



Anglian Home Improvements

Established in 1966, Anglian Home Improvements supply high quality windows, doors and conservatories, improving British homes



The challenge

Anglian Home Improvements recognised that their customers place high importance on the warmth and energy efficiency of their home, needing assurance that the windows they are investing in would perform as anticipated.

Providing impartial endorsement for energy performance, the Energy Saving Trust were asked to consider Anglian windows for accreditation.

The solution

Energy Saving Trust reviewed the window performance against the Endorsed Product criteria, and acknowledged that it met the criteria to receive the standard.

Impartial endorsement from the Energy Saving Trust provides proof that the Anglian windows meet with recognised energy efficiency criteria, addressing their customers' priorities and supporting their positioning as a leading brand.

The outcome

Gaining this independent endorsement enables Anglian to further demonstrate the energy efficiency credentials and performance of their windows to customers.

For Anglian, independent endorsement attracts new customers and gives current customers peace of mind.

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“Endorsement from Energy Saving Trust helps simplify things for customers in the complicated world of ratings”

Tom Allen, Anglian Home Improvement, Head of Product Management

If you have a project you would like to discuss, please email business@est.org.uk or alternatively call **020 7222 0101**.

