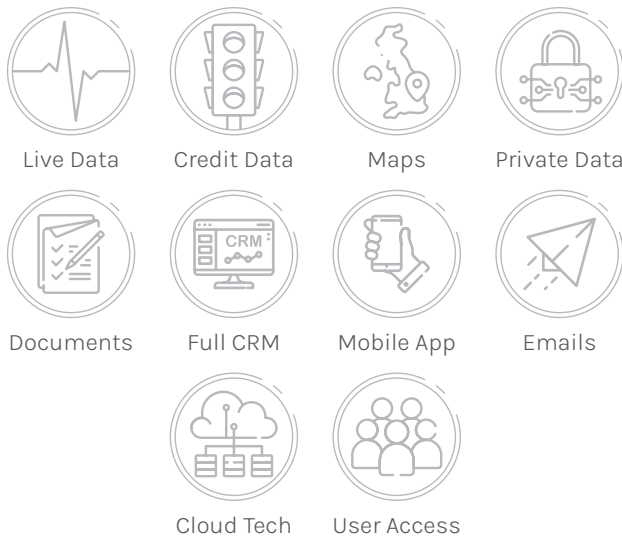


60 years of industry knowledge with one log-in

Francis Bacon understood it in 1597, and it holds true today: knowledge is power. In the glass and glazing industry, having genuine market insight isn't merely helpful, it's fundamental to success. Materials suppliers, manufacturers, fabricators, installers and service providers all navigate a fast-moving, complex environment where market conditions shift, regulations change and new technologies emerge constantly.

That's precisely why Insight Data exists. Our research team brings over 60 years of combined experience in the glazing and construction sectors. Unlike providers relying on static lists or automated sources, we maintain direct contact with fabricators, installers and suppliers every single day. Each month we capture who's expanding, pivoting or seeking new partnerships through dedicated phone calls. These conversations reveal more than contact updates, they uncover genuine opportunities and provide a live reflection of the market.

KEY FEATURES OF SALESTRACKER™



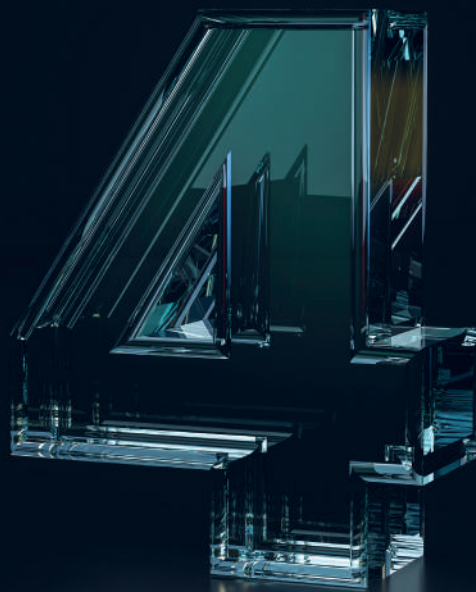
Our cloud-based Salestracker™ platform delivers this insight through one simple log-in. Covering more than 13,000 UK businesses, from national firms to local trade counters, the data refreshes every 90 days, ensuring you're never working with outdated information. You can filter precisely by region, company size, product specialism or market segment, finding exactly the prospects you need when you need them.

Launched in 2007, Salestracker™ has evolved into a comprehensive sales and marketing solution used by 700 companies nationwide. Built-in CRM features, credit profiling, Google Maps integration, email marketing and document storage work seamlessly together. Plus, integration with existing CRM platforms means no duplicated effort or outdated records slowing you down.

As we continue navigating uncertain business conditions, rising costs and shifting legislation, reliable prospect data becomes vital. Success demands timing, knowledge and confidence. With Insight Data, you gain all three. You see the market as it exists today, spot opportunities at precisely the right moment, and move forward with complete clarity backed by genuine industry expertise.



SALESTRACKER™



VERSION 4 IS COMING

An all-new intelligence and CRM platform that will transform sales and marketing across the entire industry.

Look out for further updates



insightVision

NOV/DEC 2025

BUSINESS IS BETTER WITH INSIGHT



THE NEWSLETTER FROM THE UK'S NO.1 SUPPLIER OF PROSPECT DATA FOR THE GLAZING AND BUILDING INDUSTRY



Welcome to the latest edition of the Insight Vision newsletter, in which we share the challenges and opportunities shaping the industry as we head into 2026.

CLARITY IN A CHANGING MARKET

At the recent Glazing Summit I gave a keynote speech about the changing dynamics of the glazing market, with aluminium continuing its rise, PVC fabrication declining and installers feeling the squeeze on margins and demand. In this issue I amplify these themes, explaining how businesses can stay resilient by combining insight with strategy, diversifying into renewables and focusing on long-term value rather than short-term gains.

We also look at how quality data can transform how you target, convert and retain customers. With our specialist Salestracker™ CRM platform, companies can make smarter, data-led decisions that protect profitability and strengthen trust.

Elsewhere, Insight Data's Commercial Director Alex Tremlett explains why email marketing and telesales still drive the most B2B leads and how verified, live intelligence gives companies

a genuine competitive advantage. Plus, we celebrate 60 years of combined knowledge between our research team, reflecting the depth of expertise that keeps our databases the most accurate in the industry.

Finally, we discuss why adopting a new approach may be the difference between keeping orders consistent and struggling to stay afloat as the number of installers continues to decline month-to-month.

To say that our economy is in a state of uncertainty is something of an understatement, and we know how hard our sector is working to mitigate the challenges. Whatever 2026 brings, one thing is clear: business is better with Insight.

Andrew Scott
Andrew Scott
CEO and Founder of Insight Data

ANSWER THE S.O.S. WHY SALESTRACKER™ IS YOUR BUSINESS LIFESAVER

When two companies launch marketing campaigns with equal budgets, the outcomes can be worlds apart. One sees a steady stream of qualified leads. The other barely gets a nibble. What makes the difference? Data quality. In sectors like glazing and construction, where competition is fierce and margins are tight, outdated contact lists don't just waste budget - they lead to missed sales and put you at risk of GDPR breaches.

Insight Data's CRM, Salestracker™, changes the game entirely. Think of it as your business operating system: the essential infrastructure you simply can't operate without. More than a database, Salestracker™ is a live platform constantly refreshed by our UK research team, who make over 20,000 verification calls monthly. Each record is updated every 90 days on average, ensuring your sales, marketing and finance teams always work from current, reliable information.

With Salestracker™ you can search by sector, company size, financial standing, key decision-makers or active projects and spot opportunities the moment they emerge - whether that's a new development or personnel change. This real-time advantage transforms how you target, convert and retain customers.

Full GDPR compliance comes as standard and all verification happens here in the UK by trained staff who know the glass and glazing markets. No risk or gambles, just traceable UK data that boosts your sales and marketing activity.

If you're ready to see Salestracker™ in action, call our team on 01934 808 293 today.



DIRECT MARKETING: A POWERFUL TOOL FOR B2B GROWTH



When your email campaign generates no results instead of a healthy sales pipeline, the problem isn't always linked to your message or timing. It could be your data. In B2B sectors, like glass and glazing, direct marketing only delivers results when you're reaching the right people with the right message at the right moment. That's where Insight Data comes in.

Direct marketing, whether by email, SMS, direct mail or targeted social media campaigns, remains one of the most effective ways to generate qualified leads and accelerate sales. Unlike brand awareness exercises, it prompts action: a phone call, a form submission or an enquiry. But, without accurate up-to-date prospect data, even the best campaigns fall flat.

Insight Data's real-time databases and Salestracker™ CRM give you access to over 60,000 verified UK businesses across construction and fenestration, updated every 90 days by our in-house research team. Whether you're launching an email campaign to installers through our dedicated platform or mailing brochures to housebuilders, you'll be working with quality data that's current, compliant and reliable.

Want to improve your direct marketing efforts with real-time verified data? Contact us today on 01934 808 293.



T: 01934 808 293
E: hello@insightdata.co.uk
W: insightdata.co.uk

insightdata
business is better with insight



Face the squeeze: What installers need to know about margins, demand and strategy

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FACING THE SQUEEZE:

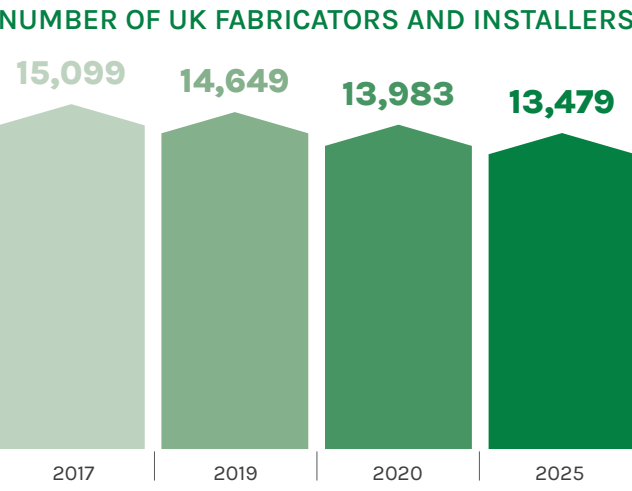
WHAT INSTALLERS NEED TO KNOW ABOUT MARGINS, DEMAND AND STRATEGY

Andrew Scott, CEO of Insight Data, outlines key glazing trends, from PVC decline to aluminium growth, tighter margins and slower consumer decisions.

Change is sweeping through the glazing industry, and many businesses need to adapt quickly. PVC fabricators have fallen sharply, aluminium is emerging as the main growth area and consumers are slower to commit, putting margins under pressure.

These trends are more than statistics. In fact, they signal a structural shift in the market that demands strategic responses, which is why I decided to share these findings at the 2025 Glazing Summit in Coventry on October 9.

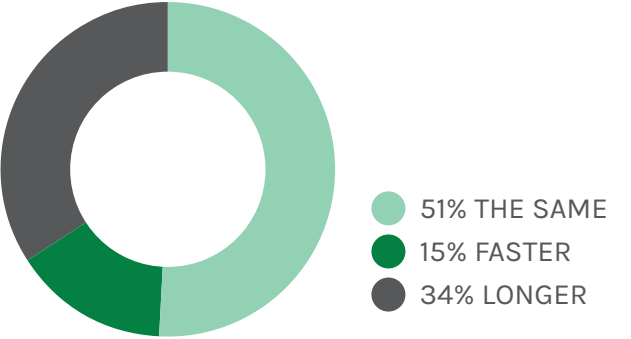
At Insight Data we track the sector closely from our South West research centre. Each month our team makes 20,000 calls to update Salestracker™, feeding a database of 50,000 company records and 80,000 contacts covering fabricators, installers, merchants, architects and housebuilders. This intelligence allows businesses to see beyond raw numbers, revealing patterns in staff movement, product adoption, credit risk and market behaviour that directly impact growth and resilience.



Our analysis shows 13,479 glazing companies operate across all materials. PVC fabricators have fallen from around 4,000 two decades ago to roughly 1,100 today, while aluminium manufacturing continues to grow. This shift reflects both consumer preference for higher-value, low-maintenance products and the wider commercial opportunity in aluminium

systems. Installer numbers have declined, but high churn indicates many firms are rebranding or repositioning rather than disappearing, highlighting an underlying flexibility in the market. Most businesses remain small, installing fewer than 50 frames a week, though 3,200 still maintain showrooms, suggesting that local presence and visibility continue to matter.

ARE CUSTOMERS TAKING LONGER TO CONVERT, ABOUT THE SAME, OR GOING AHEAD FASTER THAN LAST YEAR?



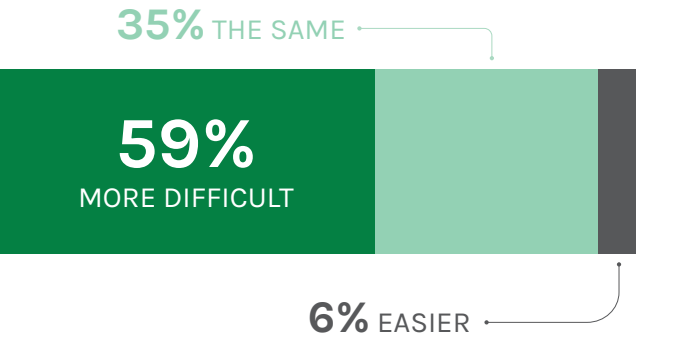
A survey of 2,000 installers reveals nuanced performance. Lead volumes are down 16 per cent, but conversion rates are stable, indicating that while demand is more cautious, companies that manage leads effectively are still securing business. Consumers are taking longer to commit, with 34 per cent reporting slower decision times, and 31 per cent of businesses note declining margins, showing that price pressure is impacting profitability despite a 15 per cent rise in order values due to premium products. Overall, 59 per cent of companies report that trading has become harder compared to a year ago, a clear reflection of tighter consumer confidence and a more selective buying cycle.

Digital marketing is now a double-edged sword. COVID accelerated uptake of Google Ads, doubling the cost per click for intent-based keywords, and the sector now spends around £100 million annually on paid search. Yet returns are falling, demonstrating that reliance on external lead generation without brand or relationship investment is increasingly unsustainable.

The implications are clear. Businesses that survive and grow will be those that combine



OVERALL, DO YOU THINK BUSINESS IS EASIER THAN A YEAR AGO, ABOUT THE SAME OR MORE DIFFICULT?



insight with strategy. Genuine marketing that builds brand, reputation and trust is essential, while diversification into renewables, complementary products and new sectors mitigates market contraction. Consolidation through mergers and acquisitions is reshaping the competitive landscape, and those able to anticipate shifts rather than react will secure long-term advantage. The landscape is tougher, but with the right approach, opportunity remains for resilient, forward-thinking companies.

For more industry insight, speak to our team today. Call 01934 808 293 or email: hello@insightdata.co.uk



Why email marketing and telesales still drive the most B2B leads in 2026

When it comes to generating quality B2B leads, email marketing and telesales continue to outperform newer channels – especially when backed by real-time prospect data. At Insight Data, we've built our reputation on delivering this winning combination for businesses across the glass and glazing and construction sectors.

Our Commercial Director, Alex Tremlett, explains the approach: "We use proven marketing techniques that consistently deliver measurable results. Our customers rely on us to reach the right people, with the right message, at the right time."

Our telesales service handles everything from identifying target companies and crafting compelling scripts to making the calls themselves. We target fabricators, installers, builders, construction firms, architects and builders merchants using our exclusive live databases. When telesales follows an email or direct mail campaign, it reinforces your message and generates significantly more qualified enquiries.

Meanwhile, our Salestracker™ CRM platform features STEM—the only email marketing system purpose-built for construction and fenestration. STEM allows you to build accurate prospect lists, design targeted campaigns, track real-time engagement and automate follow-ups through integrated CRM tools.

"The key is Salestracker™," says Alex. "It's the world's first fully integrated sales and marketing platform for our industry, bringing together accurate data, campaign tools, tracking and CRM in one place."

Our proven formula? Integrating targeted email marketing campaigns with professional telesales services to increase visibility, build relationships and convert prospects into appointments and closed business.

Ready to generate more leads? Call us on 01934 808293 or scan here.



ALTERNATIVE ROUTE TO MARKET: WHY YOU MUST DIVERSIFY YOUR CUSTOMER BASE

The glass and glazing industry is changing fast. With the number of active installers decreasing month-on-month and market conditions cooling, fabricators and suppliers need a new approach to keep orders consistent.

Small builders represent a significant opportunity. Many now supply and fit windows and doors themselves, buying direct and specifying products, cutting out the middleman. They're trusted by homeowners, operate with low overheads, and aren't always expecting deep discounts—protecting your margins while opening new doors.

But why stop there? Builders merchants offer volume opportunities and established distribution networks, whereas architects, specifiers and main contractors provide access to lucrative commercial or residential projects.

The challenge? Accessing these audiences effectively. Small builders don't advertise widely and architects work differently to installers so each sector requires tailored approaches and accurate up-to-date contact lists to get the best result.



With Insight Data, our Salestracker™ CRM provides access to over 60,000 verified decision makers across small builders, architects, contractors and builders merchants. Filter by sector, location or business type to create targeted marketing campaigns. Track engagement, manage leads and convert opportunities, all in one platform built specifically for trade suppliers.

Diversification isn't just smart strategy—it's essential for sustainable growth. Call our team today on 01934 808 293 if you're ready to adapt your route to market.



INSOLVENCY REPORT

For a closer look at company insolvencies across the glazing & wider construction industry, scan the QR code.



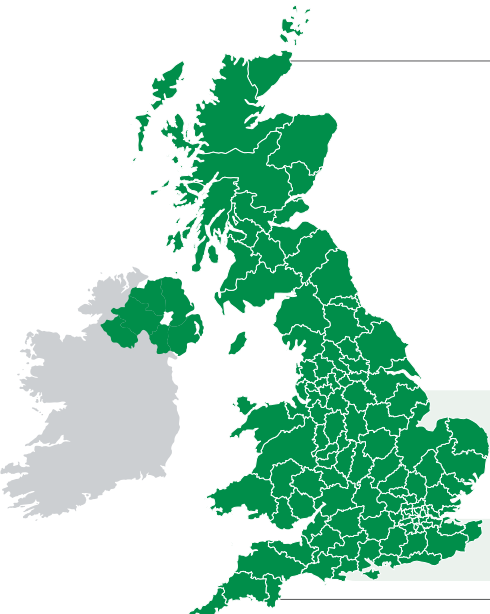
Insight Data secures ISO 9001 certification for fourth consecutive year

We are pleased to announce we have retained ISO 9001 certification for the fourth consecutive year, reinforcing our position as a trusted partner to the glass and glazing industry. Following a comprehensive audit we demonstrated our commitment to service quality through robust processes and continuous improvement. This internationally recognised accreditation places us among the elite 1% of UK businesses.

Alex Tremlett, Commercial Director at Insight Data, said: "Securing ISO 9001 for a fourth year shows how determined our team is to deliver great service. I am proud of the team and their unwavering commitment to excellence."

Salestracker™, our CRM solution, gives clients real time access to detailed market intelligence. Connect with more than 13,000 glazing companies, 18,000 builders, 7,390 architects and 8,000 builders merchants, or target house builders, developers and contractors.

Insight Data's UK research team makes thousands of calls each month to maintain prospect databases with accuracy. If you want to boost sales or strengthen customer acquisition we can help today.



THE INSIGHT DATABASE SNAPSHOT

With over 80,000 named contacts and over 75,000 verified email addresses, the Insight databases help you connect directly with more decision makers than any other marketing resource in Europe.

		FABRICATORS & INSTALLERS	LOCAL BUILDERS	BUILDERS MERCHANTS	ARCHITECTS & SPECIFIERS	MAIN CONTRACTORS
Records		13,600	18,620	8,610	7,390	1,150
Emails		18,410	22,540	13,251	19,740	6,540
Contacts		22,020	28,000	10,513	17,160	6,450