

# Window Wise

## The advantage is clear



by Roger Linn



*Interviewing Tim Briggs of Window Wise, it was difficult to imagine that this dynamic, cheery individual, radiating energy and good health, had suffered a serious heart attack only five months earlier.*

A committee member of the Haywards Heath Business Association and an enthusiastic Rotary Club member, Tim is a well-known Haywards Heath personality, so his heart attack came as a shock to not only his wife Maxine and his family, but to a very wide circle of friends, business associates and colleagues. “Never mind them,” laughs Tim, “it came as something of a shock to me!”

Richard Morgan is Tim’s partner in the business and they have been working together since the early 1980s when they were working as an installation team. They formed Window Wise (Sussex) Ltd in 1990 and moved to their existing prominent premises in Haywards Heath’s Commercial Square in 1996.

Formerly the premises of Dewhurst the butchers, the modern, spacious showrooms are great fun, if only because it seems so strange to be sitting in a properly constructed, brick-built conservatory inside a suite of offices. In fact, the wide range of windows and doors on display is complemented by two ‘indoor’ Victorian style conservatories, complete with wicker chairs, settees and plants. They are

surrounded by beautiful stone paving slabs and the whole showroom is a model of confident professionalism and craftsmanship, which I suppose is exactly how Tim would like his business described – certainly that’s its reputation.

There’s nothing like working at the sharp end for teaching you how a business works, learning the importance of things like what the customers value, why attention to detail is so important and why a great ‘word of mouth’ reputation is invaluable. Perhaps that’s why Window Wise are so successful – by the time Tim and Richard were ready to start their own business, they had already acquired years of first hand experience, dealt successfully with a very wide range of customers and mastered all areas of technical expertise.

“Some 70% of our new business comes directly from the recommendations of our existing customers,” says Tim, “and that says to me that if you provide high quality work that represents good, solid value for money, people will always come knocking at your door.” Tim believes that upgrading and



Left: Tim Briggs, Managing Director. Above: Window Wise in Haywards Heath. Below: Conservatory in the showroom.

**“At Window Wise, Craftsmanship, Quality and Customer Care are not just gimmicky phrases.”**

replacing your windows and doors, or the construction of a conservatory or orangery for someone’s home is a very significant purchase with long-term consequences, so it’s vital that Window Wise deliver exactly what even the most demanding customer expects for their dream home. “As you’d expect with our background experience,” he went on, “we have very high standards when it comes to installation. All our staff and installation teams are incredibly proud of their work – which is how it should be.”

In a complex and highly competitive marketplace, Window Wise offer guidance and advice to help customers make the choices that will be right for them. All Window Wise conservatories are individually designed, tailor-made and built to match the character of the home, and it’s worth remembering that the company is with the customer every step of the way, from the initial design ideas, through assistance with planning and building permissions,

where necessary, to the final interior styling of the new construction.

Personally, I think the Window Wise conservatories and orangeries, from the very grand – and there are some very grand ones indeed – to the classically traditional, are wonderful additions to the home, providing not just extra room, but an airy, light living space which is comfortable all year round and can add substantially to a property’s value.

Window Wise work in a dynamic industry sector where advances in technology occur every day. Tim sees it as really important to their competitiveness that they keep abreast of the very latest developments in materials and techniques. For example, they have recently introduced slimline Platinum NRG energy windows which not only address environmental issues by being lead-free in construction, but reduce heat loss and energy bills. Importantly, they are highly secure and have now been certified as ‘Secure by Design’ under the UK Police flagship

initiative. The glazing employed in the Platinum NRG windows and in some of Window Wise conservatories and orangeries is the amazing SGG Planitherm energy saving glass. The outer glass pane allows the maximum amount of solar heat and light through the window, whilst the inside glass panel reflects the room’s heat back into the home. In effect, although brilliantly clear, the window provides three times more thermal insulation than ordinary double glazing.

Another innovation prompted by advances in technology means that Window Wise can now offer all the benefits of solar energy through their new trading division, Wise Solar. As Tim says, “there has never been a better time to take advantage of this powerful, free heat source – especially since the government will offer you tax-free payments for doing so.”

It is really great to see Tim Briggs back on his feet, joining Richard Morgan in continuing to drive Window Wise forward. Together they ensure that the company lives up to their promises of ‘Craftsmanship, Quality and Customer Care’. An Tim adds: “These are not just gimmicky phrases, but a true reflection on which Window Wise has prided itself for the last 20 years.” ■

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