



# The looking glass

A GLIMPSE THROUGH THE WINDOW AT PENINSULA

NEWSLETTER / SUMMER

EDITION - 2019



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## Ken's Welcome

The last year has seen an incredible 50% growth in turnover, as well as the delivery of some of the biggest and highest specification jobs we've ever done.

Many of these projects we've delivered from the very early concept and design stages, through the red tape of planning permission, building regulations and structural calculations, and then on to fully project managing the build from digging footings to decoration and cleaning, right up to the point of customers being able to simply move furniture in!

It was one thing to set such a high bar for us to step up to, but quite another to achieve so many of those intended goals. We've felt the enormity of delivering this much higher turnover, and also maintaining the high quality of finish and great customer service we're known for. This has required the management of many more staff, requiring more planning, infrastructure, as well as some considerable investment.

Managing the operational changes has been in some ways a bit of a baptism of fire, and on reflection - one that I'm immensely proud of in terms of how our staff have responded and risen to the challenge in such a positive way. They really are a great team!

There's such a lot that we are delighted with - a slight glimpse of which is contained in the following pages. We look forward to working closely with our customers on home improvements or helping them achieve their dreams by expanding their living space.



*Ken Grayson*

KEN GRAYSON  
CEO - PENINSULA

# Installation of the Quarter

## Contemporary Zinc Orangery

### BRIEF

We were asked to create and project manage the design and build of a highly-glazed and totally bespoke single storey extension on a stone cottage. The key aims were to include a zinc roof, lots of light, a circular roof light, stonework cut out into the house, tall as possible front frames (with the upstairs windows providing height restrictions) and delivery of the project right up to the point where our clients could simply move furniture in. Our clients wanted minimal framing, and a feeling of being in the garden.

### PRODUCT

We used 2200mm tall SMART aluminium's triple track sliders with slim line mullions for all the side elements, which provide a very slim 30mm mullions between the sliding elements, really inviting the garden into the room.

The roof lights comprised of a flat circular light, and a large 'Atlas' slim line aluminium roof structure designed with more glass and less frame in mind

The zinc roof was designed with a warm roof construction in mind, with some of the insulation fitting between the joists and the lowest possible pitch, so that we could cut lead work as tight up to the upstairs windows AND have the doors as tall as possible. This required consultation and negotiation with a very positive building inspector, who really understood the brief and helped with the delivery of the concept.

The design incorporated a hidden gutter detail behind the Zinc fascia façade, and projecting eaves with outside spotlights recessed into a red-cedar soffit.

### PROCESS

Following initial consultation with our clients, we drew some initial 3D concepts, which were developed into the final versions ready for a planning application. Building regulations AND planning permission was required and we handled all these aspects which also involved the structural engineering and calculations for the steelwork. We dug footings, erected the steel and contracted a local expert Zinc roofer to put the skin on our warm roof structure.

The finishes included an electric under floor heated contemporary porcelain tiled floor, frameless sliding glass room divider, flush threshold options to eliminate tripping hazards, full electrics package, hidden drain detail to the outside, decoration and some landscaping.

We liaised with the building inspector throughout to the point of signing off the final certificate.

### OUTCOME

We are extremely pleased with the results. Our clients really love the space, and whatever the weather, they can be virtually sitting in the garden they love so much. It has become one of the most loved areas of the property, and has met all initial objectives.







# Get ready for Summer!

**As the days get longer and warmer, we are all looking forward to enjoying the al fresco lifestyle and to help you enjoy it long after the summer, Jan Baxter, Company Finance Director has some great advice:**

"There are a number of products on the market that will change the way you enjoy both your home and garden and it is all about making the most of where you live, whatever the weather.

Some people prefer to be in the warmth of their own home and appreciate the outdoors so adding a conservatory, winter garden or orangery extends and enhances your living space while allowing the light and sunshine to stream in all year round. Add large sliding doors or bi-folding doors that fold up the wall like a concertina, you then gain the full view and access to the garden straight away so seamlessly and easily bring the outdoors indoors.

However, other people prefer to be outside but want some protection from the weather and a Glass House is the answer. Add vertical glass elements to transform a canopy into a Glass House and you've now got side protection from the wind and rain, but when the sun comes out you just slide the elements back to enjoy it. We've recently installed a Glass House at Fron Goch Garden Centre in Caernarfon as they wanted to extend their restaurant, but protect their customers from the elements and this works perfectly and also looks very stylish – definitely worth going to have a look if you're thinking of having one installed. We have also installed a small Glass House at Tyddyn Sachau Garden Centre, outside Pwllheli to maximise on its stunning view out to the sea.

The Acubis is Solarlux's freestanding Glass House and we're proud to have installed the first one in the UK, at the end of a garden in Rhosneigr so the owners could enjoy their garden's amazing views while being protected from the elements. They are simple and quick to install and open up endless possibilities and opportunities for people to make the most of their coastal and mountain views.



Another option for those that love being outdoors is an awning and these are becoming an essential part of the house or garden. The modern designs and high technical specifications ensure that they are suitable for all UK weather, and come in a range of styles from fully retractable to pergola systems with slender support posts and parasol awnings, to free standing awning systems. There is a wide choice of accessories too so you can have electrically operated systems and add in infrared heating and LED lighting so you can enjoy sitting on the patio when the sun has gone down.

A simple change or addition can make the most amazing difference to your home and it's all about making the most of what you have.

By working closely with high quality suppliers including Solarlux, Nor-Dan and Markilux, we are able to offer homeowners the latest products and cutting-edge ideas for extensions, conservatories and home improvements. And with contemporary, traditional and bespoke styles available we have a design and style to suit every home."







# Fron Goch Atriwm Opening

In our last newsletter we included an article on the collaboration with Fron Goch Garden Centre to build an extension for their award winning Restaurant, so we are delighted to now bring you photos of the completed Atriwm which was opened in March.



This is a single-glazed glass canopy over the outdoor patio area with vertical glass elements to protect diners from any inclement weather with the added advantage of being able to fully retract them when the weather is glorious.

The Atriwm was officially opened during Fron Goch's Summer Living Weekend on Saturday 23 March, with head chef Robbie Worgan at Ty Castell cooking up the most delicious treats during a barbecue demonstration using Halen Mon Sea Salt and produce from Hooton's Homegrown Farm Shop and Café. So a massive thank you to them, and also to James Fearon Wines for supplying all our guests with a glass of celebratory bubbly.





# Markilux Awnings

Whether you want to simply relax or you've invited friends or family over, Markilux has a new range of awnings which are an essential part of making the most of your outdoor space and prolonging the Al fresco life!

## What makes Markilux's awnings so special?

- There are over 250 awning fabrics to choose from so you can create the perfect ambience on your patio or carry your interior décor outside. You can also choose the frame colour and there is a bespoke service so we can match the frame to your personal shade.
- The high-tech fabrics will maintain their shape and colour for years and offer the highest UV protection, while also being self-cleaning and resistant to rain, light and fluctuations in temperature.
- There's a wide range of accessories to choose from including remote control with sun and wind sensors, LED lights, heaters and a dropdown Shadeplus to protect against glare from low-lying sun or as it sets.
- The modern, minimalist architectural design will enhance the appearance of your home.
- There's also a range that's specifically designed for balconies or eaves as well as an upright version so if you're patio is prone to some side wind then this is the perfect solution.



There's also a new Markilux Pergola which is an awning system on slender posts with lateral guide tracks, so it provides generous shading of up to 6 metres and defies wind and weather up to Beaufort 6!

# Our Price Promise



We know our product is the best, we know our service is the best and we know our price is the best!

Which is why we are so confident that you can't get better value from anyone else.

But on the off chance that you do find the same product specification, after sales guarantee and fitting service for less then we will simply refund you the difference – without question.

**The Peninsula Price Promise – we guarantee we can't be beaten!**

## It's all good news!

Look out for our recent advertising campaign in the glossy North Wales magazines which is promoting our range of stunning products to make the most of summer living – think sunny days and long balmy evenings and our campaign is selling the dream of making it a reality!

We've carefully selected magazines that we know our customers read so as well as Abersoch Sensations, you'll also see adverts in Welsh Coastal Life and North Wales Living.

You don't have to have a copy of the magazine to call us so if you are thinking of ways you can enjoy outdoor living give us a call and one of our experts will happily advise you on the best product to suit your lifestyle.

## Daily Post School Award



We were delighted to be associated with the Daily Post School Awards which recognised the best schools in the region through sponsoring the Class or Team of the Year.

This Award was for a sports team that had trained hard, or an orchestra/choir or drama group that had worked together on a performance, or a class within a school that had really excelled or completed a project.

Entries poured in and we were delighted to present the Award to Denbigh High School's Team Quantum at a prestigious Ceremony at Coleg Cambria in Deeside on Thursday 27 June.



**Jan Baxter**

Jan has joined as Company Finance Director, and as Ken's sister we're delighted to have another member of the Grayson family on board. Jan has a Business Studies and Accounting Degree and worked as an Account Manager in the Retail Sector including for Walkers Crisps and Sara Lee Desserts before setting up as a business consultant. Jan will soon be moving back to North Wales and has responsibility for finance and accounting and will also be helping Ken out with some of the marketing.

**Scott Walker**

Scott joined us as a fitter in mid March. A qualified joiner by trade, Scott has extensive experience in the trade having worked for his family business installing doors and windows so his relocation to Anglesey for family reasons was our good fortune.

**Ian Moore**

Ian is another fitter who joined us in mid February. Ian has been in the window trade for over 20 years having worked across all aspects from fabrication to service engineer to installer and lately ran his own manufacturing and installation business in Derby. With baby number 2 on the way, Ian and his family decided to relocate to Anglesey and he says both the move and joining us has "turned his life round".

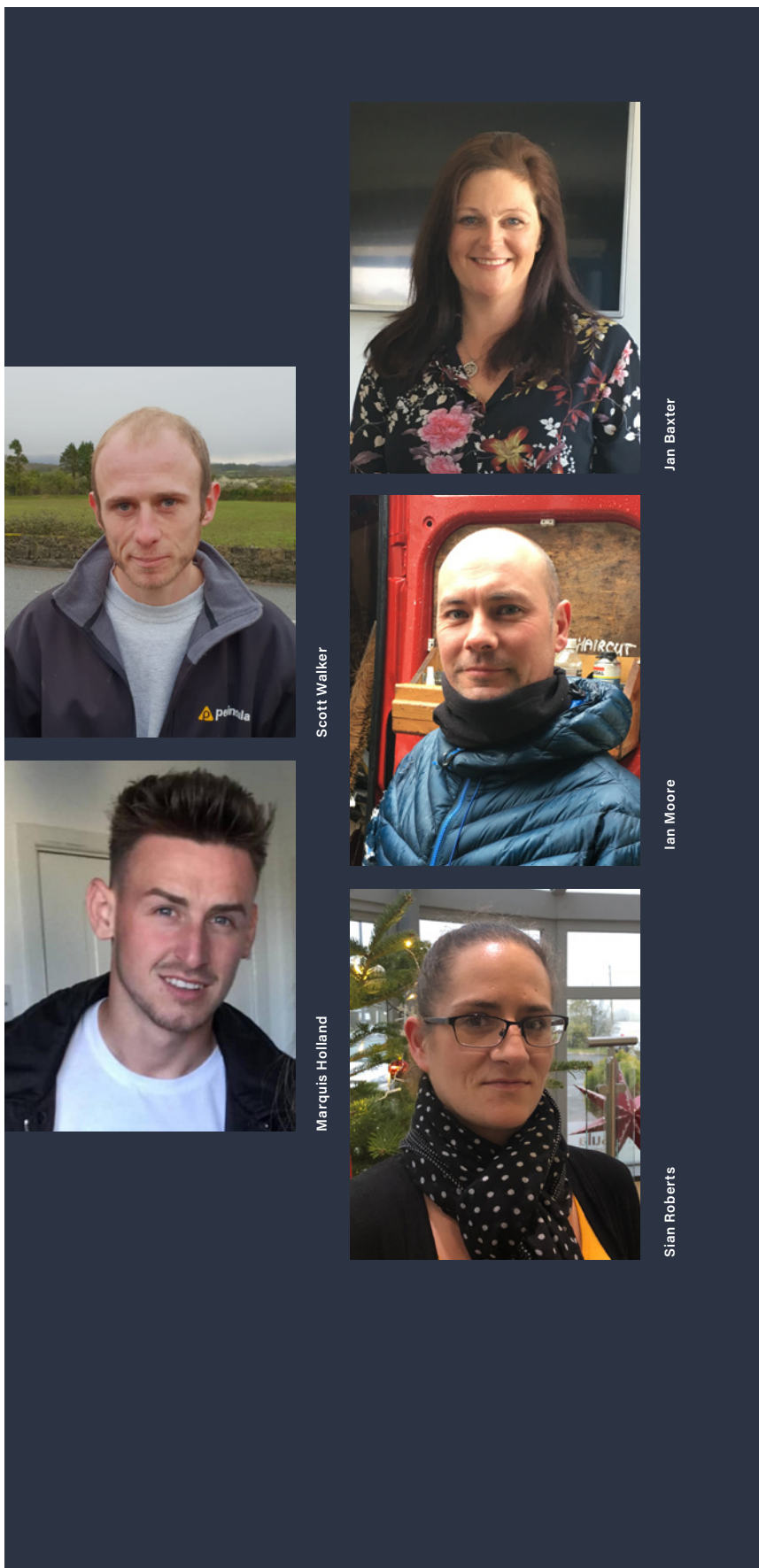
**Marquis Holland**

Marquis only joined us in October as a fitter but with his natural charm and skill at selling he has recently moved into a sales role, and we wish him luck in his continued progress with the company.

**Sian Roberts**

Sian is another recent recruit whose potential has been spotted, so like Marquis she has moved into a more permanent sales role taking on the title of Sales Co-ordinator.

# Our Movers and Shakers!



Jan Baxter

Scott Walker

Ian Moore

Marquis Holland

Sian Roberts

# A Sad Farewell



**We bid a sad farewell to our longest standing employee in March – Dyfed Williams, senior installer, retired after an impressive 32 years with Peninsula.**

Dyfed joined when the business was in its infancy having only been established three years earlier by Ken's father, Barrie at its base in Pwllheli. Joining as a fitter, Dyfed remembers those days well as Peninsula was the first PVC manufacturer and installer in North Wales, but importantly it was also the only company to employ installers rather than using a team of sub-contractors. Dyfed said; "That was initially what attracted me to the company as having their own team of installers meant that the company cared about and had a level of responsibility to every job that others couldn't match."

Progress was swift and Barrie soon opened a factory on the industrial estate in Gaerwen, Anglesey which employed four fabricators and Dyfed relocated to be one of the fitters on the island. "I remember those

days so well and with fondness despite it being hard work. There were no diggers, so foundations were dug the hard way with a spade, and we used to transport 27 tonnes of concrete for a job by wheelbarrow and then pour it in by hand – back breaking work but we knew no better so it was part and parcel of the job. There was also no scaffolding, which is hard to believe nowadays but again, as we knew no better you used to hang out of the windows with your workmate holding onto your legs and praying that he wouldn't let go – today's health and safety would have had a fit!!"

A showroom was soon opened in Gaerwen next to the factory, and the company progressed from selling and installing windows, doors and patios to conservatories which led to Barrie making the bold decision to purchase land and relocate the showroom to its current site in Gaerwen which was later expanded to accommodate the factory. Dyfed takes up the story; "Barrie was an engineer by trade so we used to manufacture and assemble most of the installations in the workshop as well as manufacture the tools we needed, and we only bought in things like rafters which again made us very unique, so we were able to grow and diversify as the market changed. It also meant that the jobs we did were







varied and at times very challenging, but there was never a dull moment." This last comment is more down to the fact that Dyfed was known as the joker in the company and he was always up to light-hearted mischief with his team mates which sometimes spilled over to the customer but fortunately for him it was always taken in the spirit it was intended! "Oh we had some fun in those days and I was often playing a prank on someone and while there are too many to list, my favourite was to fill an old adhesive tube with water and swap it while the beading for the frames was being installed. I got many a work mate with that one when they couldn't understand why the beading wasn't sticking!"

Despite the two offices' locations, there was a real team spirit helped by the regular social elements Barrie organised including Gaerwen v Pwllheli Cricket Matches, Quad Biking and Christmas Parties for all staff and their partners. So when the business outgrew the Pwllheli premises, the decision was made in 1997 for Gaerwen to become the head office,

showroom and manufacturing site and many of the Pwllheli workers relocated to Anglesey. "Even when we became one site, it still felt the same business and that community spirit still continues today. In those days your job was for life and it's been a good one as I've grown up with the company and seen the business grow and progress. With new products like the Winter Gardens and all the developments in technology there are exciting times ahead for Ken and the Peninsula team."

On Dyfed's retirement Ken said; "It's been an absolute pleasure and honour working with Dyfed. He taught me so much when I first started – not only the basics and fundamentals of the job but also that it's important to enjoy your work. Dyfed had the rare skill of being able to combine the light-hearted moments with hard work and he will be sorely missed by all the staff and many of our customers. I wish him a long, happy and healthy retirement as he certainly deserves it, but it's not good-bye as he knows he's welcome to call in any time for a coffee."



## Stock Car Racing

Dave Murphy is one of our fitters and he's an avid stock car racer, so we're delighted to announce that we have become one of his official sponsors.

Dave has been racing since 1993 and he is the only registered driver in Wales. His love of the sport stems from his older brothers who used to race Formula 1 in the 1970s and 80s and he was later convinced by his late brother, Nick, to build his own stock car in his workshop. Unlike the US where they race in modified saloon cars, in the UK it's a F2 stock car which is a small, single seat car with purpose built bumpers to protect the chassis and driver during contact. And there is plenty of that, which is why it pulls in the crowds as the heavy hitting cars are firm favourites for the crashes and mishaps that occur when the drivers are racing for that all important win!

Sadly you won't see Dave flying round Trac Mon (Anglesey Circuit) as stock car races are held on oval tracks and there are many throughout the UK from as far north as Cowdenbeath Racewall in Scotland to St Day at the very tip of Cornwall, but if you want to see Dave in action you'll need to head to Grimley Oval Raceway in Worcester where you can also see his girlfriend Steph race in a ladies only formula.

The racing season runs from March to November with a couple of out of season meetings to keep their enthusiasm going. Points are scored at each meeting and the more points you get, the further back you start. Starting positions are determined by the roof colour with newcomers in white, yellow next and then blue and finally red. Dave currently has a blue roof and is aiming to finish the end of the season with a red roof.

We wish him all the best for this season and hope he obtains his red roof!



## Cheese & Wine Fundraiser for Marie Curie

Marie Curie is a home-based nursing service for people with terminal illness and we were delighted to support the Anglesey and Gwynedd fundraising team with a case of wine for their Cheese & Wine fundraising event at Tacla Taid on Friday 26 April.

Sandy Chadwick, who is one of our customers so we've known her for a number of years, is an integral part of this team which has raised an impressive £100,000 in four years. And we congratulate Sandy and her team for adding another £1,379. raised from the Cheese & Wine evening to this total.

## New Team T-Shirts for Bowling Team

Menai Bridge Crown Green Bowling Club has been playing this popular sport in the shadows of the famous Menai Bridge Suspension Bridge built by Thomas Telford for over 70 years. As a thriving community club we were only too happy to answer their call for support in funding Team T-shirts for their League Matches.

## Three Years on the Run!

We're delighted to have sponsored the Llandegfan Fun Run on the 5th June for the third year running. It was a lovely evening for this fabulous community initiative and the organisers raised a fantastic amount for local causes.



## Bethesda Rugby Club

It's not often we take centre stage at a Rugby Club so we were thrilled to be invited to Bethesda RFC's new Clubhouse opening and thanked for sponsoring 1st XV team kit and for playing a pivotal role in the club's refurbishment programme.

This major overhaul saw improvements to the clubhouse, changing room, upstairs bar area, function room, office accommodation and toilets over an intensive five month period, with a stunning end result.

