

THE OPTIMA COLLECTION

Sculptured
Windows and Doors

DW Windows Ltd

BUILT ON QUALITY, AFFORDABILITY AND RELIABILITY

www.dwwindows.co.uk

THE OPTIMA COLLECTION

Welcome to DW Windows

Installers of the finest quality Windows, Doors and Conservatories.

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 understand that investing in new windows or doors is a significant decision, and we want to make the process as smooth and stress-free as possible. That's why we offer a personalised service and have a team of friendly and knowledgeable staff who are always available to assist you. Our experienced installers and in-house survey department will ensure that your installation, no matter the size, is completed seamlessly from start to finish. We also have a dedicated after-sales team to help you maintain your installation during the guarantee period.

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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START OVER

REFRESH AND RENEW

There's nothing sadder than a house in need of love, but it's not hard to make a difference. New windows or doors can make your house look and feel fabulous. The Optima range combines advanced design and remarkable thermal performance. With beautiful colours, specially selected hardware and all the finishing details you want, you can brighten your house and turn it into a beautiful and comfortable home. You can restart your love affair with your home.

RESPECT AND PROGRESS

Optima is the result of expert thinking – the kind of thinking that goes beyond expectations and makes the next step: more features that insulate, more seals to protect from the weather, improved strength and durability. Optima represents progress, but it's progress that respects the planet. We use more recycled components, more responsibly-sourced materials and we manufacture entirely in the UK. Respect your home – treat it to the very best in windows and doors.

COME ON HOME

We've got something very special to show you – the next generation of windows and doors. Designed and produced in Great Britain, these are world-class products that meet the highest standards of performance but never forget that appearance does matter. These are windows and doors that include all the features that today's homeowners want: outstanding energy efficiency, sound insulation, superb security, easy maintenance and long life. These windows and doors protect from the weather while allowing your home to be comfortable all year round. When your home feels comfortable, you feel it too.

Optima has a gentle, sculptured shape and slim sections that allow your home to benefit from a wealth of natural daylight. But those slim sections, with their graceful curves, are robust and durable. Every component in the Optima range works together and fits together beautifully. It's a complete system and it can be used to create almost any style of window or door. If you have a tiny, rustic retreat or a stylish, modern apartment, Optima works. It feels beautiful and it looks amazing.

When you want that feeling of home and every detail working to perfection, choose the best for your windows and doors. Choose the windows and doors your home would pick.







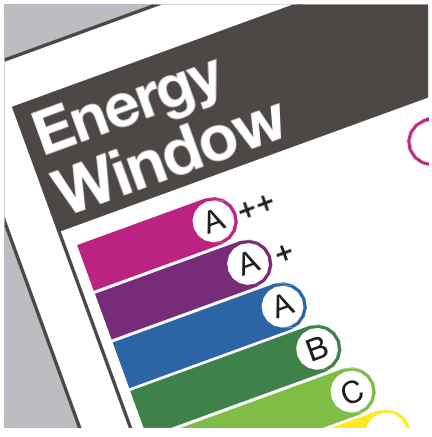
SOFTLY, SOFTLY

We've only got one planet. It's a fabulous place and we're doing our bit to keep it that way. PVC-U is a much greener product than many people think. Its main ingredient is common salt! It can be recycled, over and over again, with no loss of function and has a really long lifespan. It needs no noxious chemicals or paints to keep it looking good and it has such great insulating properties that you need less energy to heat your home.

ULTIMATE EFFICIENCY

Because windows and doors can be built and glazed in various ways, a standardised banding system is used to demonstrate their thermal performance. Developed by the British Fenestration Rating Council, it offers homeowners a simple method of comparing windows and doors. It covers thermal insulation, solar gain and air leakage. Originally the scale ran from A to G, but standards have improved and now the best-performing windows and doors are rated A++.

The Optima system is capable of achieving this A++ rating, and not only that but a U-value of 0.8 W/m2K. This measure, which looks at insulation, is sought by the Passivhaus movement which aims to produce buildings which need very little heating or air conditioning and which, therefore, have very low running costs. For ultimate thermal performance and a comfortable home, Optima is ideal.









YOUR HOME IS YOUR CASTLE

It's an old cliché, but that doesn't mean it's not true. Home is a place where you should feel sheltered and safe. When you close the door on the world outside, you should be able to relax knowing that the people and the things that you love are protected. Windows and doors are an important part of that. They defend the structure of your home by keeping the weather at bay. They keep intruders out and their insulating properties reduce the impact of external noise.

Optima's profiles are attractive – very attractive – but they offer much more than that. All of the other things that matter are part of Optima. With four decades of experience behind its development and the latest cutting-edge equipment, testing and modelling, Optima has been engineered to perform on all fronts. Thermal performance, acoustic insulation, strength, durability, build-quality and security features are integral to its design.







APPROVED

Optima windows and doors can be made to the specification of The Association of Chief Police O cers' Secured by Design scheme. This scheme has, since its inception, aimed to use a combination of good design and security features to reduce the incidence of opportunistic crime.

ACCREDITED

The Optima system is highly accredited to, and exceeds the requirements of UK and EU Building Regulations, and is Kitemarked™ and approved by the British Standards Institute. It is produced in the UK under internationally-recognised standards of environmental and quality management.

ASSURED

We're justifiably proud of the quality and long lifespan of Optima windows and doors. We don't anticipate that you'll need to make use of our guarantee but, for your peace of mind and reassurance, it's there, covering you for any defects in parts or labour.



YOUR PERFECTION

Henry Ford's idea about everything being one colour wouldn't go down well today. We've moved on from the days of regimented uniformity. And that's a good thing because every home and homeowner is unique. We've got different tastes, different senses of style and, let's face it, different hopes and dreams. The beauty of the Optima sculptured system lies in its flexibility and in its wide choice of styles, colours and finishes, hardware, glazing and accessories.

Optima can look rustic or elegant. It can look striking and modern, or understated and simple. Choose colours that complement your environment and your home's building materials. Choose windows and doors that alter the amount of light in your home, the way you use your rooms, even the way you entertain. Your home should be one that works for you – that suits your lifestyle and looks comfortable in its surroundings. With Optima, the transformation is easy. It's time to create *your* perfect home.



YOUR OPTIONS

Our experts are only happy when you are. Every single window or door is made to your exact specification. We'll take you through all the options, and explain all the features and benefits so that the choices you make are the right ones for your home, your family and for the way you live.



YOUR VISION

Creating your ideal home can take time, but we'd like to help you achieve it. Optima represents a bold new blend of quality, style and performance. It is low-maintenance, planet-friendly, energy-e cient and secure. We believe you're wise enough to make those things part of your vision.



YOUR STYLE

If you love colour, think about primaries, smart greys, gentle shades of green and cream. If you love the warm tones of wood, that's no problem. If you like classic white, that's fine too. There's a full palette of shades and textures, specially selected hardware, and fabulous finishing details.




STYLISH
WINDOWS



CASEMENT WINDOWS

Imagine sitting by a window. It's pouring with rain and the wind is howling, but you can't feel it. All you can feel is the comfort, the protection and the feeling of security. Imagine windows where every handle is positioned so that it's easy to reach, and every lock feels solid and secure. Imagine windows that you never need to paint and that open easily all year round. Imagine windows with glazing technologies that insulate your home and reduce your heating bills. Now imagine all that in a classic, outwards-opening casement window, with the configuration of fixed and opening panes, which suits the size of your rooms and the layout of your home.

Casements are so versatile – it's no surprise they're popular. And with Optima casements their attractive sculptured shape and slim profile make them better than ever. Your home is filled with natural light, and even after dark, you've got the reassurance of a highly-secure system and advanced locking. Optima can be used to make all types of casement: everything from a single opener to an imposing bay, or even a charming, French-style window with side-hung, symmetrical opening panes.







TILT AND TURN

These ingenious windows with their clean, simple lines are perfect for modern homes, but their real beauty is in the way they work. Controlled by a single handle, these windows can be swung open into your room. It makes cleaning the exterior surfaces easy and safe, even in a high-rise apartment. And if you have access issues, or your exterior space means that outwards opening windows are impractical, the tilt-inwards facility of these windows is the ideal answer. Optima Tilt and Turn windows are highly insulated and protect your home from the elements, year after year, with practically no maintenance. And like everything else in the Optima range, the finished styling is up to you.

If you think that Tilt and Turns may not be quite right for your home, the Fully Reversible Window is a very smart alternative. This highly-specified window contains innovative thermal-barrier technology and proven weather protection. It's a great choice for properties with access problems as the window can be opened and fully rotated for cleaning outside your home.



TILT

With the first turn of the handle, the window tilts inwards, just the right amount for safe and secure ventilation.



TURN

Turn the handle again and the hinge position changes. The window can swing right into your room, opening up all sorts of possibilities.



SAFETY & PEACE OF MIND

A practical solution to keep you and your loved ones safe and secure.



STYLISH DOORS





RESIDENTIAL DOORS

Residential PVC-U doors offer a fantastic combination of superb thermal and acoustic insulation, durability, security and weather protection. Even though they feel lightweight, these doors are tough. They cope with all the rough and tumble of a family home, need next to no maintenance, and year after year they'll keep out the cold, the rain and the wind. Steel-reinforced frames and multi-point locks provide all the security you need, but discreetly, because these doors are attractive too. They make a home with a warm welcome and lasting kerb appeal.

Equally suitable for front and rear entrance doors, there's a wide range of styles to suit any age or type of home. Glazed and unglazed options, different finishes, panel designs and smart, high-quality door furniture allow you to express your individuality. For wider entrances, glazed or matching side panels can provide a beautiful, practical installation that looks great outdoors and indoors. And because we believe in harmony, the frames match our sculptured windows so that you can have a consistent look over the whole of your property.





COMPOSITE DOORS

If you love the appearance of a timber door, but appreciate the benefits of modern materials, then a composite door is a must for your home. A rigid foam core is sealed inside a moulded skin of durable and impermeable glass-reinforced plastic. The result: a door that's as tough as old boots but which has all the elegance and style that your home deserves.

Composites are perfect for the British weather. When it rains for weeks, they won't swell and stick. When it's dry, they won't shrink and let draughts whistle around your hallway. They are built with insulating materials and, set in Optima's sculptured frames, can provide outstanding thermal performance and protect you from the disturbance of external noise.

There's an almost endless variety of styles – something to suit every home, whether it's traditional or modern, large or small. Choose from solid colours or attractive wood-effect finishes, all of which are permanently imprinted with the grain and texture of natural wood. Equally suitable for front or rear entrances, composite doors can make coming home a joy.








TOUGH

Built to last with the best high-tech materials, composite doors are more than able to cope with the knocks, bangs and buffeting of daily use. The GRP coating is thick, durable and won't scratch or fade. Even under constant use, even in a busy home, your door stays looking as good as new.

SECURE

Your security matters. That's why our composite doors are set into steel-reinforced frames which can be made to Secured by Design specifications. That's why we fit multi-point locking systems from the most advanced manufacturers, it's why we choose the best door slabs and why all glazed panels use toughened glass.

CHARACTER

Add character to your home. Make a statement about who you are. Be bold with colour or minimalist contemporary design. Choose period detail, classic colours or striking door furniture. Choose light wood effects or warm, rich oak. There's no limit to what you can do with a composite door.





FRENCH DOORS

For centuries, French doors have been making buildings more elegant and stylish. Extra daylight indoors, better views of the world outside and the simple convenience of stepping outdoors without leaving the room you're in – it's no wonder they're desirable. And that's without considering the extra benefits of modern, PVC-U French doors.

The timeless design, graceful proportions and elegance remain – but now there are virtually maintenance-free materials, highly-secure locking systems and advanced glass that's not only toughened for your safety but also able to help insulate your home. Optima profiles with their gently-sculptured shape and slim structure are ideal for French doors, allowing the best possible view of your garden. You can choose inwards or outwards opening styles depending on your space and all the finishing touches required to create French doors that work with your architecture. Clean and simple, or full of authentic period details, French doors can transform your home indoors, your life outdoors and the appearance of your home.







SLIDING DOORS

Be bold. Open up your home. Fill it with natural light and see what an amazing di$erence it makes to the way you feel. See what happens when you entertain. A simple glide of the door on its purpose-designed, steel tracks and you can feel the connection between your indoor world and the one outside. Close the door and feel the comfort. Appreciate the peace and quiet.

Optima sliding doors can be conflgured to suit any home. There are sizes to flt everything from a cosy terrace to your grand design. With up to four panes in the door itself, you can opt for an even more dramatic look by adding panes at the side. Creating a wall of glass really does transform your home. Use sliding doors anywhere: to step onto the patio or to flnish a conservatory. Or think about the possibility of a hideaway at the bottom of your garden – a place where you can work or relax, safe and warm, in a beautiful, insulated space.







SAFE

Every single sliding door we make, whatever its size or layout, is designed and proven to be safe, surpassing the requirements of Building Regulations. We've tested our doors in extreme weather conditions and proven they're up to the job. Every pane of glass is toughened for your safety and reassurance.

SECURE

We want you to love living in your home, and we know that a big part of that is feeling secure. We've gone back to the drawing board to ensure that our sliding doors have the features you want: anti-jacking technology, anti-bump, multi-hook locks, systems that meet Secured by Design standards and steel-reinforced frames.

SOPHISTICATED

Our sliding doors have a streamlined design, that doesn't shout but quietly whispers. Smooth to operate and easy to live with, they offer new possibilities. More light indoors, more time outdoors. Perfect for entertaining or for when you want to take five and appreciate the view from your warm and insulated home.





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


White / White (White Base)


Rosewood / Rosewood (Brown Base)


Light Oak / Light Oak (Tan Base)


Rosewood / White PVC-U (White Base)


Light Oak / White PVC-U (White Base)


Anthracite Grey / White PVC-U (White Base)


Black Brown / White PVC-U (White Base)


Chartwell Green / White PVC-U (White Base)


Cream / Cream (Cream Base)


Irish Oak / White PVC-U (White Base)

Optima Flush Sash Range


White / White (White Base)


Rosewood / Rosewood (Brown Base)


Light Oak / Light Oak (Tan Base)


Rosewood / White PVC-U (White Base)


Light Oak / White PVC-U (White Base)


Anthracite Grey / White PVC-U (White Base)


Cream / Cream (Cream Base)


Black Brown / White PVC-U (White Base)


Irish Oak / White PVC-U (White Base)


Chartwell Green / White PVC-U (White Base)


An Teak / White PVC-U (White Base)


English Oak / White PVC-U (White Base)



Glass

We'd never dream of treating the glass in your windows or doors as an afterthought. It's an integral part of the whole. The choice of glass affects not just the appearance of your home, but also your comfort and your energy usage. Modern surface coatings, which are practically invisible, can control the amount of solar gain and heat loss. Double or triple-glazed units are filled with inert gases, constructed using warm-edge spacers and with differing glazing gaps to insulate your home in the most appropriate way for its location and your needs.

Glass can be plain and simple, or make its own statement. A change to decorative or coloured glass can instantly alter the lighting and mood of a room. Leaded or stained glass can add interest to a bay or hallway. Contemporary or traditional etched glass designs offer privacy and soft, natural light.















Hardware

Forget the days when every door handle looked the same. Forget the time when everything was one colour, like it or lump it. Now homeowners know that a modern home needs a modern style for the front door, including handles, numerals and letter plates. Homeowners understand that a period property should have period details that reflect the property's heritage and its environment. It just makes sense.



We'll never make you have chrome when gold's your thing. We won't insist on white handles when black would be bold, striking and effective. The choice is yours, but we will insist on quality – quality of materials, construction and design. We're looking for style, a faultless, durable finish and simple operation – the things you'll live with, day after day.

Accessories

A window or door is only truly fabulous when it's finished to perfection. The Optima range of accessories has been designed to allow a perfect finish whatever the age, size or style of your home. Now when you replace windows or doors, you can recreate the details that your home's architect envisioned. You can replicate period details such as Georgian glazing bars in practical and easy-to-maintain modern materials. You can choose details like casement horns to enhance the appearance of your windows or arched heads to soften the shape of your frames.

Optima accessories are purpose made. The proportions and fit are precise and the performance and lifespan match that of the windows and doors themselves. There are cills, trickle vents, glazing bars, head inserts, mid-rails and casement horns, all available in our full range of colours and finishes.

THE PERFECT HARDWARE



Yale® 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.

GUARANTEE 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.







BRITISH BUILT

PAS 24

Secured by Design SBD Official Police Security Initiative

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 o cial 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

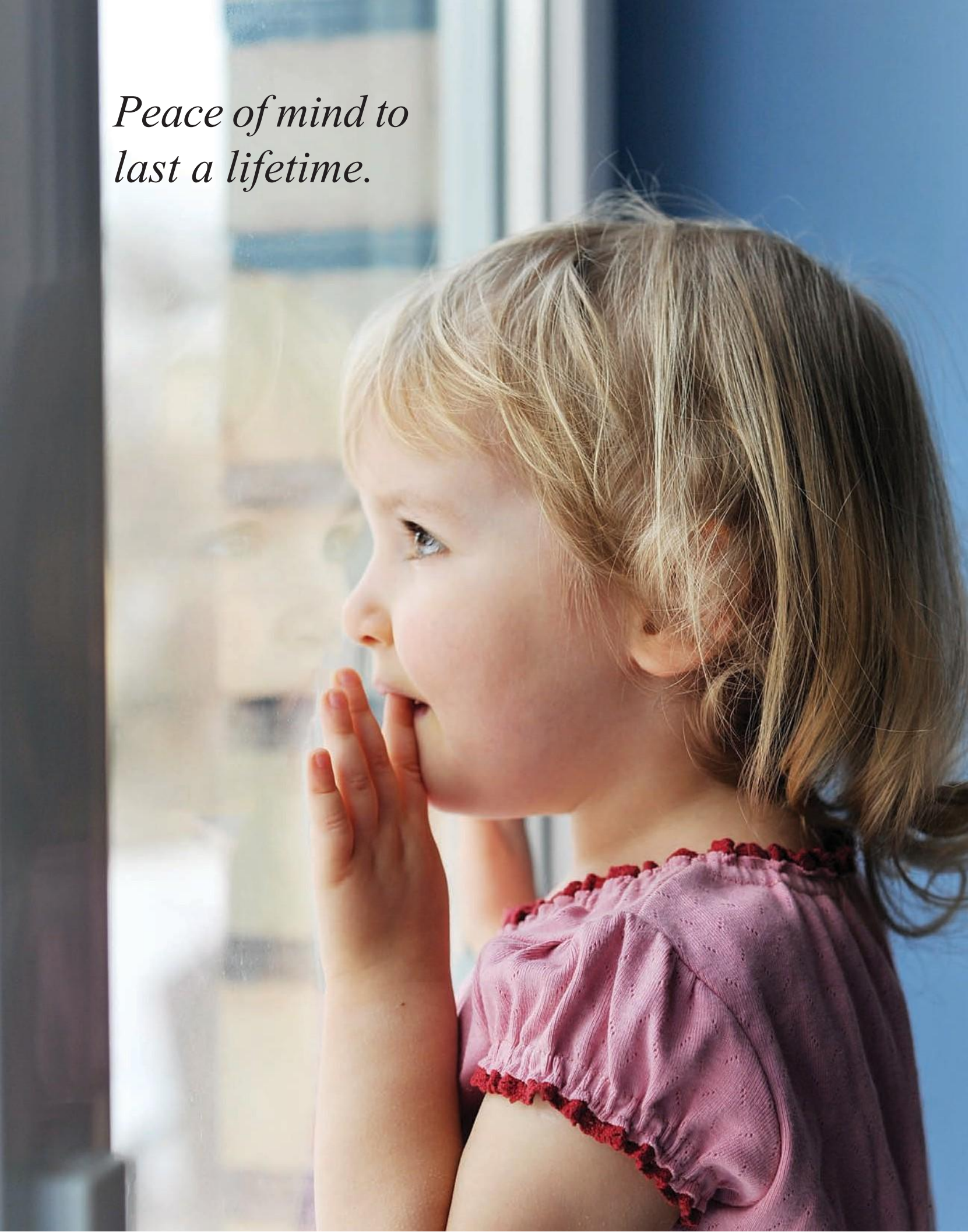
With our Lifetime Guarantee*, you are fully covered if the worst should happen. We'll even refund call-out fees to secure your home if a break-in occurs due to failure of a Yale component.



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.


Peace of mind to
last a lifetime.

YOU'RE IN SAFE HANDS

We know how important your home is to you and we won't let you down. Optima window and door systems are made by Profile 22, a British business with over 40 years' experience. Our low-maintenance building products are recognised and respected by major house builders, contractors and commercial developers. They have been widely used in schools, hospitals and by local authorities and are specified by architects looking for high performance, durability and style.

Optima systems easily pass all the requirements of EU and UK Building regulations and are accredited and Kitemarked™ by the British Standards Institute. We've tested and independently verified that our systems will insulate and protect your home from the elements. You don't have to take our word for that – every window or door will carry the CE marking seal of approval.







Optima is one of only a few systems made entirely in the UK. Naturally, that helps to support British jobs and avoids unnecessary shipping and consequent product miles. It has been designed to suit British building materials and methods, and our lovely climate. The manufacturing facilities include state-of-the-art design, testing and production equipment and the team behind Optima include some of the industry's most respected and innovative thinkers. The highly-skilled workforce operates to an approved environmental-policy standard and the business was one of the first in the UK to be awarded BES 6001 for the responsible sourcing of its materials. Everything about Optima has been thought out – from the smallest detail of its sculptured profiles to its long-term reliability and its eventual re-use through recycling. Every part of the system is guaranteed for your reassurance and complete satisfaction. Optima refuses to compromise and is the ideal system for those who demand exceptional standards.



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