



**Press Release**  
**January 12<sup>th</sup> 2012**

## **Balcony Systems Reports Record Sales in 2011**

***Balcony Systems, one of the UK's leading glass balustrading, Juliet balcony and curved patio door specialists, reported record sales throughout 2011 – despite the tough economic times.***

Sales volumes across the entire product range rose by almost 30% throughout last year compared to 2010 and reflected consistent growth throughout those 12 months. End of year sales were particularly strong with November 2011 orders more than double on the same month in 2010.

Since Balcony's move to larger premises at Lingfield, Surrey, 15 months ago, the workforce has grown by 20% to cope with customer demand and the developing product range.

Managing Director Effi Wolff said the addition of a unique self-cleaning glass coating option in mid-summer had attracted much interest and contributed to the uplift in business, especially towards the end of the year.

Similarly, the introduction of Juliet balconies costing from under £200, which provide a cost-effective and elegant, low-maintenance balustrading solution, had proved popular with buyers from all sectors. This helped to boost sales of Juliets by a spectacular 70% in 2011.

Effi explained: "Balcony continues to grow, showing consistent 15% year-on-year growth since 2008. We've had a tremendous year as more and more architects, builders and self-builders recognised the quality, versatility and affordability of Balcony's products, as well as their ability to transform properties and add value.



"We are also starting to see the resurrection of larger projects, plus signs of confidence returning to the market; something we have not seen for three years," he continued. "Business picked up considerably in the final quarter of 2011 and we were very busy right up to Christmas fulfilling orders for our customers."

As for 2012, Balcony is predicting another buoyant year with appearances at both Grand Design Live exhibitions and an Ecobuild debut for its sister company, VBS, in March.

Effi added: "Alongside rising demand from builders and developers, trends show that people are still willing to invest in their homes with many choosing to improve, rather than move house. That's why we're experiencing a lot of interest in our balustrading, for both newbuild projects and refurbishment schemes."

Balcony Systems is a specialist in sophisticated glass and aluminium balustrading solutions. Straight or curved external and Juliet balconies are supplied to exact client specifications. From single balustrades to multi-apartment developments, the company works with architects, designers and specifiers to deliver the most cost-effective, stylish and durable balustrade solution.



Contact Balcony [www.balconette.co.uk](http://www.balconette.co.uk) on 01342 410411 or email [enquiries@balconette.co.uk](mailto:enquiries@balconette.co.uk).

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