

origin
DOORS AND WINDOWS



Marketing Support

The UK's Leading Specialist...

Origin is the UK's leading door and window brand.

Combining a premium grade aluminium with precision engineering, Origin have a proven track record of providing high quality, functional and stylish products that are built to last.

All products are designed and manufactured at our state-of-the-art Buckinghamshire facility, completely bespoke to each customer's specification. We offer a huge variety of opening configurations, colours, handles and finishes to fit every size requirement and style.

We have complete control of each product – from sourcing through to manufacturing and delivery – and only use high quality components, specifically designed by us. Our unfaltering stance on quality control in all operations enables us to offer industry-leading guarantees for absolute peace of mind.

As a household brand, we offer extensive marketing support to help you make the most of our partnership, allowing you to build local awareness and generate leads.

As an Origin Partner, you can enjoy:

- Unmatched product quality – premium aluminium doors and windows that you can specify with confidence, knowing that they will perform for your customers faultlessly.
- Unbeatable lead times – the Origin Home Range is available on industry-leading delivery times, allowing you to take on customers with tight deadlines.
- Unrivalled service – our UK-based customer service teams are always on hand to answer any question you may have.
- Online quoting and ordering – Origin Sale Safe (OSS) is our easy-to-use quoting and ordering system that allows you to quote and order Origin products in minutes.
- Huge consumer demands – by offering a well-known national brand, you can make your offering more competitive.
- Being able to specify with confidence – we are a family business that are ISO 9001 (Quality Management), ISO 14001 (Environmental Management) and ISO 45001 (Health and Safety Management) accredited.

Read on to see how you, your business and your bottom line can benefit by choosing Origin...





Unparalleled Service...

At Origin, we pride ourselves on going above and beyond in equipping you and your business with everything you need to promote and sell the full range of Origin products. Whether product or service related, everything we do and invest in is to help you grow your business.

From lead generating campaigns - whether they be on or offline - through to showroom support, brochures and point of sale, we're here to help.



Available Literature...

Becoming an Origin Partner offers a host of benefits, including getting full access to the suite of Origin marketing materials. Origin is continuously investing in the brand to increase awareness and drive demand. This spend includes creating the perfect suite of sales literature for you to use completely free of charge, which will help you sell the Origin Home with ease.

Order your literature today via our New Partners Team - newpartners@origin-global.com



The Origin Door Collection



The Origin Internal Door Collection



The Origin Residential Door Collection



The Origin Sliding Door Collection



The Origin Window Collection



The Origin Home Collection Overview



RAL Booklets

The perfect tool for your customers when considering the 150+ RAL shades available in the Origin Home Range.



Features and Benefits Sheets

A concise A4 document detailing the main USP's for all Origin products.



Buying with a Clear Conscience Leaflet

Give your customers the ultimate peace of mind so they can be confident in choosing Origin. This leaflet explains Origin's accreditations and environmental accolades, so is ideal to attach to quotes.



Drop Cards

A small but impactful drop card detailing the Origin Home Range. It's ideal for delivering to nearby houses when carrying out an installation.



Popular Colours Folder

An A4 folder that showcases samples of all popular colours and Q-Lon options available in the Origin Home Range.



Activity Book

Keep your customers children entertained with our "Out of this World" activity book. It will give you more time to sell Origin products without interruption.



Capacity Folders

Present your quotes and our brochures to your client in a professional manner using our capacity folders.



Operating Instructions

An online step-by-step guide on how to open and close systems, as well as guidance on how best to maintain their premium look and operation.



Installation Guides

An instructional guide to walk you through the installation process of our doors and windows. They're available in pdf or video format.



Specification Guides

A detailed guide to the technical specification for each product in the Origin Home Collection. It's available only as an e-document and is updated on a quarterly basis.



Residential Door Visualiser

Our visualiser allows your customers to see what one of Origin's Residential Doors will look like on their property without the need for computer renders or virtual reality. Displaying various panels in a selection of colours, the visualiser covers all bases.



Showroom Support...

On-Glass Stickers

Highlight the guarantee and features of our products with these stickers.

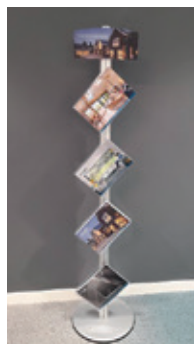
Origin frosted logo stickers are also available.



Showroom Boards

A range of boards to display Origin's popular colour range as well accessories for the following:

Door handles	700 x 1,700mm
Internal door hardware	550 x 1,250mm
Residential door accessories	700 x 1,700mm
Sliding door handles	700 x 1,250mm
Window handles	700 x 1,250mm
Popular colours	700 x 1,250mm



Brochure Display Stands and Accredited Supplier Plaque

Free-standing point of sale brochure stands and Origin accredited supplier plaques are available to all Partners.



Mobile Displays

PVC Roller Banner - ideal for exhibition shows due to the ease in which they can be packed and transported. These are available for each product.

Origin Home Collection Tower Stand - holds a display board which can be interchangeable for specific campaigns or promotions.

Glazing Bar Tower Stand - holds a display board which advertises this contemporary yet timeless option.

Dual Branding Opportunities

Dual branding is a great way to maximise and advertise your partnership with Origin. All you have to do is supply us with a high resolution version of your logo and enquire about availability with your Origin representative.

Vehicle Branding

Showcase your Origin offering with a personalised van wrap design that features imagery, contact information and branding. Accredited Supplier stickers are also available to add to your existing vehicle design.



Accredited Supplier Signage

Highlight your partnership with Origin using brushed steel stand-off lettering. It's an elegant and high-quality display to match the essence of the product range.



OI-30 Display Board

The OI-30 Internal Door display board showcases this new product range. Renders and photographs of the range help demonstrate this new product's flexibility and beauty.



Showroom Plaques

Two options available: a features and benefits plaque to highlight the USP's of the Origin Home Collection (dimensions - 150 x 320mm), or go for a plaque that details the product on display - size, colour, configuration and more (dimensions - 148 x 210mm).



A-Boards

Ensure passers-by are aware of your offering. They're great for placing outside properties during an installation or out the front of a showroom.



Campaign Support...

Develop strong, lead generating campaigns to help you grow interest and boost gravitas in your local area. Consider Origin your very own advertising agency and tap into in the support available to help you achieve the greatest impact possible with your audience using a variety of on and offline techniques.

Social and PPC Campaigns

As an Origin Premium Partner, you can benefit from a financial contribution towards your marketing activities. As well as social media advice, we can offer digital campaign support. For your business to be eligible for this, we have certain criteria that would need to be met. If this is something that you would be interested in, then please contact your Business Development Manager to discuss the most appropriate activities and put a lead generation plan in place.

Local Radio Opportunities

Reach targeted demographics, offer more frequent touch points and create demand with this local sales approach.



Drop Card Campaigns

A fast and easy way to advertise your business, build awareness or promote specific events in targeted areas using a simple, strong message.



Local Press Advertising

Get in front of your local audience and highlight your partnership with Origin in a local newspaper or magazine publication to generate leads in your area.



Online Support and Branding...

There is also an array of online support available to you as an Origin Partner. For more information or to enquire about other digital opportunities, please contact marketing@origin-global.com

Digital Marketing Guide

An electronic guide that provides support and advice to help you make the most of your online presence.



Partner Logo Design

Work together with our creative agency to develop a new look for your branding.



Origin Image Gallery

A platform where we keep a stock of all available imagery for our Partners in addition to the likes of logos, roundels, literature and more. Log In details are available upon request.



Information for Professionals

A dedicated section of the website, specific to each product, and offering all associated technical information.





Social Media Advice...

A great way to stay in touch with your customers, before and after installation, social media channels have become increasingly important to maintain relationships and customer service levels.

A total of 5 billion people use the internet worldwide, and 4.62 billion of them use social media. The average daily time spent using social is just shy of 2h 30mins. The power of social media is a significant one and if your business doesn't have a social presence, then you may be missing out on opportunities for your brand.

Why should you use social media:

- Become recognised as a reliable, knowledgeable business.
- Demonstrate your knowledge in the industry and share breaking news.
- Explore theories and interact with others.
- Share information about you, your team and the work you do.
- Analyse your performance, see how your profile is performing and check likes, followers, interactions and engagements.

Contact marketing@origin-global.com to request a copy of the Digital Marketing Guide for more information about social media, as well as website best practice and search engine optimisation.



Digital Marketing...

Custom Designed Website

Work with our third party agency to create a custom built website.



Website Reviews

An in-depth analysis of your website followed by a report including recommendations and suggestions.



Work with our agency to set up online campaigns including:

Strategy Planning

Prior to campaign launch, we can help provide a suggested strategy and budget breakdown based on your individual objectives. This could include lead generation or brand awareness.

PPC Campaigns

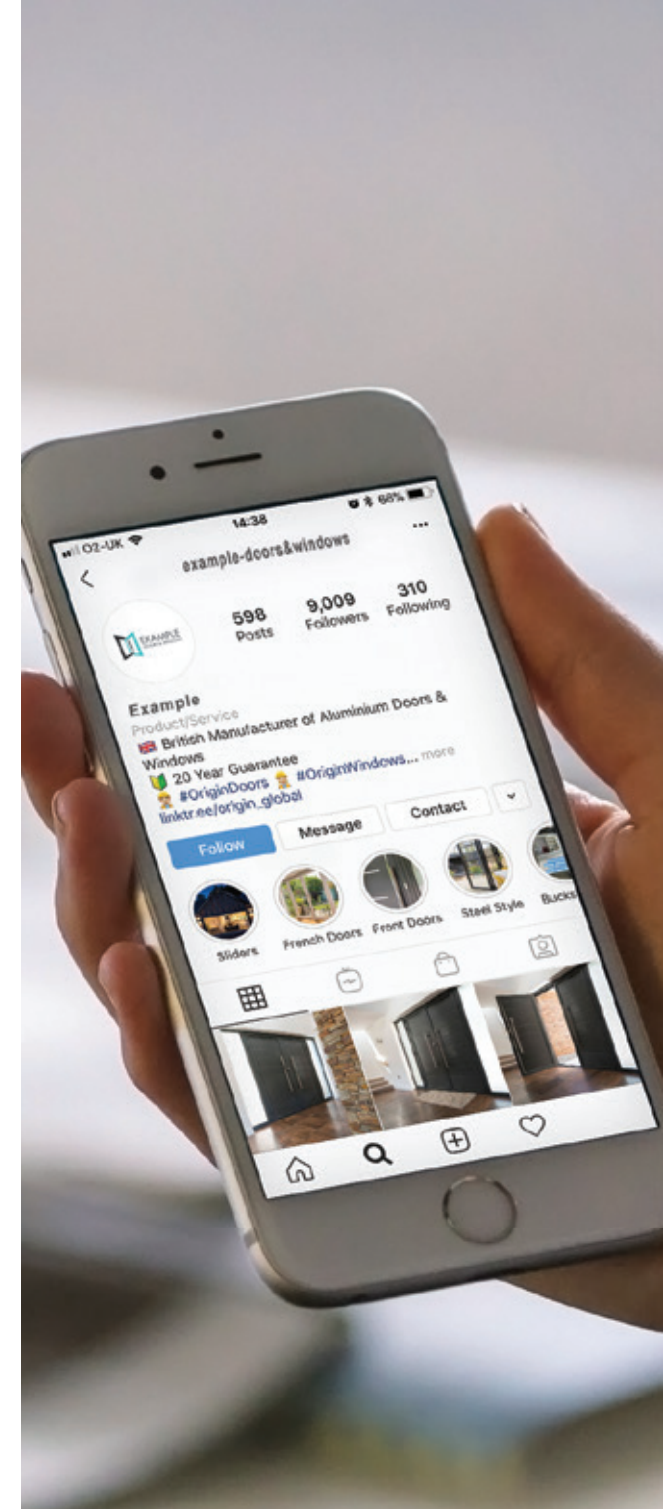
Display your adverts on search engines such as Google to meet your target audience. Pay fees only when your advert is clicked, helping drive cost effective traffic to your website.

Online Advertising

By using targeted adverts, you can reach people with specific interests to increase your brand awareness and traffic to your site.

Social Media Campaigns

Create specific target audiences and advertise to them on a variety of social networking platforms. This helps drive targeted traffic to your website or landing page. You can gain valuable insight into your customers quickly, easily and affordably.



Exhibition Support...

Maximise impact and return on investment with Origin's exhibition support. Our assistance includes dual branded stand design, signage, product costs, giveaways, exhibition literature, promotional cards and pre-event advertising. Support is also available for online shows, including branding, logos and literature.

Additionally, Origin can provide a financial contribution on the stand space and stand build.

Please note, for exhibition support, Origin requires a minimum of eight weeks notice.

Goodie Bags

Origin offer branded goodie bags with the following included within them: a brochure of each product, a pen, an air freshener, a coaster, a mug and jelly beans, all for your customers to take away with them, ensuring you leave a lasting impression. Although not included in a goodie bag, caps can be ordered separately for your staff.



A5 Brochure

This condensed brochure is ideal for exhibitions. It offers a condensed summary of the Origin Home Collection, removing the need to hand out individual brochures to colder leads. The opportunity for dual branding is also available to promote your partnership with Origin and allows you to give a brief overview of your company.





Fastest
turnaround

bi-fold doors
and windows...

Do you have a show already planned for this year? Get in touch with marketing@origin-global.com today to find out more about our extensive range of exhibition support.

Case Studies...

In order for you to have some exclusive high quality images for use in your marketing, Origin offer case study photography.

If there is a particularly nice install that you have carried out, or plan to, then get in touch and, with the homeowners permission, we will arrange for a professional photographer to visit once the build is complete.

You can specify to have exclusive use for you and Origin, making use of the pictures online, in brochures or in future advertising campaigns.

These are the kind of images you can expect from a case study. Professional, sharp and ready to use.

Contact marketing@origin-global.com for more information.



Installation of the Month...

Each month, we will be giving away either £500 in retail vouchers or a £500 discount off an order to one lucky winner. All you have to do is show off your Origin products by submitting before and after pictures. Share those transformations and be in with a chance to win.

Enter to win at www.origin-global.com/installation-of-the-month or contact marketing@origin-global.com

Terms and conditions apply. See website for more information.



After



Before



Origin is the UK's leading manufacturer of aluminium architectural solutions.

Now award-winning and operating internationally, Origin began in 2002 as a family company dedicated to the design, creation and manufacture of the UK's best quality doors, backed by uncompromising levels of service.

Cousins, Neil Ginger and Victoria Brocklesby, have since worked relentlessly to perfect the design and functionality of bi-folding doors, and to create and maintain the highly respected reputation for quality and service that they have today, while expanding the range to include Internal Doors, Residential Doors, Sliding Doors and Windows.

As the business has continued to grow and diversify, the foundations of family ethos, pride and ownership in all stages of production firmly remain.

Origin Global HQ, Stuart House,
Castle Estate, Coronation Road,
Cressex Business Park,
High Wycombe,
Buckinghamshire,
HP12 3TA

t 0808 168 5816
e enquiry@origin-global.com
w www.origin-global.com

Origin USA, Inc.
573 Paul Morris Drive,
Englewood,
Florida,
34223
USA

t +1-941-484-4861
e info@originbifolds.com
w www.originbifolds.com

Origin Middle East and Africa,
Oryx Door Systems LLC,
28 29th Street,
Al Quoz Industrial Area 4,
Dubai, United Arab Emirates
PO Box 282696

t +971-4-341-9447
e info@originuae.com
w www.originuae.com

