



CWG Choices Ltd.

CUSTOMER WELCOME PACK



PVCU • ALUMINIUM • TIMBER • ALU-CLAD

Choices

Kömmerring
TODAY FOR TOMORROW

THE RESIDENCE
COLLECTION

R9 R7 R6 R5

Solixx Residex

TIMBERWELD

ALUK

ULTION

works with
Kubus

HALS

SFS

INOTHERM

AVANTIS

Fab&Fix



VIEW OUR PRODUCT RANGE

DOWNLOAD PRODUCT GUIDE

CUSTOMER WELCOME PACK

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INTRODUCTION TO CWG CHOICES LIMITED

Welcome to the CWG Choices Customer Service Pack

At CWG Choices Ltd, we pride ourselves on being one of the UK's leading fabricators of high-quality windows and doors.

Established in 2006, we've grown into a trusted partner for trade professionals across the country. Our extensive product range, advanced manufacturing facilities, and experienced team enable us to deliver innovative solutions that help our customers succeed in a competitive market.

Whether you're new to working with us or have been a partner for years, this pack will help you get the very best from your relationship with CWG.

We believe that great products deserve great service. This pack will introduce you to how we work, how to get the support you need, and how we can help you grow your business.

Thank you for choosing CWG Choices Ltd — we look forward to working with you!

Dean Hague
Sales Director





MISSION AND VISION

Mission

"To make buying and selling TRADE Windows and Doors easy."

Vision

We will be the glazing manufacturer of choice and be the clear leader.

Exceed Customer Expectations

We get it right first time.

We offer the widest product range available from 1 UK manufacturer.

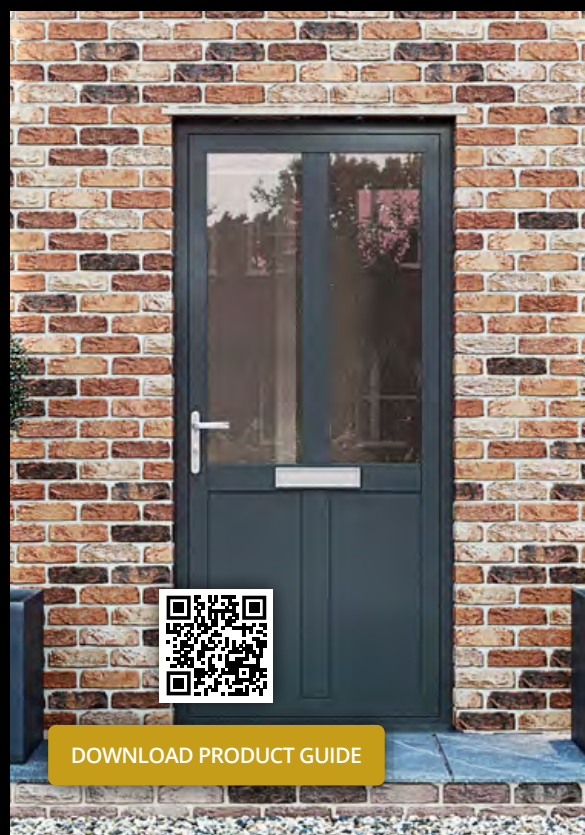
We will develop and support our customers with innovative products, presentation materials and comprehensive digital support including easy to use online quoting and ordering systems.

We will also offer glazing products to the "commercial" route on a supply only basis, partnering installations where required.

On time IN FULL delivery; quality; at a fair price are the cornerstones of our ethos.



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CONTACT DETAILS

Below are key contacts to help you navigate your partnership with CWG Choices Ltd.

PVCU Orders

☎ 01536 271944

✉ pvcorders@cwgchoices.com

PVCU Quotes

☎ 01536 271944

✉ pvcquotes@cwgchoices.com

Aluminium

☎ 01536 271948

✉ aluminium@cwgchoices.com

Timber

☎ 01289 334631

✉ timber@cwgchoices.com

Aftercare

☎ 01536 271947

✉ pvcaftercare@cwgchoices.com

Transport

☎ 01922 749277

✉ transport@cwgchoices.com

OUR LOCATIONS

CWG Corby (Head Office)

Pywell Road
Willowbrook East Ind. Est.
Corby, Northants NN17 5XJ

☎ **01536 271940**



CWG Distribution (Aldridge)

Tintagel Way
Aldridge
West Midlands WS9 8ER

☎ **01922 749277**



CWG Shenstone (Kömmerling)

Shenstone Drive
Aldridge, Walsall
West Midlands WS9 8TP



Showrooms in Corby and Aldridge

Appointments are available at both of our showrooms.
To arrange a visit, please contact your Commercial Manager.

View our virtual showrooms cwgchoices.com/virtual-showrooms

PRODUCT OVERVIEW

CWG offers one of the largest ranges of PVCU, Aluminium, Timber and Alu-Clad windows and doors from one supplier for both domestic and commercial applications.

Here's a snapshot of our extensive product portfolio:



Windows

- ✓ Casement Windows
- ✓ Flush Sash Windows
- ✓ Vertical Sliding Sash Windows
- ✓ Tilt & Turn Windows
- ✓ Heritage Windows

Specialist Products

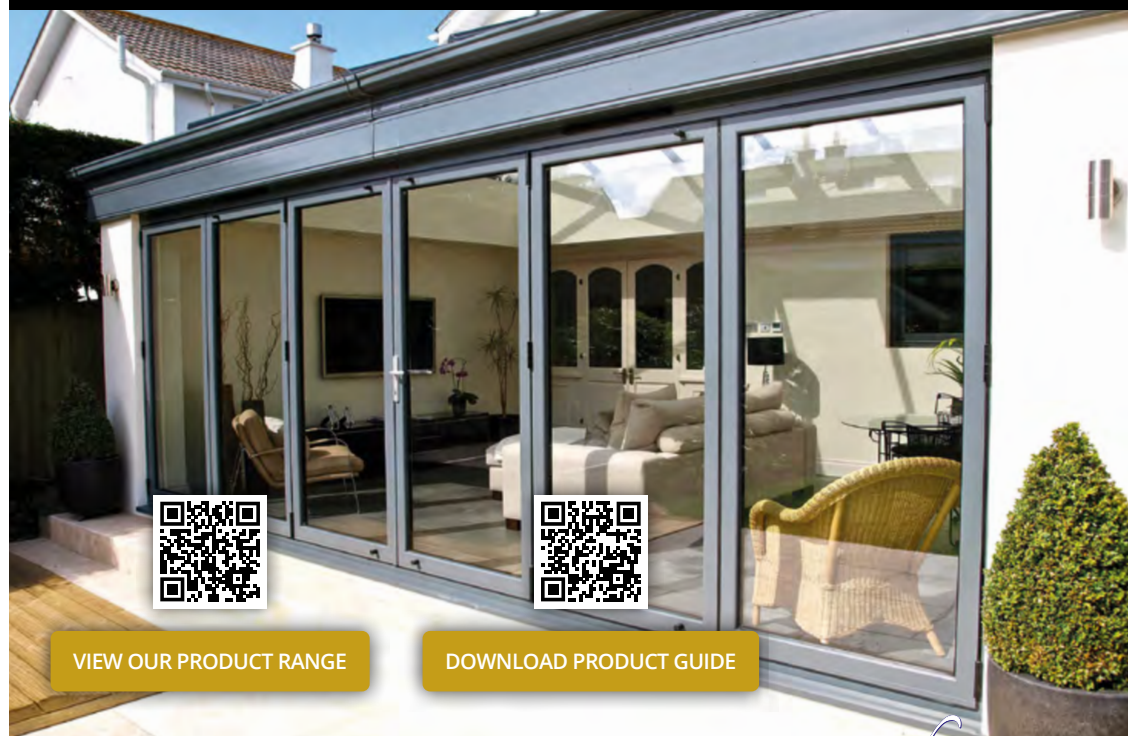
- ✓ Triple glazing options
- ✓ Energy-efficient solutions
- ✓ Bespoke colours and sizes

Each product range comes with diverse colour options, glazing styles, and hardware choices to suit every project.

Full product range available online cwgchoices.com or download a copy of our latest [Product Guide](#)

Doors

- ✓ Standard Entrance Doors
- ✓ Panel Doors
- ✓ Composite Doors
- ✓ Bi-folding Doors
- ✓ Patio Sliding Doors
- ✓ French Doors
- ✓ Stable Doors



[VIEW OUR PRODUCT RANGE](#)

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REQUEST A QUOTE

How to Request a Quote

Getting a quote from CWG Choices Ltd is straightforward. Our team is ready to help you build an accurate proposal tailored to your customer's needs. Alternatively, our Choices Online system allows you to generate quotes instantly at your convenience.

When requesting a quote, please provide the following details to ensure speed and accuracy:

Company details: Please state full company name, and / or account code.

Product type: e.g. casement window, composite door, bi-fold door, etc.

Sizes and specifications: Precise measurements and any special configurations.

Colour/finish: Your choice of standard or bespoke colours.

Hardware options: Handles, locks, hinges, and other accessories.

Delivery location and timing requirements: Especially if your project has specific deadlines.

You can request a quote by:

- ✓ Contacting our Sales team directly.
- ✓ Using the Choices Online platform for instant quoting.

PLACING AN ORDER

Placing an Order

Once you're ready to proceed, placing an order is quick and flexible. We offer multiple methods to suit your preferred way of working, ensuring you can secure your products with minimal hassle.

Orders can be placed via:

- ✓ **Choices Online:** place orders directly through the portal 24/7.
- ✓ **Email:** Send your details as per the contact page.
- ✓ **Telephone:** We do not take telephone orders, but our sales team will be happy to help with any product enquiries.

We recommend using Choices Online wherever possible, as it provides instant order confirmations and faster processing.

After Ordering

After placing your order, you'll receive an acknowledgment confirming details like specifications, quantities, and delivery timelines.

Please check it carefully and confirm promptly to avoid delays. For any changes or cancellations, contact our team right away so we can help minimise disruption.

CHOICES ONLINE

An instant online quoting and ordering tool.

Choices Online allows our customers to create their own quotes - instantly - and convert them to an order with the click of a button.



Easy to Use

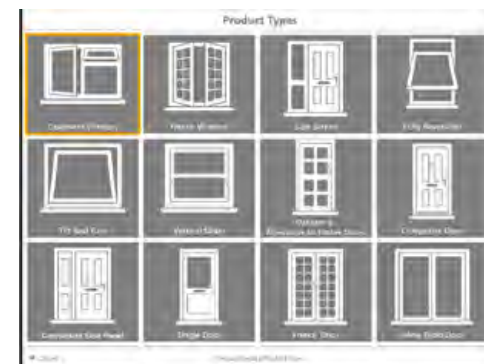
Choices Online is easy to use and works seamlessly on desktop and iPad. It lets customers enter technical details on the spot to generate quotes.

Users can adjust costs and margins by customer type or individually, and produce branded quotations and contracts.

Avoid Mistakes

Choices Online makes it so customers do not need to send in a quote request.

This will help to minimise the errors and delays that can arise from handwritten quote forms being illegible, or not correctly labelled.

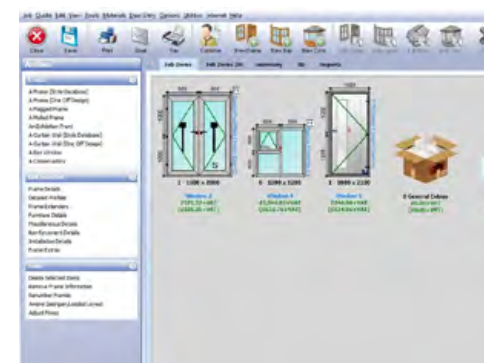


Customisable Prices

With Choices Online, trade customers can set their own costs and profit margins, making it easy to generate quotes for homeowners.

When ready, they simply convert quotes to orders at the click of a button, sending details directly to CWG.

This streamlines admin, manages enquiries from start to finish, and feeds orders into production. All orders are checked by CWG's team for added accuracy and peace of mind.



ACCREDITATIONS

Accredited & Compliant

CWG Choices Ltd is committed to excellence and industry standards. Our accreditations include:

Secured by Design: Offering security-enhanced products for peace of mind.

ISO 9001:2015: Demonstrating our commitment to quality management systems.

BLUESKY PAS24:2022: Official UKAS-accredited verification that windows and doors satisfy PAS24:2022 security standards.

BSI Kitemark: Ensuring compliance with rigorous manufacturing standards.



BS 6206
BS 6262
CEN 1279-2

nqa applicable to PVCU, Aluminium and Timber products made in CWG and Allan Brothers production facilities only.

These accreditations ensure that you and your customers receive products you can trust.



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LOGISTICS & DELIVERY

Nationwide Deliveries from Three UK Manufacturing Hubs

Efficient logistics network across the UK

CWG Choices operates weekly deliveries throughout England and Wales, from its three manufacturing facilities based in the Midlands: Corby, Northants, and Aldridge, Walsall.

We operate an efficient logistics network to ensure your products arrive on time and in excellent condition.

Lead Times: Vary by product type and specification. Contact us for current estimates or sign up to receive our weekly product lead-time ezines.

Delivery Schedule: Our fleet covers nationwide deliveries, with regional delivery days communicated in advance.

Packaging: Products are securely packaged to prevent damage. We encourage recycling of packaging materials where possible.

Delivery Notifications: You'll receive confirmation of dispatch and estimated delivery times.

Delivery Issues: Please report any issues within 24 hours of receipt for swift resolution.

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VIEW VIRTUAL SHOWROOMS



VIEW MARKETING SUPPORT



VIEW OUR PRODUCT RANGE

DOWNLOAD PRODUCT GUIDE

MARKETING SUPPORT

'Choices' marketing resources to help your business thrive

We believe that strong partnerships go beyond supplying quality products. Our Marketing Support services are designed to give you the tools and resources you need to stand out in a competitive market and win more business.

Our Marketing Support includes:

Co-Branded Literature: Pre-designed [unbranded brochures](#) and product leaflets to make your own marketing materials.

Digital Assets: High-quality images, videos, and branded materials for your website and social media.

Email Marketing: Keep up-to-date with our regular product and news ezines sent directly to your inbox.

Online Support: Access digital marketing materials.

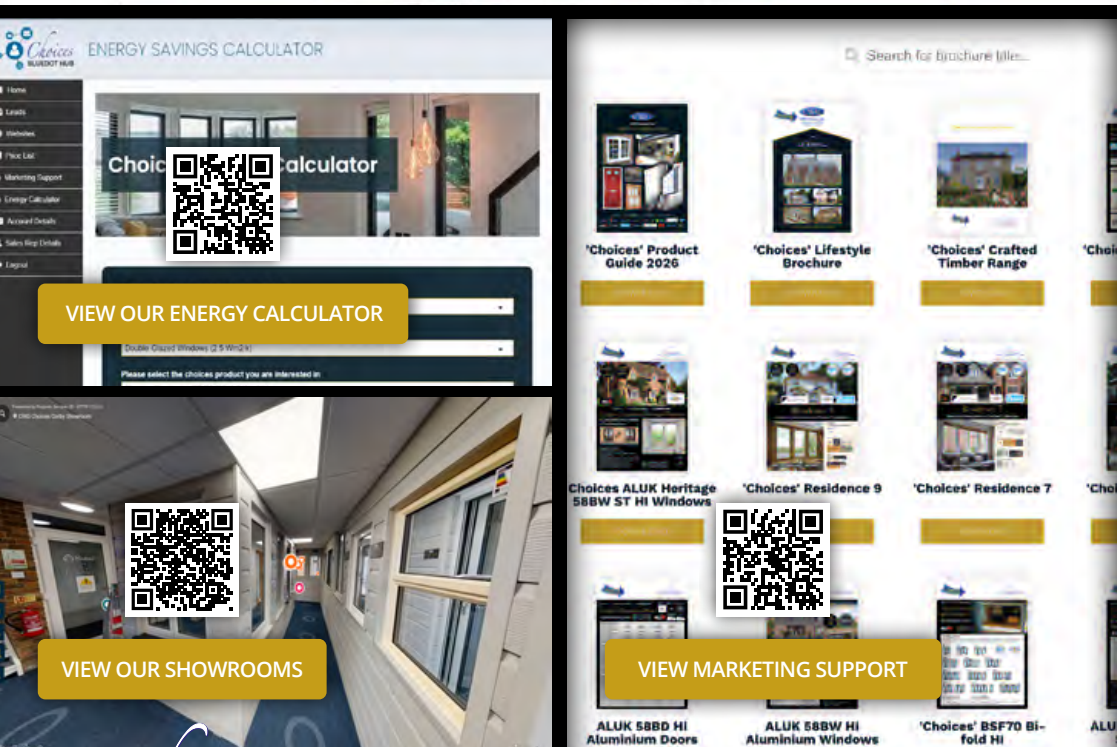
Training: Product knowledge sessions for you and your team.

Showrooms: Demonstrate products to clients with working products in multiple showrooms across the Midlands.

Virtual Showrooms: Access to our [online showrooms](#) to showcase 'Choices' products to clients from the comfort of their own home.



VIEW MARKETING SUPPORT



ONLINE RESOURCES

CWG offers a range of online resources

Whether you're looking for technical details, marketing materials, or tools to manage your orders, we offer a range of online resources to make your work quicker, easier, and more efficient.

Our online resources include:

CWG Website: Fully loaded with 'Choices' products and specification visit www.cwgchoices.com for more information.

Platinum Installer Website: Gain access to a Choices Installer Website, a cutting-edge platform packed with the entire 'Choices' product range and built-in lead generation tools to help grow your business.

Choices Online Portal: Access instant quoting, place orders, track deliveries, and download documents 24/7.

Blue Dot Hub: A central hub for installers to access and manage leads, with tools including the Marketing Support Portal, Pricelist, Energy Calculator, and other 'Choices' resources.

Brochures & Product Leaflets: A selection of pre-designed '[Choices' Brochures and Leaflets](#)' ready to be customised to make your own.

Virtual Showrooms: Demonstrate 'Choices' Windows and Doors to your clients from the comfort of their own home, with our [Virtual Online Showrooms](#) helping you engage interest and drive more sales.

Energy Calculator: Show customers how much energy and money they can save with our '[Choices' Energy Calculator](#).'

Social Media: Follow us for the latest updates, product launches, and inspiration.

FAQS

Q: What are CWG's standard lead times for products?

A: Lead times vary by product and specification, but on average our lead times are 2–3 weeks for PVCU and Aluminium. For up-to-date lead times, contact our Sales Team.

Q: How do I place an order through Choices Online?

A: Log into Choices Online, select your products, enter details, and follow the prompts to submit your order.

Q: Can I amend an order once it's been signed off?

A: Yes – From sign-off, we allow a period of 24 hours for amendments to be made before production commences.

Q: How can I track my delivery?

A: You can contact our dedicated Transport team for live delivery updates. Our team will be happy to help.

Q: What happens if a product arrives damaged?

A: Please take photographs and report any damage within 24 hours so we can resolve it quickly for you.

Q: Where can I get technical specifications?

A: Technical specifications are available on our website cwgchoices.com or through our main office in Corby.

Q: Are your products PAS24 / Secured By Design approved?

A: Yes – many of our products are accredited as standard, and some require an upgrade.

FAQS

Q: What are your payment terms?

A: Our payment terms vary from customer to customer. Please refer to the original email from our Accounts Team, or contact your Commercial Manager for clarification.

Q: How do I register for Choices Online?

A: Contact Customer Services, or your Commercial Manager, who will be more than happy to help.

Q: Can CWG supply product samples?

A: Yes, we provide samples and colour swatches. Just get in touch with our Sales team.

Q: How do I arrange training or product demonstrations?

A: Contact your Commercial Manager to schedule a session.

Q: What warranties do CWG products carry?

A: Our products come with a comprehensive 10-year warranty. Specific terms vary by product. Please refer to our Terms & Conditions for full details.

Q: How can I arrange a visit to your showroom?

A: Simply contact your Commercial Manager to arrange a visit to one of our Showrooms.



CWG Choices Ltd.

CUSTOMER WELCOME PACK

TRADE CUSTOMERS ONLY

PVCU Orders

Tel: 01536 271944

Email: pvcorders@cwgchoices.com

Aftercare

Tel: 01536 271947

Email: pvcaftercare@cwgchoices.com

Timber

Tel: 01289 334631

Email: timber@cwgchoices.com

PVCU Quotes

Tel: 01536 271944

Email: pvcquotes@cwgchoices.com

Aluminium

Tel: 01536 271948

Email: aluminium@cwgchoices.com

Transport

Tel: 01922 749277

Email: transport@cwgchoices.com

GENERAL ENQUIRIES

Telephone: 01536 271940



OUR LOCATIONS

CWG Corby

Pywell Road
Corby
Northants
NN17 5XJ

CWG Aldridge

Shenstone Drive
Aldridge
West Midlands
WS9 8TP

CWG Distribution

Tintagel Way
Aldridge
West Midlands
WS9 8ER



nqa applicable to PVCU, Aluminium and Timber products made in CWG and Allan Brothers production facilities only.

GET SOCIAL WITH US:

