



PermaRoofUK
Permanent solutions to age-old problems

Permaroof⁵⁰⁰
LIQUID COATINGS

PermaLawn
Permanent solutions to age-old problems

PermaFinance
Permanent solutions to age-old problems

PermaFence
Permanent solutions to age-old problems

**TheSkylight
Company**
A Permagroup company



We have

grown

We are much more
than just roofing.
Permanent solutions
to age-old problems.

TAKE A LOOK INSIDE AND SEE WHAT WE CAN NOW OFFER YOU...



Introducing... PermaGroup

**Back in November 2000,
Permaroof first opened its doors.**

Predominately, we have built our company around flat roof solutions, but as the years have passed, it has become increasingly important that we started offering our customers much more – providing them with long-term solutions to age-old problems.

From fencing solutions guaranteed to last 25 years and rooflights with UV filters to prevent sun bleaching, to pre-built rubber roofing kits and cost-effective steel framed buildings, we wanted to source the very best in innovative products, allowing our customers to add more value to the services they provide to their clients.

As a result, we have expanded from what was a flat roofing materials supplier into a growing group of brands all operating under our umbrella, PermaGroup.

Within the group, we have **Permaroof UK** – the UK's leading supplier in EPDM rubber roofing.

We partner with **ELEVATE** Building Products, a true global player, which has more than 120 years of experience in rubber technology.

Our initial product was a huge success. And after years of building up a loyal customer base and listening to their needs, we started adding additional brands.

One of these was our high-quality artificial grass, **PermaLawn**.



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Many of the flat roofs we supplied were roof balconies and roof terraces. Customers were looking for ways to enhance the development's appearance, and with the growing trend of incorporating biophilic elements into design, we came up with the idea of using artificial grass as a nod to the natural world – but with minimal maintenance.

As a result of our marketing, we started attracting building companies and landscapers to the product, which led us to our next brand – **PermaFence**, a super-strong, maintenance-free metal fencing solution.

And so our journey began

Here, we'll take you through our core products one by one, and at the end, we will give you a taste of what is to follow, as well as introduce you to our industry experts.

We think you will like what you see...



PERMAGROUP
SOLUTION

01

ELEVATE RubberCover

ELEVATE RubberCover is our flagship product.



Roofing Made Easy



Available in sheets up to
15 metres wide and
61 metres long



Environmentally
friendly



Over
1.5bm²
Installed globally

Back in 1999, we started out as a felt roof company but moved towards ELEVATE EPDM due to the material being cleaner, safer and environmentally friendly.

More than two decades later and we're so glad we made this step.

The product's reputation is growing by storm as building owners have now grasped just how great the material is.

And we are glad it's finally getting the credit it deserves.

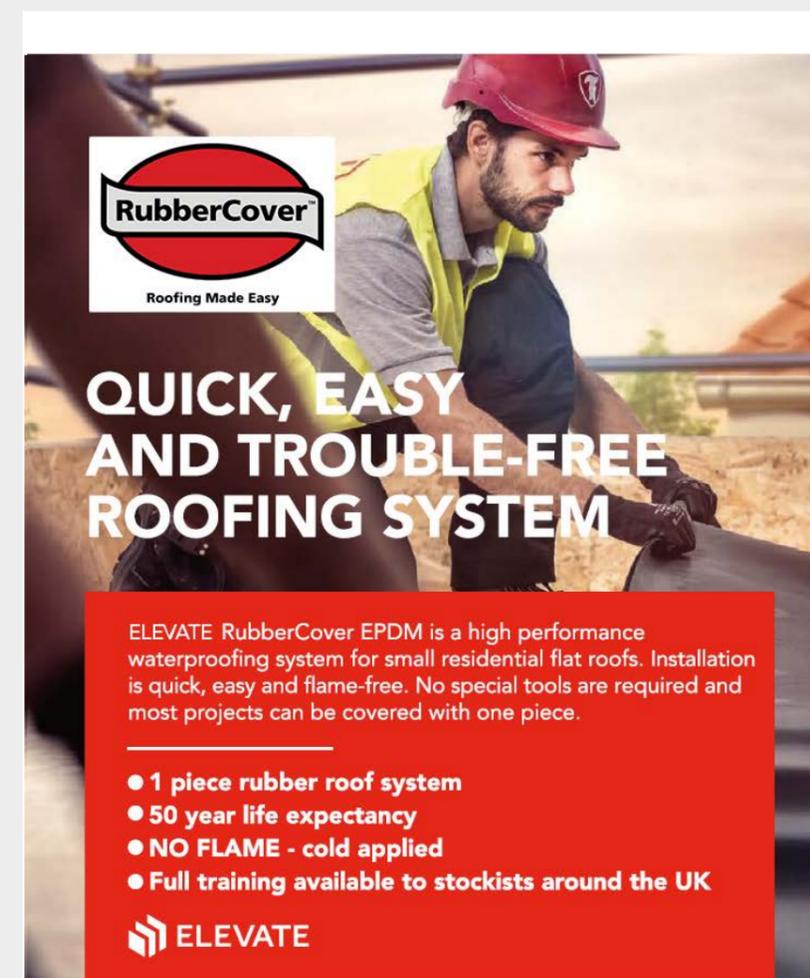
We have become the second largest ELEVATE distributor in Europe, so if you are considering making the switch to ELEVATE EPDM or you're already using the material but not sourcing it from us, get in touch and speak to a member of our expert team.

There isn't much we don't know about ELEVATE RubberCover or the market, so we guarantee you'll be in safe hands.

CLICK TO
VISIT WEBSITE 

Here are some of the main benefits:

- Available in sheets up to 15 metres wide and 61 metres long, enabling a completely seamless installation
- Environmentally friendly
- Cold applied, resulting in a safe, faster application method and a lightweight and flexible result
- Low maintenance
- High flexibility and elongation – the material remains highly flexible even at temperatures down to -45 degrees C. The membrane can elongate over 300% to accommodate building movements
- Over 1.5 billion m² installed globally
- Proven to last more than 50 years
- World-renowned branding, backed by more than a century of experience in rubber technology




Roofing Made Easy

QUICK, EASY AND TROUBLE-FREE ROOFING SYSTEM

ELEVATE RubberCover EPDM is a high performance waterproofing system for small residential flat roofs. Installation is quick, easy and flame-free. No special tools are required and most projects can be covered with one piece.

- 1 piece rubber roof system
- 50 year life expectancy
- NO FLAME - cold applied
- Full training available to stockists around the UK





Available same
day from hundreds
of stockists around
the UK

Authorised Distributor

PermaRoofUK
Permanent solutions to age-old problems

Call Debbie on
01773 608808

www.permarroof.co.uk

PERMAGROUP
SOLUTION

02

A complete system

The importance of using a full waterproofing system – consisting of a membrane, adhesive, tape and primer from the same brand – is critical to avoiding problems and failures down the line.



Our experienced teams are happy to chat to you about the right products for your project and can offer advice and tips

EPDM roofing membranes have been developed as long-term solutions, so it makes sense that the adhesive used offers a high level of performance.

As adhesives are unseen and hidden beneath the surface of the roofing membrane, it's easy to understand why some may choose to save on their price by selecting a cheaper alternative.

We have also been concerned to see isolated cases where an adhesive has failed and it has turned out the product used wasn't authentic.

Ignoring the critical role adhesives play in a good quality roofing installation may lead to time-consuming – and costly – problems.

From water-based and bonding adhesives to spray application options, our experienced teams are happy to chat to you about the right adhesives for your project and can offer installation advice and tips if you need them.

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Roofing Made Easy

PermaRoofUK®

Permanent solutions to age-old problems

✉ sales@perमारooof.co.uk

☎ 01773 608808



**DID YOU
KNOW?**

ALL ADHESIVES MAY LOOK THE SAME, BUT THEY DO NOT ALL PERFORM THE SAME!

The ELEVATE RubberCover system has been tried and tested as a full system so why compromise? Why gamble on cheap adhesives when it's your reputation on the line?



We stock a full range of ELEVATE Adhesive that have been proven to work as per the BBA certificate.



Call the Permarooof team now for our latest prices and offers, on water based adhesives, green bonding adhesives, and spray adhesives.

The cost saving of buying cheap adhesives just isn't worth the risk. **Quote Mailshot 1** for your surprise discount and offer.

☎ **01773 608808**

PERMAGROUP
SOLUTION

03

SealEco RubberTop Fleece

As a leading and forward-thinking company, we strive to provide the best solution for your needs and we're always on the lookout for high-quality products we can offer our customers.



SealEco is one of Europe's largest EPDM manufacturers



Suitable for domestic, commercial and industrial applications

We found that SealEco RubberTop Fleece EPDM ticked all the boxes – it's a great new addition to the range. In particular, it's especially useful for high foot traffic roofs and industrial gutter lining.

As one of Europe's largest EPDM manufacturers, SealEco has a long history of more than 50 years in rubber production for waterproofing and the protection of all parts of the building envelope, as well as for lining applications.

Its RubberTop Fleece has been used in roofing applications for more than 30 years and has a proven track record in a wide variety of applications and climates around the world.

But we don't just offer a range of waterproofing systems, we also make it easy for you.

Suitable for domestic, commercial and industrial applications, RubberTop Fleece comes with a range of cold-applied tapes and accessories, which make the system simple and fast to install.

The fleece-backed EPDM can be obtained in a variety of sizes, allowing you to choose the best option for your project.

We stock roll sizes: 3.4m x 20m; 1.78m x 20m; 1.78m x 60m, and can also supply cut-to-length (1.78m wide by up to 60m all in one piece), leaving minimal to zero waste.

All rolls have an open, non-fleece edge to allow additional widths to be joined on site by means of our trusted tape system.

Our range of tapes, adhesives, sealants and accessories mean that RubberTop Fleece is a complete, quality system designed to meet all your roofing needs.

Take our trusted advice and make sure this is part of your product offering to customers.

CLICK TO
VISIT WEBSITE



PermaRoofUK®
Permanent solutions to age-old problems

NEW PRODUCT LAUNCH!



We are pleased to announce we have been appointed **sole UK distributors** of this fantastic product.

- An impressive 2.3mm thick membrane
- 160 grams of fleece laminated to the back
- Roll widths of 1.78m and 3.4m
- Roll lengths of 20m and 60m
- Can be sold cut to length
- CE certified
- 20 year membrane warranty



For more information or to order, call us now on **01773 608808** or email **sales@permarooft.co.uk**

04



Tilcor Roofing Systems

When we saw this product and looked at the type of customers we serve, we just knew we had to add this to our portfolio.



Less than 7kg per m²



Manufactured from the highest-quality New Zealand steel

50% IRON ORE

Its base component is iron sand from the coasts of New Zealand, which contains 50% iron ore, producing very pure and high-grade steel

The quality of Tilcor's textured-finished Bond tile is superb and we see it as an up-and-coming pitch roof solution for the future.

Metal roof tiles are already being used in conservatory roof conversions, by housing associations, and on commercial roofing projects and modular holiday park homes.

This is because they are considerably quicker to install and are lighter than concrete and clay tiles, which makes them so much more roofer-friendly.

Tilcor's Bond captures the refined look of a traditional-style roofing tile while incorporating the lightweight advantages of steel.

All Tilcor's roofing products are fabricated from Zinalume® protected steel.

Tilcor's textured finish provides added protection by embedding natural stone granules in an acrylic base coat. A final clear acrylic over-glaze is applied before it is oven-cured.

This extremely durable UV-resistant coating enables Tilcor roofing products to withstand the harshest environments around the world – which is backed up by the additional benefits of a 50-year warranty.

[CLICK TO VISIT WEBSITE](#)

Here are some of the unique selling points of this product:

- Wind-tested to 100mph
- Suitable for roof pitches as low as 12.5 degrees
- 30% quicker to install than traditional tiles (watch the video we have on this)
- 50-year guarantee and BBA accredited
- Maintenance-free roof tile for the life of the tile – simply 'fit and forget'
- Non-combustible
- 100% recyclable
- High impact resistance
- Traditional appearance with a stone-coated finish
- Less than 7kg per m²
- Manufactured from the highest-quality New Zealand steel. Its base component is iron sand from the coasts of New Zealand, which contains 50% iron ore, producing very pure and high-grade steel

NEW PRODUCT LAUNCH!

Lightweight roofing system – metal roof tile

'Smooth flowing curves for a timeless appeal'

- Wind tested to 100mph
- Suitable for roof pitches as low as 12.5 degrees
- 30% quicker to install than traditional tiles
- **50 year guarantee and BBA accredited**
- Maintenance free roof tile for the life of the tile 'Fit and Forget'
- Non combustible
- 100% recyclable
- High resistance impact
- Traditional appearance
- Installation video available

We offer full take off service for calculations on your next project

BOND TEXTURED SPECIFICATIONS

Length of Cover	1265mm
Width of Cover	368mm
Tiles / m ²	2.15 / m ²
Weight / Tile	2.90kg
Wight / m ²	6.30kg
Minimum Roof Pitch	12.5°

For full information and quotes for your next project call **01773 608808** today!

05

The Skylight Company

If it's rooflights you need, we have a huge selection.



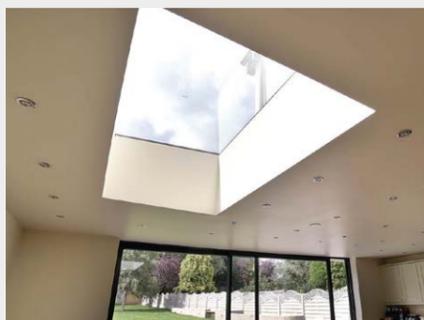
Visit our website to see our full range of guides, brochures and how-to videos

Our acquisition of The Skylight Company back in January 2019 was the perfect fit for us as it not only added a further quality brand to our group, it enabled us to create a one-stop shop.

From flat roof and pitched roof windows to access rooflights, roof lanterns and dome skylights – we now offer probably one of the best ranges in the UK.

We have a dedicated rooflight specialist on our team, ready to take details of your requirements so we can assist in getting the correct specification for your product.

He works closely with the manufacturers so is up to date with product offerings and the latest trends.



The Skylight Company
A Permigroup company

The brands we offer include:

- Brett Martin
- VELUX
- Whitesales
- FAKRO
- Korniche
- Eurocell

You will find a range of guides, brochures and how-to videos on our website to help ensure your product selection is even easier.

And even if you already buy rooflights from another supplier, give our price-beating service a try.

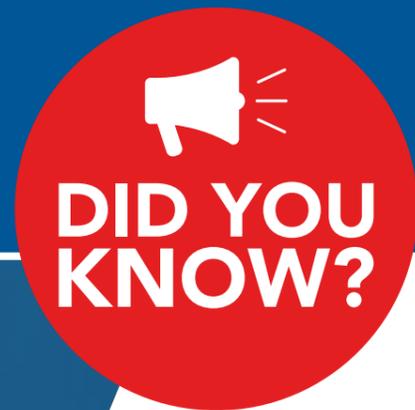
We are extremely competitive, thanks to the sheer volume of products we sell, so we are more than confident we have a great deal for you.

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The Skylight Company

A Permigroup company

sales@permagrooof.co.uk
01773 441949



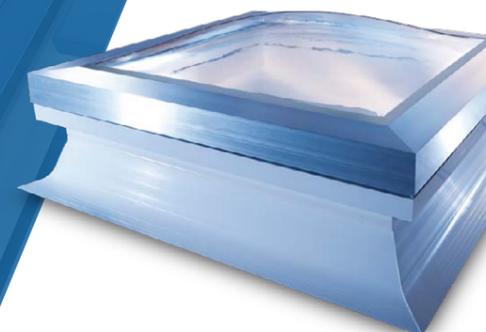
INTRODUCING OUR NEW ROOF LANTERNS 1000 X 1500

Roof Lanterns provide an innovative and alternative to aluminium skylights or conservatory roof systems that's a beautifully cost-effective way to add height and space to a room.



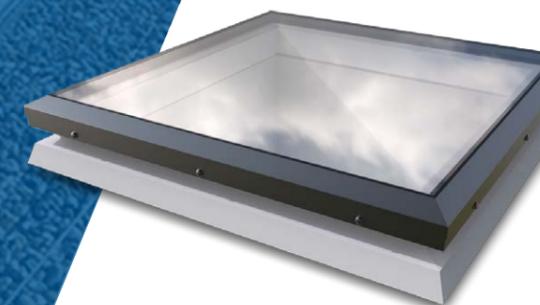
HUGE RANGE OF POLYCARBONATE ROOFLIGHTS 750 X 750 + UPSTAND

Our Polycarbonate rooflights deliver the complete design package and make a fantastic addition to any home. They provide fantastic security as well as look sleek and stylish.



BRETT MARTIN NEW GLASS RANGE 750 X 750 + UPSTAND

Our Brett Martin range of rooflights are intended for easy installation on all modern building types. They provide natural smoke and heat exhausts as well as secure ventilation. Fully tested they meet the standards for security, non-fragility and fire safety.



Visit www.theskylightcompany.co.uk today

For more information regarding our Rooflight range contact us on 01773 441 949

06

Permaroof 500 Liquid Coatings

It's fair to say there isn't one system that fits all roofs.



Made in the UK



Easy to install – video
and guides available



Can create anti-slip
surfaces on boats,
car parks and stairwells
to name but a few

The liquid systems entering the market are becoming increasingly popular – mostly due to being aesthetically-pleasing and having the flexibility of being able to handle many details on a roof.

We had to source a manufacturer who could give us all these benefits so we could offer our customers the very best liquid coating.

The Permaroof 500 system can be used to waterproof virtually any surface – creating anti-slip surfaces on boats, car parks and stairwells to name but a few.

Due to its flexibility, it's a great addition to your portfolio of products for your clients.

It creates a completely seamless membrane to the surface and can be rainproof within just 30 minutes.

Our experienced trade sales team can easily work out the materials needed for each job, meaning you only order exactly what you need for each product – ensuring minimal waste and outlay.

Some of the benefits include:

- Highly flexible and high puncture resistance
- Made in the UK
- Easy to install (video and guides available)
- Perfect for all types of flat roofing
- High aesthetics

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Permanent solutions to age-old problems

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☎ 01773 608839



WE SELL THE BEST LIQUID ROOFING SYSTEM ON THE MARKET

Seamlessly seals your roof and is showerproof in 30 minutes.

Simple to install by roller.

Fantastic profits to be made.



Innovation

This system is a polyurethane liquid membrane producing a highly elastomeric water proofing solution.

Flexibility

600% elongation with high resistance to punctures.

UK Manufactured

Being made in the UK guarantees lower costs with higher quality.

Highest Standard

Holds an ETA certification for 25 years life expectancy.

FOR TRADE
OPPORTUNITIES CONTACT
US ON 01773 608839



Permaroof Emergency Repairs

As part of the Permaroof 500 range, we also bring you our innovative Permaroof emergency repair product.



Cracks, tears or more serious damage can be made safe in minutes



Every roofer and builder should have a tin of this in their van for unexpected emergency repairs

Every roofer and builder should have a tin of this in their van for those unexpected emergency repairs.

It makes light work of patching up a flat roof. In just a few simple steps, cracks, tears or more serious damage can be made safe in minutes – stopping water ingress that can lead to internal issues in a building or damage to the roof deck.

Permaroof emergency repair can be worked into even deep cracks in the roof surface with an ordinary paint brush to give a quick, effective and reliable fix.

When the rain doesn't allow a full roof refurbishment, this product can be used for temporary repairs.

It can also buy you some time in busy periods, allowing you, as the installer, the possibility of stacking jobs rather than losing them to someone who can do the job more quickly than you.

[CLICK TO VISIT WEBSITE](#)

PERMAROOF EMERGENCY ROOF REPAIR



BEFORE

AFTER



DID YOU KNOW?

Key benefits:

- Waterproofs instantly
- Only one coat needed for fast repairs
- Ready to use straight from the tin
- Contains fibres that provide extra strength
- Rainfall after application has no adverse effect

GET IN TOUCH TODAY
Quote Mail 1



Kingspan Insulation

With increasing emphasis being placed on the UK becoming a greener, energy efficient nation, the demand for insulation, which can help property owners cut their energy bills, is on the rise.



Helping property owners cut their energy bills with high performance insulation



We stock insulation from 25mm up to 12mm thickness in our warehouse



We are able to supply directly to site (depending on size of job)

Did you know that if you are removing 25% or more of a flat roof build up you need to comply with Part L building regulations?

This means you have to make every effort to bring it up to the standard of a new build roof, which currently stands at 120mm on insulation.

We supply thousands of square meters of insulation each year, stocking the material (from 25mm up to 12mm thickness) in our warehouse – meaning you can quickly get your hands on it on demand.

Depending on the size of the job, we may even be able to supply directly to site.

So, now you know who to call for your next insulation project.

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☎ 01773 441949



DID YOU KNOW?

WE NOW SELL KINGSPAN INSULATION

High performance flat roof insulation

- Fully waterproof
- Amazingly low thermal conductivity
- PIR core
- Delivered all over the UK



Fantastic prices. Call for latest deals.

Quote Mail 1

TAPERED PROJECTS AVAILABLE

PERMAGROUP
SOLUTION

09

ELEVATE RubberCover National Training Centre

We operate the ELEVATE RubberCover National Training Centre to give contractors the opportunity to become part of the largest Firestone residential installer network in the country.



Over
5,000

People trained over the past 16 years



Once course completed you can offer your customers a 20-year warranty with every installation

Our one-day EPDM training course equips contractors with everything they need to know about the ELEVATE RubberCover rubber roof system and, once completed, allows them to inspire trust throughout their client base with the offer of a 20-year membrane warranty.

The reputation of the roofing industry – and flat roofing, in particular – has often been inconsistent.

However, both rubber EPDM and the wider flat roofing industry is full of experienced, highly-skilled professionals, and this is something we need to shout about and do more to encourage across the board.

To boost this reputation and the great work that is being done daily, as well as preventing potentially damaging performance issues, contractors should make the most of the training and technical assistance that's on offer throughout the industry.

Even the most qualified and experienced roofers should keep on top of continuing professional development (CPD) to enhance their skills in an everchanging sector and, in turn, help to raise industry standards.

We're very proud to have trained more than 5,000 people over the past 16 years in our purpose-made training suite, which provides a relaxed atmosphere with air conditioning, aimed at making your visit as pleasant as possible.

Search our real time online booking system to find your course date and check availability.

Should you wish to change the date of your course, this must be done a minimum of 48 hours prior to the date of your original booking otherwise fees will be non-refundable.

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Permanent solutions to age-old problems

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01773 441949

DID YOU
KNOW?

WE NOW HOST
ELEVATE
EPDM RUBBERCOVER
TRAINING DAYS



Roofing Made Easy

TRAIN TODAY - INSTALL AND EARN TOMORROW

WANT TO START INSTALLING
EPDM RUBBERCOVER?

By attending our ELEVATE EPDM RubberCover training day you will receive a second to none training experience, and after completion you will earn a numbered certificate to show your customers you're fully qualified.

Once you have completed the course you can offer your customers a 20 year warranty with every installation.

ALL
EQUIPMENT
PROVIDED

EARN A
NUMBERED
CERTIFICATE

TO BOOK A SPACE ON THE COURSE CONTACT
A MEMBER OF OUR TEAM TODAY

To see live training day dates and book 24/7 go to
www.permaroof.co.uk/epdm-roofing-training-course

10

Permaroof P500 Liquid Coating Course

It has been a great pleasure to share our knowledge, tips and advice on how to correctly install the ELEVATE RubberCover system with thousands of people over the years.



We host weekly seminars at our training facility

15
20
Year warranties



Flash drive supplied with all our training guides and video training material

Our training facility allows us to host weekly training seminars where you can come and be shown how to correctly use the products – and even have a go yourself.

As an extension to our RubberCover training programme, we have also added a Permaroof P500 liquid coating course, allowing you to become a training installer of the waterproofing system.

You'll get a full practical training day with a unique certificate number and a flash drive with all our training guides and video training material, as well as a buffet lunch and beverages, P500 liquid samples and brochures, and 15 or 20-year warranties.

We have a live booking portal on our website where you can access available dates and make bookings.

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sales@permaroof.co.uk
0800 1613722

DID YOU
KNOW?

WE HOST TRAINING DAYS

Become a fully trained and accredited contractor with **Permaroof UK** for our new liquid applied system.



TRAIN TODAY - INSTALL AND EARN TOMORROW

What is included on the day?

- Practical training day (9:15am - 2/3pm)
- Buffet lunch and beverages
- Unique certificate number
- 1 x flash drive to include all the training guides including video training materials
- Permaroof 500 promotional DVD
- Small batch of brochures and Permaroof 500 liquid samples
- 15 or 20 year warranties available



Permaroof (UK) LTD, Unit 1, Westway Cotes Park
Industrial Estate, Alfreton, DE55 4QJ

0800 1613722 www.permaroof.co.uk sales@permaroof.co.uk



Permatile

As we have grown over the years, we have constantly sought out premium products that fit in with our mission of supplying 'permanent solutions to age-old problems'.



Interlocking design to fit easily and securely



Lots of colours and styles to choose from



Artificial grass tile design

Over the next few pages, you will discover the markets we have branched into and the innovative products we have added to our range.

The first one we will talk about is the easy-to-install recycled rubber promenade Permatile range.

With an interlocking design, Permatiles fit easily and securely together, making them a great solution for the skilled DIYer. The design also makes extending the area or replacing a tile a simple process.

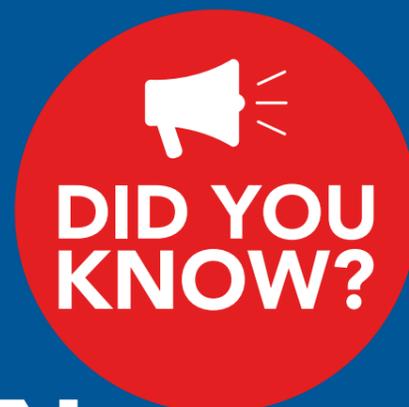
Although very popular on roof terraces, we have found many customers are also buying the material to use on patios and children's play areas. We have supplied schools and playgroups in the past, as the tiles' soft walking surface has proved ideal.

Permatile promenade tiles are also a popular choice for the commercial market and are hard-wearing enough to withstand heavy foot traffic and bear the weight of furniture.

With a whole range of colours and styles – including an artificial grass tile – it gives multiple choices to the look of what you want to create.

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sales@perमारooof.co.uk
01773 441949



PERMATILES AVAILABLE IN NEW COLOURS

SUITABLE FOR:

- Playgrounds
- Schools
- Balconies
- High traffic areas

- Noise deadening and thermal insulation
- Long life (even at below freezing temperatures)
- Simple installation with four integrated connector pins
- Drainage channels on underside for quick water removal and good weight distribution



**Pallet deals available
GET IN TOUCH TODAY**



PermaLawn

We work with only the best and most highly reputable manufacturers across Europe who have nearly two decades of experience producing only the very best artificial grass solutions.



Our 13mm St Andrews range has been specifically designed for use as a golf putting green

Over  **10,000m²**

Currently in stock across 11 different types and styles of artificial grass

From our location virtually in the centre of the country, we are able to service the whole of the UK with our products, meaning no matter where you live – from Devon to Scotland – you can receive top quality, durable artificial grass.

We have grasses ranging in pile height, including our 13mm St Andrews range, which has been specifically designed for use as a golf putting green.

Our 35mm Kedleston product is perfect for high traffic areas such as schools and exhibitions and you'll find the plush and full-bodied 45mm Kensington is the top option in luxury artificial grass solutions.

If our already broad selection of artificial grasses isn't suited to your particular needs, simply contact us and one of the PermaLawn team will be on hand to help take you through over 50 other options we have access to.

As any artificial grass supplier should, we have a large installer network that is always on hand to quote for the installation of your new artificial grass.



Eco Friendly



Pet Friendly



Child Friendly



UV - Stability



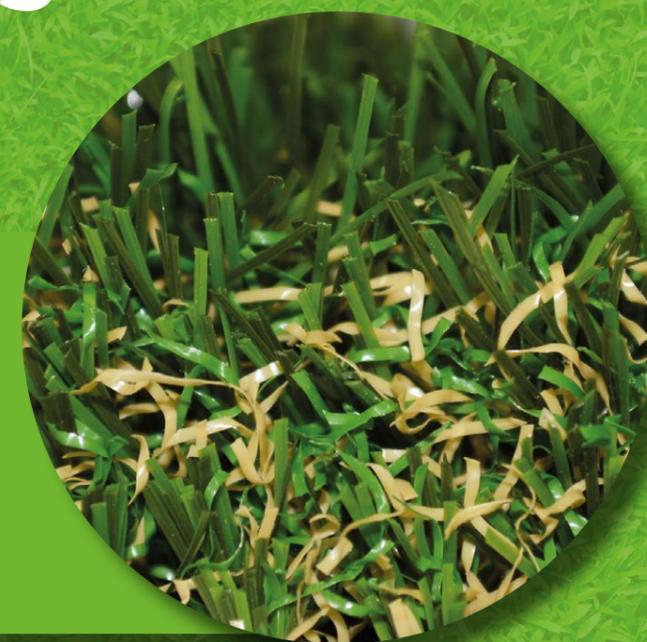
Heavy Usage



WE NOW SELL ARTIFICIAL GRASS

Hastings 35mm

4M WIDE ROLLS



NEXT DAY DELIVERY



COLLECTION AVAILABLE



MADE IN THE EU

Contact us today

Ask for samples for the entire range

 01773 441950 www.perma-lawn.co.uk  joe@permaroof.co.uk

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13

PermaFence

Over the past few years, we have seen the emergence of coated steel fencing panels in the UK domestic fencing market, not to mention the amount of composite systems.

UK fencing market estimated to be worth around

£500m
per year

PermaFence metal fence panels guaranteed to last

25
Years 



Tested to withstand wind speeds of up to 130kph

We decided to task ourselves with finding the ultimate fence panel we could offer our large customer base. We came up with a design that we feel is the best in the market and offers superb value for money.

With the UK fencing market estimated to be worth around £500 million per year, we had to introduce PermaFence, an innovative and robust fencing system, to our portfolio of products.

This unique "fence for life" offers homeowners and landlords immediate relief from the time and costs associated with maintaining traditional timber fences.

PermaFence metal fence panels are guaranteed to last 25 years and are virtually maintenance-free, requiring only an occasional wash down with a soft detergent.

The product has been manufactured using a high-quality plastisol-coated steel – eliminating damage caused by rot and excessive moisture.

The fencing system has been independently wind tunnel tested to withstand speeds of up to 130kph and comes in a wide range of contemporary and classic colours, making them pleasing to the eye as well as fit for purpose.

It costs about the same as a quality timber fence but with a significantly longer lifespan and can be installed in just four easy steps or retrofitted over existing concrete posts.

[CLICK TO VISIT WEBSITE](#) 

✉ sales@permafence.co.uk
☎ 01773 608808


DID YOU KNOW?

Colours Available



Goosewing Grey



Merlin Grey



Olive Green

AT LAST!

A 25 Year Guaranteed Metal Fence System

No more annual painting and staining and surprisingly costs around the same price as a quality wooden fence.

- Virtually maintenance free
- Variety of different colours
- Wind tested up to 130mph
- Can be installed with existing concrete posts
- Very strong and secure
- About the same cost as a quality timber fence

If you are looking for a 'Fit and Forget' fence then you have found the right people.

Visit www.permafence.co.uk to see previous fence installations

PermaRoom

One of our most interesting product ranges to date has to be our PermaRoom steel frame buildings.



Galvanized steel means no trees are harmed and labour costs are reduced



60 minutes on site to build the frame kit

In essence, it's a steel-framed structure that can be transformed into whatever your imagination desires, including:

- Garden buildings
- Decking sub frames
- Single and double garages
- Workshops
- Storage units
- Annexes
- Garden bedroom pods (permitted developments)
- Boathouses
- Carp lodges
- Park holiday homes (log cabins)

We supply the metal frame structure to your design and sizes, and we can even sort you out with the building's roof kit, insulation, roof lights, and bi-fold doors.

The structures are made from galvanized steel – one of the strongest materials used in construction, which also doesn't burn like timber, rot or allow moisture in.

The material also means no trees are harmed, labour costs are reduced and projects can be completed much more quickly.

All it takes is 60 minutes on site to build the frame kit, before it can be fitted out to your customer's specification.

THE POSSIBILITIES ARE ENDLESS



IT'S HERE AT LAST!

The new way to build **your** Garden Rooms, Decking, Holiday Lodges, Garden Studios, Mancaves and Extensions.

60 minute on site build times for our frame kits, then go on to fit out to your customers specification.

Made from galvanised steel, it is one of the **strongest materials used in construction**

- Steel will not burn like timber
- Steel does not rot or allow moisture
- No trees are harmed
- Labour costs slashed
- Allows faster project completions



We can supply almost the full list of build materials.

Metal Frames, Roofkits, Breather Membranes, Insulation, Rooflights and Bi Fold Doors
Sample frames are available to view at our head office in Derby. Get in touch today.

CALL US ON 01773 608808

PERMAGROUP
SOLUTION

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Roofing Made Easy

ELEVATE RubberGard

After dominating the domestic flat roofing market for the past two decades and following many months in the making, we're kickstarting 2021 by expanding into the commercial sector.

50
Year lifespan

Firestone RubberGard has an expected lifespan of more than 50 years



The material is available in 1.14mm and 1.52mm and can be custom cut to size

During our time specialising in domestic flat roofing projects, we've gained unrivalled expertise of the industry. And after hitting our 20-year-old company milestone, we wanted to really step up our game.

So, the next logical step was to use our knowledge and move into the commercial sector – further increasing our portfolio of offering long-term solutions to age-old problems.

It is now our vision to become a leading commercial flat roofing supplier within just two years.

We're obviously not new to EPDM, but residential rubber roofing and commercial flat roofing are two very different animals.

Because of this, we've recruited an experienced national commercial sales manager, who will lead our new commercial flat roofing division and work hand-in-hand with the flat roofing industry standard Firestone technical team, ensuring the global reputation the company has earned over the decades is maintained.

Our new commercial flat roofing division will be responsible for crafting and delivering CPD presentations to architects and specifiers; undertaking site visits for roof survey and condition reports; carrying out specifications, including understanding the client's brief for a flat roofing solution; and ensuring the projects go through the correct channels, as well as working closely with the national Permaroof sales team.

We have extensive access to commercial projects through our national contractor and stockist network, which will enable us to organically tap into this source. We know we will be able to make a substantial difference in the number of projects that we can bring flat roofing solutions to. We will also be looking to partner with quality commercially viable installation companies and Permaroof registered installers so we can reach out to the specification market and as many building owners as possible.

Since their introduction, ELEVATE EPDM membranes – which are backed by more than a century of Firestone experience in rubber technology – have dominated the single-ply roofing market through their proven performance, durability and flexibility over a wide range of building types.

ELEVATE RubberGard is a high performing synthetic flat roof membrane that has an expected lifespan of more than 50 years. The system offers a unique combination of features including superior weatherability and durability, low life-cycle cost, and high flexibility and elongation. The material is available in standard grade at 1.14mm and premium grade at 1.52mm for heavy duty installations and can be custom cut to size.

This challenge is something we've been waiting for and we can't wait to get started.

40 SUMMERS,
40 WINTERS.
ELEVATE
RUBBERGARD EPDM™
STILL PERFORMS.



16

Permaroof Reward Scheme

And finally...



Permaroof Reward Scheme is our latest exciting addition



Build up points using our brand new, bespoke app

Now you are up to date with the full range of products we offer, we wanted to share with you our latest exciting addition – the Permaroof Reward Scheme.

Our brand new, bespoke app will reward you every time you spend money with us, which is our way of saying thank you for being such a loyal customer and giving us your trust and business.

The programme allows you to build up points with every purchase you make, which can then be redeemed and put towards future investments.

Not only does it reward you, but we will send updates, new product launches and special offers using push notifications, meaning you will always be kept up to date with the latest from PermaGroup.

CLICK TO VISIT WEBSITE 

We want to reward you for spending with Permaroof!

If you have been a customer for a number of years or even if you are a potential new customer thinking about using us as your supplier, we just want to say thank you. Simply because we really appreciate your business.

250 points just for registering

Our Permaroof Rewards Program, gives you **money back every time you spend with us.**

- Collect points when you spend
- Redeem points for any goods we offer
- All tracked through our App
- Exclusive rewards club offers
- Get the latest product launches the second they go live
- Option to donate your points to our nominated charity

Heart Link Children's Charity 



So what are you waiting for? Sign up today to claim your introductory reward points.

www.permaroorwards.co.uk



Our expertise

As well as offering our customers access to some of the most innovative products on the market, our team of experts is here to support you with solutions and practical advice for all aspects of your project.



We issue regular press releases and write features for key publications

We issue regular press releases and write features for key publications to inform and educate our customers on our latest products, changes in the industry and guides to help you choose and fit the right products for your home and garden.

Here is a taste from our managing director Adrian Buttress, but for more, regular industry views, guidance and expertise from our specialists, please visit our website.

[CLICK TO VISIT WEBSITE](#)



Embrace the sustainability trend with green roofs

Due to their innovative nature, green roofs – one of the fastest-growing options for homeowners who want to boost sustainability while extending their home – are sometimes thought of as a specialist feature and, therefore, not offered by roofing contractors who could easily add them to their list of services.

However, if you choose the right materials, it's simple to create an eco-friendly roof.

There are different types of green roofing and the type that is specified will depend on its usage.

Green roofs consist of layers of materials with a base, waterproofing membrane at the bottom, protected from the drainage layers by insulation medium, and a planting layer – typically consisting of ground cover, water-loving plants like sedum and other succulents, moss and grasses – on the top.

The base layer must provide waterproofing across the entire project and must be effectively adhered directly onto the roof deck.

EPDM membrane is perfect for a long-term living roof, providing 100% waterproofing and carrying a life expectancy of more than 50 years. ELEVATE RubberCover systems are installed in a single sheet with no joints, eliminating the vulnerabilities caused by joined membranes.

Once laid, EPDM is reliable enough to protect the flat roof deck beneath the green roof from water ingress.

Because the planting medium absorbs rainfall so effectively, there is often a consistent water presence that seeps through the drainage layers and protective insulation layers before reaching the membrane.

This is where the membrane comes into its own. After investing the time into building and creating a living, or green roofing system, failure of the vital drainage layer could be disastrous.

EPDM membrane is perfect for a long-term living roof, providing

100% waterproofing



17 Our expertise



2 Investing in training

For me, the reputation of the roofing industry – and flat roofing, in particular – has always been inconsistent. Historically, the industry has been marred by non-professionals offering low budget and quick fixes to unaware consumers.

However, both rubber EPDM and the wider flat roofing industry is full of experienced, highly skilled professionals – something we need to shout about and do more to encourage across the board.

To boost this reputation and the great work that is being done daily, as well as preventing potentially damaging performance issues, contractors should make the most of the training and technical assistance that's on offer throughout the industry.

Even the most qualified and experienced roofers should keep on top of continuing professional development (CPD) to enhance their skills in an everchanging sector and, in turn, help to raise industry standards.

In a report published in February 2018, the Chartered Institute of Building found that 54% of its members believed qualifications were purely "tick box exercises" that placed too much focus on the process, rather than the product itself.

This further reinforces my opinion that, as an industry, we need to push for anyone purchasing roofing products to fully understand their capabilities and how they are used to support the highest possible installation standards.

Training programmes not only cost money, but they also mean spending time off site, and it's understandable that smaller businesses may not have a dedicated budget for these qualifications. Because of this, many roofing contractors see training as an expense, rather than an investment.

However, as we've discovered, untrained employees and construction professionals will, inevitably, lack the knowledge to get the most out of the products they're working with. This ultimately means they are less likely to install a system that's fit for purpose.

But one of the strengths of rubber roofing is that it's an incredibly effective, but simple to use, product.

So, training doesn't mean as much time off site as you'd expect – and it probably isn't as expensive as you'd expect (with our prices starting from just £99 plus VAT per person).

Investing in just one day of training can bring so much new business for existing contractors, as well as new starters, and ensure you have highly skilled specialists on your team that fully understand a product's capabilities.

The industry's failure to consistently deliver quality installations is an issue that impacts on the reputation of the sector.

And, at a time when the industry is struggling to attract and retain the new talent it so desperately needs, it's vital a collaborative approach is taken to build a better and safer future for our trade – as well as a strong and successful workforce for tomorrow.



3 Creating a robust flat roofing system using high-quality adhesives

Due to the optimal balancing of the key ingredients in EPDM roofing membranes to give extended durability, you can expect the material to withstand the elements for more than 50 years.

To guarantee this long-term solution and ensure a successful installation, high quality adhesive and sealant products are a must – creating a robust, durable and resilient system that requires minimal maintenance and adapts to current and future building needs.

The world's temperature isn't static and a good adhesive will be able to cope with this weather cycling and withstand climate fluctuations – something that is becoming increasingly important as a result of global warming.

It's not just about how a product lasts in its natural state. Roof covering surface temperatures change over a 24-hour period, meaning it'll get warm during the day when it's exposed to direct sunlight and cold at night.

As such, it's no good for an adhesive and membrane to only be tested in the UK because it may not be

able to withstand the heat in Dubai or the sub-zero temperatures of northern Finland.

Investing in a quality adhesive to properly adhere your roof to its deck will bear many long-term benefits. Not only will this protect your home from various weather conditions and keep it safe and secure, it will also make the system more cost effective in the long run.

Exposure to various difficulties such as heavy rains and strong winds will lead to wear and tear, reducing the longevity of the roof, which undoubtedly means spending more money on maintenance or even replacement costs.

However, if you're using a quality and genuine adhesive during the installation process, this will work to guarantee the long-term performance of the water proofing – reducing upkeep costs in the long run.

I've seen isolated cases where an adhesive has failed, and it's turned out that the product a contractor was using wasn't authentic.

Things are designed and made to go together, and this is no different for a roofing system.

As adhesives are unseen and hidden beneath the surface of the roofing membrane, it is easy to understand why some may choose to save on their cost.

But ignoring the critical role adhesives play in a good quality roofing installation means the system may end up failing to a catastrophic – and expensive – effect.

17 Our expertise



4 Don't risk mixing roofing products

With a constant flurry of products coming to market, it's no surprise that contractors can feel like they are faced with a complex decision at every trade counter visit.

While many will have a favourite product they have used for years and are comfortable with, this can mean they keep to outdated methods and have less exposure to innovative products that could save them time and deliver better results.

This vast product choice, alongside the relative lack of associated education, is something that I see as a real issue for the industry and something that does us no favours in terms of offering a consistent and quality service.

It's surprising that this isn't something that is openly discussed despite it being a historic problem; it was certainly the case even when I was "on the tools" quite a few years ago.

The important thing is that we do start addressing this as an industry because mixing different products within a variety of systems leads to unpredictable and untested results, inevitably causing problems and failures down the line in many cases.

Fortunately, there is a simple solution – contractors need to take a full system approach.

A full system must consist of a membrane, adhesive, tape and primer. As they have been designed to work together harmoniously it makes the resulting performance reassuringly predictable.

My recommendation is always that installers should be using industry proven systems that protect them and ensure a high-quality finish. This means materials that have a CE mark with a certificate from the supplier.

This protects the contractor against cases where they may believe they are purchasing an entire system, when in fact the products don't equal a complete solution.

This is so important for contractors; if there is a fire or a warranty claim is required, they are likely to be the ones asked for proof of certification.



Plus, a full system from a reputable brand will usually mean the inclusion of a warranty, which will go towards mitigating any risk you feel at trying out a new set of products.

The reputation of the roofing industry has always been inconsistent.

For me, this is why contractors must use proven full systems whenever possible, making the most of the training and technical assistance that's on offer to prevent against potentially damaging performance issues and delivering the best possible result.



5 Good quality artificial grass proves the grass is greener on the other side

Cheap products may have an unbelievably attractive price, but if they start failing sooner than you think, the project can end up becoming a reputation-damaging job for contractors, as well as a very costly investment for homeowners.

With this in mind, it's inaccurate to only compare price when supporting a customer in their decision-making – and artificial grass is no exception to the rule. Cost comparison in any industry is always on a like-for-like basis.

However, in the grass market, that difference is far more than simply pile height and price.

There is only so far you can go when cutting production costs before you start hitting problems. When something is cheaper, it's usually because you are getting less product.

For example, while it all looks the same when it is brand new on the roll, that will change once the artificial grass has been exposed to the elements.

It's tempting to try and undercut your competitors by using cheap materials in order to be able to offer a reduced quote, but it's something that can cost contractors in the long run.

A good reputation will work wonders for a business – but it's important to remember that a negative one is just as influential.

If something goes wrong down the line, even if the failures are down to the material itself as opposed to the installation, a contractor will end up getting the blame.

So, recommending good quality artificial grass upfront and explaining your reasons – namely saving homeowners money over the years – behind this to clients is crucial, even it does mean your quote is higher than other installers.

Like most things, manufacturers can take shortcuts in the production process to save themselves time and money, which allows them to offer their artificial grass at a lower price than their competitors.

However, it's important to remember that these cheap prices only come by sacrificing quality.

To help steer your clients away from purchasing artificial grass they may regret installing in the future and to maintain your reputation, there are a few key signs that can help you spot poor quality products – ensuring your customers enjoy the many benefits that having an ever green and ever mowed lawn brings for years to come.



A certain level of yarn loss is to be expected, but it shouldn't be excessive. The easiest way to test this is to pull the tufts from the middle of a sample – if you get good resistance and no shedding, the product is solid.

When purchasing artificial grass for a job, you should also ask about the stitch rate, which is the number of stitches per 10cm. As a general rule of thumb, better quality grass as a higher stitch rate.

The secondary backing material, which tends to be made up of either latex or polyurethane, holds the tufts in place and allows the fake grass to lie flat. One of the keys to a long-lasting fake lawn is artificial grass that has been manufactured with sufficiently high quantities of latex.

Generally, artificial grass made in Europe tends to be of much higher quality because of the European Union's stringent standards and regulations that manufacturers have to comply with.

Artificial grass is a smart, convenient and aesthetically pleasing solution. And for a lawn that lasts and makes others green with envy, it is worth recommending that clients invest upfront in a quality product.



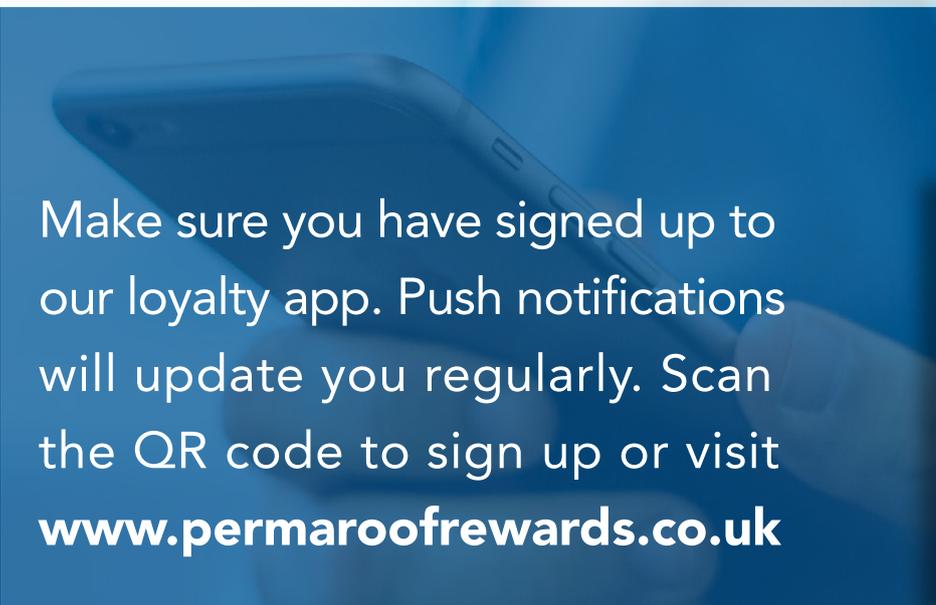


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fantastic **new products**
all the time.



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