shape, but how you use it, the window and door styles you choose, the colour and finish and the glazing are ultimately down to your preference. The good news is that the range of options is wide enough to satisfy almost everyone.







Edwardian

With classic lines and a square or rectangular shape, an Edwardian conservatory makes an attractive addition to your home and the best use of your space. The basic design can be enhanced with detail, soft colours and glazing bars to suit a traditional or period property, or can be kept clean and simple using full-height glazing and bold colour for a surprisingly modern twist on Edwardian style.



Victorian

Victorian homes and public buildings were filled with detail and the period was characterised by some exceptional feats of engineering. A Victorian-style conservatory reflects both that love of detail and the brilliance of design. The shape is faceted, the roof an exercise in perfect geometry and the whole a light, airy and graceful structure that sits perfectly with almost any home and garden.



Gable-end

A modification of the basic Edwardian conservatory, a Gable-End style replaces the hipped roof with a full ridge-height gable. For the same footprint and overall height, it offers a striking impression of extra space and height and has a light, open feel. The gable end can be impressive – imposing even – and is an ideal place for adding extras like feature glazing or sunburst designs.





Sun lounge

Perhaps the very simplest of conservatory designs, a sun lounge is constructed using a single pitch roof and a square or rectangular footprint. They are ideal for smaller properties or those with restricted eaves height, but can be very dramatic and stylish when spread across the full width of a larger property. Customise the design to suit your home, use colour, add detail and enjoy.



Bespoke

When you need something out of the ordinary, when your home demands something special, we'd love to help. We've helped to create some amazing structures over the years and delighted many homeowners with the results. Size or shape won't faze us, but you can be sure that if you choose a bespoke Optima design you'll be choosing something very special indeed.



Orangery

A modern orangery is a beautiful home extension that looks and feels like an integral part of your home, but which still preserves the bright, open feel of a traditional conservatory. Fixed pillars, fitted with Optima doors and windows, a sharp, clean perimeter roof and a gorgeous atrium-style roof lantern combine to make an extension of your living space that's both practical and glamorous.



YOUR OPTIONS
YOUR STYLE

Colours

We've not quite got all the colours of the rainbow, but we've got more than enough beautiful shades, wood effects and textures to satisfy. Whether you want to stand out or blend in, we'll do all we can to match your dreams and find the perfect finish for your site and your home.

Optima Sculptured Range



Optima Flush Sash Range





Glass

Modern glass has special qualities that you won't see, but you can feel. Microscopic coatings can help to control solar gain in the summer and keep warmth indoors in winter. Self-cleaning glass is perfect for roofs, resisting the build-up of dirt and making maintenance incredibly simple. Different specifications of double or triple-glazed units can deliver the insulation you need for the size, location and use of your fabulous new space.

In addition to how the glass performs, it's also important to consider its appearance. Different forms of glazing can alter the mood or lighting of your conservatory, provide shade or privacy. You can add coloured panes for dramatic impact or leaded glass for period style.



Hardware

We've searched a long time to source the perfect hardware to complement Optima. We've selected based on a combination of quality, finish, function and style and our standards are very high. We've chosen only those suppliers with a proven reputation for durable and thoroughly-tested products: handles, locks, stays and hinges that are well designed, secure and dependable.

We've got traditional styles for traditional conservatories, modern ones for the more contemporary designs and, of course, a choice of finish and colour. They might be small details, but we believe they have to be spot on.



Accessories

The Optima system is designed to allow almost any style of conservatory or orangery to be built. All of its individual elements are designed to work beautifully together with perfect fit and proportions, and that includes a range of accessories including arched heads, casements horns, trickle vents, cills and glazing bars. With these components, you can match the windows in your home, replicate heritage features or simply make something wonderful and new.

THE PERFECT HARDWARE



The world's favourite lock since **1843**

SECURED FOR LIFE

Every product in this brochure has the power of Yale hardware built in, which means your new windows and doors come with the added reassurance of our Lifetime Guarantee.

The power of Yale

With 98% brand recognition, Yale is acknowledged as the leading name in home security.We're relied upon to safeguard people and property worldwide, so you can rest assured that your home is protected by the best.







SAFETY AS STANDARD

All Yale hardware is British designed and built, engineered to meet or exceed current UK standards, and comes with the following accreditations.

PAS 24

British Standards Institute accredited security, weather proofing and service life performance.

SECURED BY DESIGN

Police preferred specification accredited security product of the official UK Police flagship initiative, supporting the principles of 'designing out crime'

Yale® The world's favourite lock since 1843

COVER FOR EVERY EVENTUALITY

Homeowners worldwide have confidence in the power of Yale to protect their homes, and our Lifetime Guarantee reflects the faith we have in our products.

With a full suite of Yale hardware built in, your new doors and windows qualify for our most extensive guarantee, including:

Up to £1000 towards home insurance excess
In the unlikely event of a break-in, we'll pay up to £1000 towards your home insurance excess to make sure you're not left out of pocket.

Up to £1000 towards repairs or replacements
Our products are always designed to stand the test of time. That's why if Yale hardware fails, we'll pay up to £1000 for repairs or replacements.

£1000 compensation
If a break-in is caused by failure of Yale hardware, we'll do all we can to make it right. That includes giving you £1000 compensation to apologise for the distress caused.

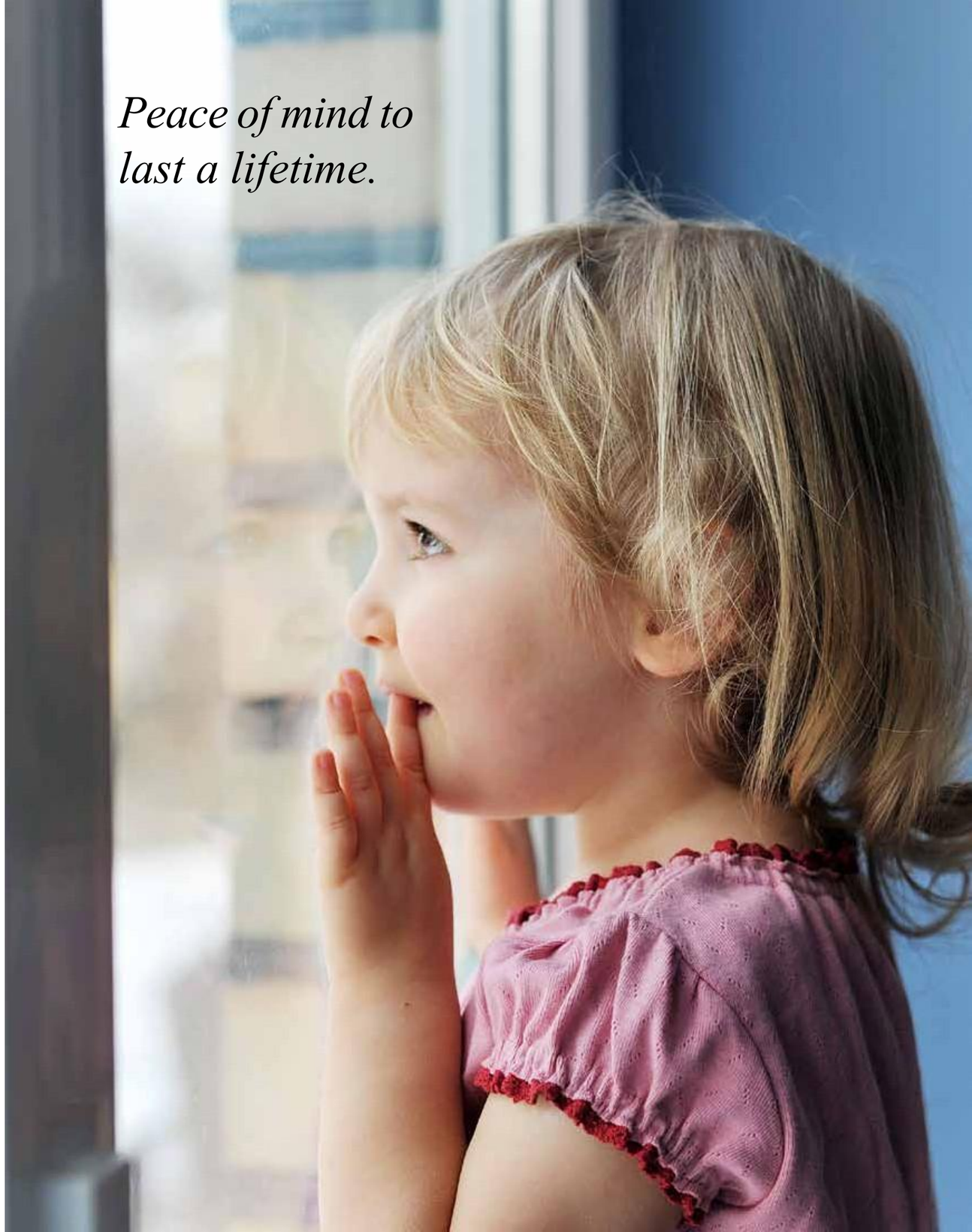
Up to £250 refund on call-out fees
With our Lifetime Guarantee*, you are fully covered if the worst should happen. We'll even refund call-out fees to secure your home if a break-in occurs due to failure of a Yale component.

GUARANTEE LIFETIME GUARANTEE

An ASSA ABLOY Group brand

ASSA ABLOY

Simply register your Yale Lifetime Guarantee within 28 days of fitting at **www.yale.co.uk** for added peace of mind.





OUR PROMISE TO YOU

We have no hesitation in offering an insurance-backed, fully-transferable and comprehensive, ten-year guarantee for any defects in parts or labour. We just don't believe you'll ever need to make use of it. We know that Optima is an excellent product. It is highly accredited and approved by British and European Standards and can meet the specification of Secured by Design. Optima includes cutting-edge details that enhance its thermal performance and weather protection to the highest possible standards. It incorporates practical engineering that makes it safe, durable, strong and resilient. Every part of the process of building an Optima conservatory is controlled. Our experience shows – quality is paramount and craftsmanship essential.

Our promise to you is a home that is enhanced by the extension you have chosen.







MADE IN GREAT BRITAIN

There aren't many profile systems that have been designed and manufactured entirely in Great Britain. We think that's a shame. Our skills, our engineering and our designers are world-class. Our manufacturing industry is forward thinking, efficient and, importantly, supports British jobs. For 40 years, the team behind the Optima system has been developing and producing top-quality low-maintenance systems and we believe Optima is their best system yet.

ENVIRONMENTALLY SOUND

PVC-U has a long lifespan. It doesn't need chemical-based paints or wood preservatives like timber. At the end of its life, it can be recycled, not just once, but time and time again. It insulates: combined with good glazing, it can keep homes warmer and reduce the need for heating to minimal levels. Optima's PVC-U sections are made in the UK to recognised environmental standards in a water- and power-efficient plant and its raw materials are proven to be responsibly sourced.



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