

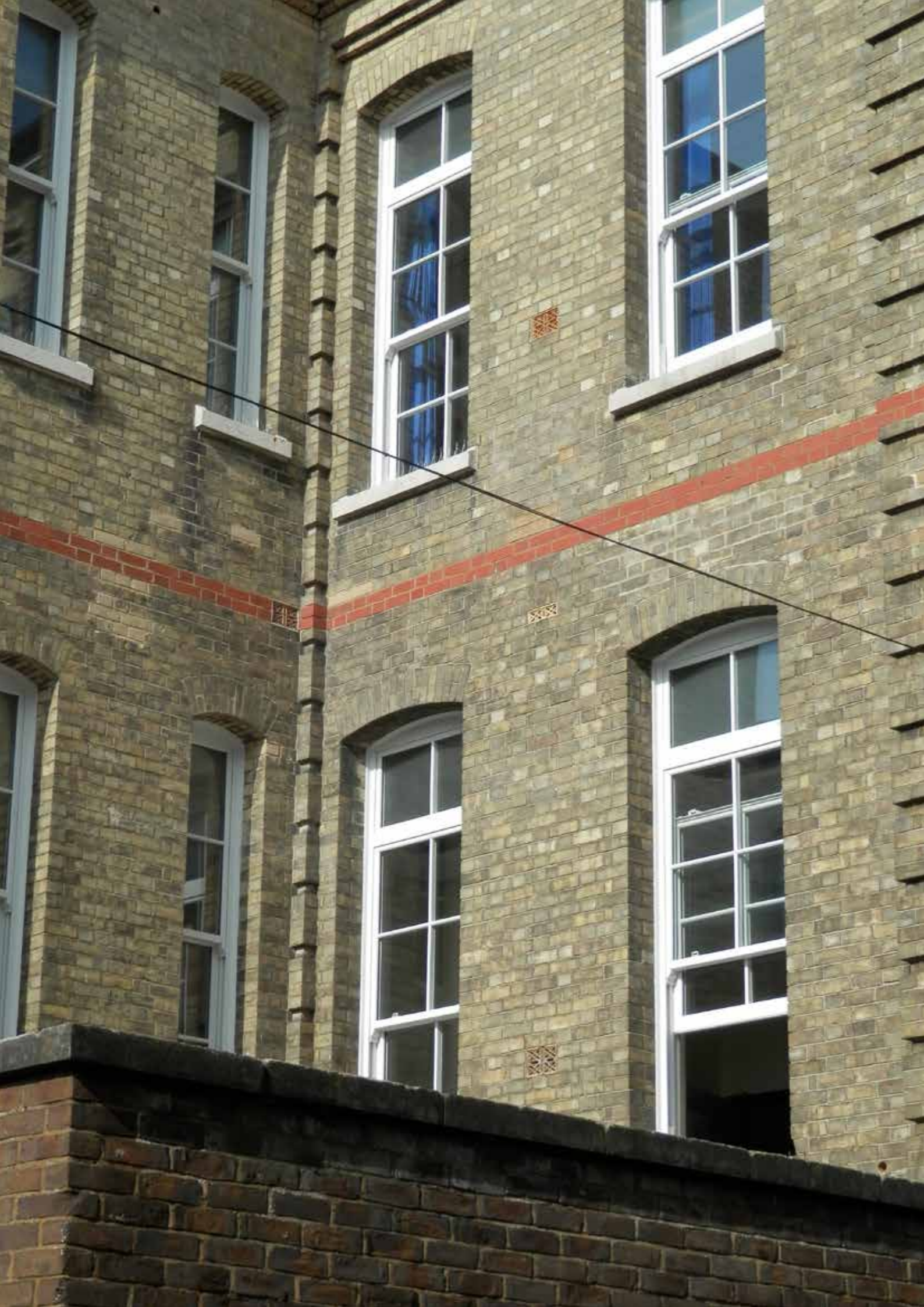
Rose  
*Collection*  
Conservation Brochure



*Discover why the Rose Collection has been approved in some of the UK's most sensitive conservation areas.*

***Slim sightlines. Run-through sash horns. Mechanical joints. Packed with authentic features.***





Windows with clip on sash horns (above) are not usually allowed in conservation areas whereas windows with run-through sash horns (below) have been approved.



Windows with welded corners (above) are not usually allowed in conservation areas whereas windows with mechanical joints (below) have been approved.



## uPVC in Conservation Areas

Sash windows are quintessentially British; they've been an important part of our architectural heritage from the late 17th century right through to the early 20th.

However, original windows can be unsecure, draughty and cold and - unless properly maintained throughout their lifetime - often found in a state of disrepair. As a result, many original sash windows have been replaced, often with inappropriate low-cost casements.

Fortunately, measures have been introduced to stop this process. Sensitive and important buildings are granted Listed status, which prevents any changes being made to the fabric or appearance of the building. More commonly, areas of architectural or historic interest are designated as conservation areas in order to preserve their character and appearance.

Historically uPVC has not been allowed in conservation areas, as modern windows couldn't replicate the traditional window features that contribute to an area's character. However improvements in technology and design have allowed us to create a range of fully authentic uPVC sash windows that have earned their place as a viable alternative to timber.

As the UK's leading uPVC sash window manufacturer Roseview Windows are at the forefront of this. We have been manufacturing for more than 30 years, culminating in the creation of The Rose Collection – the most authentic uPVC sash windows on the market.

Take our Ultimate Rose window as an example. We've spent years designing authentic details into Ultimate Rose, and the result is a class-leading window with woodgrain finishes, industry-leading slim sightlines, putty-effect glass lines, timber-style mechanical joints and our in-house designed run-through sash horns. Features like these make all the difference, and many find it hard to spot the difference between Ultimate Rose and traditional timber.

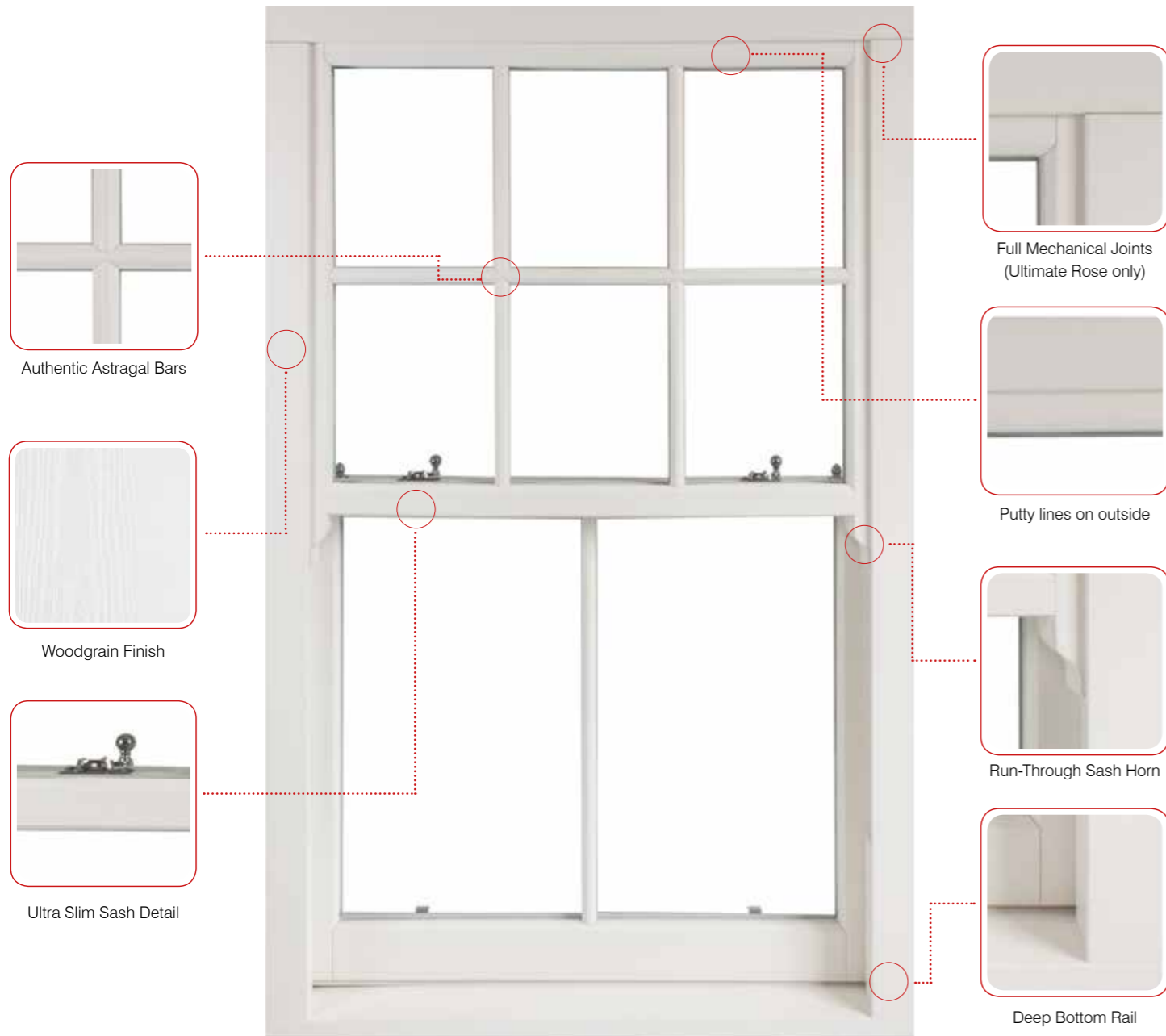
We believe that sensitively-designed, high-end uPVC sash windows are a suitable alternative to timber in the conservation market. We also believe that where original windows have been replaced with inappropriate alternatives, the The Rose Collection can help restore a building to its original appearance.

We take a pro-active approach to conservation areas. Our Managing Director Willie Kerr is a member of the Glass and Glazing Federation's Traditional Window Group, which serves to inform conservation officers and English Heritage on the benefits of uPVC and why sensitively-designed windows could be allowed in conservation areas.

We regularly talk to conservation officers ourselves and demonstrate our windows to them, so they can see for themselves whether they are appropriate for use. As a result of our efforts, Roseview products have been accepted for projects in dozens of conservation areas across the UK.

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Designed to replicate the fine details of an original timber sash, the Heritage and Ultimate Rose are the pinnacle of uPVC sash windows. Features include:

- Full mechanical joints - no welds used on the window, mimicking traditional joinery. (Ultimate Rose only)
- Run-through horn - continuous part of the sash
- Woodgrain finish - looks and feels like timber
- Bespoke traditional furniture (optional extra)
- Limit stops for enhanced safety and security (optional extra)
- Authentic surface mounted astragal bars - in a range of period designs
- Modern benefits include:
  - Energy 'A' rating as standard
  - Tilt facility for easy cleaning
  - Maintenance free - no more painting!

*The Rose Collection is available in a range of colours, textures and finishes*

**Hardware Colours**



**Foil Colours**



Other finishes available upon request



# Roseview windows

Established in 1977, Roseview Windows are the longest established uPVC sash window manufacturer in the UK.

Based in the picturesque market town of Olney for 30 years, our fifty-strong workforce manufacture uPVC vertically sliding sash windows for conservation, trade, residential and commercial markets. Our modern 30,000 square foot factory contains top of the range machinery, which - in combination with our fully trained and highly experienced staff - help us to ensure absolute accuracy and quality in all the sash windows we manufacture.

Our Managing Director - Willie Kerr - has been in the window manufacturing industry since the early 1970s, and spent his early years working as a REHAU technician. This gave him a firm foundation in REHAU window profiles, which - of course - he has been able to pass on to our staff.

Our top specification window, the Ultimate Rose, is the culmination of years of

extensive research and development. It was designed specifically to look exactly like an original timber box sash window and be suitable for conservation areas, where timber windows have long dominated.

Our Heritage and Ultimate Rose windows are both based on the Rehau profile system, arguably the leading uPVC VS system. The Rehau profile has the slimmest sightlines of any VS system, a deep bottom rail, authentic putty lines and is available in a range of woodgrain finishes.

We have taken this market leading system several stages further, adding our in-house developed run-through sash horn and full mechanical joints to deliver windows that are a true alternative to timber.

In recognition for its authentic aesthetics, the Ultimate Rose was awarded New Product of the Year at the prestigious G-Awards in 2013.

## Original timber window features

With its run-through sash horns, slim sightlines, authentic putty glass lines and mechanical joints, the Ultimate Rose achieves an incredibly convincing level of authenticity.

Take a look at the picture on the right. On the left there's an original timber window, complete with peeling paint, rotting frame and single glazing. On the right you can see a brand new Ultimate Rose. Note how the fine details make the Ultimate Rose indistinguishable from the timber window, but is more secure, warmer, draught-free and will never need repainting.

It's no surprise the Ultimate Rose accepted in some of the UK's most sensitive conservation areas.

## Benefits and sustainability

As well as being virtually indistinguishable from real timber, the Rose Collection offers many advantages over timber. uPVC offers increased thermal and acoustic performance, ease of operation, and low maintenance.

uPVC is also a sustainable material, with the ability to be recycled numerous times. In fact, Over 300,000 tonnes of post-consumer uPVC is already being recycled across Europe each year.

57% of the molecular weight of PVC is derived from common salt, which is an abundant natural resource, with the remaining 43% derived from hydrocarbon feedstocks. It takes less non-renewable fossil fuel to make than any other commodity plastic.



Willie Kerr  
Managing Director

## Danby Lodge

Location: Torquay

**Product Details:**  
Over 30 white woodgrain Ultimate Rose windows were installed in a property in Torquay. These were manufactured to closely replicate the original windows, featuring unequal splits and lattice design astragal bars.

The owner was incredibly impressed and commented how his neighbours were unable to tell he had had the old windows replaced with new uPVC ones.



## Brighton General Hospital

Location: Brighton

**Product Details:**  
Over 200 White Heritage Rose windows featuring polished welds were used to replace the existing windows at Brighton General Hospital.

Roseview liaised with the planning department to make sure the windows matched the original timber ones, based on profile dimension, slim mullions, astragal bar designs and avoiding trickle vents by using double-stage keeps. This allowed the windows to comply with ventilation regulations without affecting aesthetics.



## Beverley Court - Eastbourne



Roseview's award winning Ultimate Rose window was used to replace the front facing windows at Beverley Court, a block of twelve flats overlooking Eastbourne's seafront.

The four storey Victorian building featured original single glazed timber box sash windows, but owner Jonathan Horner wanted to restore the façade of the property so it could once again be part of Eastbourne's historic seafront.

Jonathan and his company Paternoster Properties were initially refused permission to replace the original windows with uPVC, but with our help, Jonathan used an appeals surveyor to convince the conservation officer that the Ultimate Rose was an appropriate alternative.

Ultimate Rose has been approved for use in numerous conservation areas across the UK and examples of similar installations

were used to support the appeal.

Technical data and scaled drawings were provided to show how well the manufactured windows could replicate the originals with slim arched head profiles and run-through sash horns which would mimic the shapes, proportions and detailing. The run-through horns were developed in-house by our R&D team and were a key factor in winning the contract.

On top of maintaining original aesthetics, the new windows will improve the energy efficiency of the building, cutting fuel costs for tenants and eliminating the requirement for costly ongoing maintenance and the attendant scaffolding associated with painting and repairing timber box sashes.



## Metro House

**Location:** London

**Product Details:**

Roseview installed over 200 White arched-head Heritage Rose windows at Metro House.

This was a sheltered housing Housing Association project in a conservation area. Not only was it crucial to maintain the original aesthetics of the building, the windows needed to offer enhanced security while improving energy efficiency and acoustic insulation in a low-maintenance package.



Before



After

## Ross-on-Wye

**Location:** Ross-on-Wye, Herefordshire

**Product Details:**

50 of Roseview's Heritage Rose windows were installed in an 11 bedroom hotel in a conservation area. Ultimate Rose was specified as it was able to closely replicate the style and detailing of the original timber windows.

**Specifier:**

Castle Lodge Hotel, Ross-on-Wye, Herefordshire



## Parkwood Hall School - Kent

Roseview Windows completed an installation at Parkwood Hall School, which saw more than 200 original oak framed windows at the front and back of the building replaced with our Rose Collection vertical sliding sash windows.

Parkwood Hall is a prestigious school that's owned and run by The Royal Borough of Kensington and Chelsea. Originally built in the 1890s as a Victorian hospital it is now a special needs residential and day school.

The building featured timber box sashes but despite regular maintenance these

had deteriorated to such a degree that replacement was required.

Pellings LLP, the Royal Borough's retained Building Surveyors for planned maintenance and refurbishment works to the education portfolio, specified the Rose Collection uPVC window as a viable alternative to the existing timber sashes as they closely replicated the aesthetics whilst offering minimum future maintenance, and improved energy efficiency and increased security for pupils.

All of the windows were built to Secured by Design specification and incorporated

traditional features such as deep bottom rails, slim sashes, decorative horns, Georgian bars and a slim mullion section.

Many of the windows were more than 2 metres high, and others had arched head frames, which we produced in-house at our factory in Olney.

The school owners immediately saw the benefits of having the Rose Collection installed. The product's excellent thermal performance and specialist glass meant Parkwood Hall were able to turn their heating system off two months earlier than usual.

*Rose*   
collection



Manufactured by

*Roseview*  
windows

