

Press Release
16th May 2012

Poll conducted by Which? proves Independent Firms are best for Customers

Author: Mark Austin

Every few years Which? undertake a poll to find out how their members who have had replacement double glazing rate suppliers and installers.

In 2012 Which? asked 2,562 of their members questions about their experience of double glazing installation and companies. All had double glazing installed in the last 5 years by either a local/independent firm or a double glazing brand name such as Anglian, Everest, Safestyle or Zenith Staybrite.

According to an article posted on the Which? website on 19th April 2012 entitled "Best Double Glazing Firms Revealed By Which? Poll" the overwhelming findings were that "Independent companies lead the double glazing pack" as "Local independent double glazing companies tend to leave their customers more satisfied than the big national glazing firms, according to a double glazing customer satisfaction survey carried out by Which?."

Disappointingly for both consumers and the reputation of the double glazing industry, just 7% of Which? members say they trust double glazing companies. According to the rather damning Which? article "More than 40% of Which? members say it's difficult to find good advice on double glazing, and a quarter had no idea how much double glazing should cost before getting quotes."

Which? also asked some of the national firms to give them their all inclusive prices for supplying and fitting bespoke UPVC windows and doors. As one would expect Anglian and Zenith prices were typically higher than those quoted by local traders who responded to the same questionnaire. Everest and Safestyle declined to share their prices with Which?, although according to the Which? article, Everest stated "It's no secret we charge a premium price for our products."

As Which? further explains "Double glazing companies are renowned for dubious selling techniques – so it's really little wonder that just 7% of Which? members say they trust glazing firms...The vast majority of Which? members have used small independent companies rather than big brands. One member, commenting on a local firm, said: "Local firms rely on word of mouth for their reputation and in a small town they cannot afford to let this slip." Find out more about independent double glazing manufacturers and installers Hazlemere Window Company Ltd.

Ends

This article was written by Mark Austin and can be found here:

<http://www.hazlemere.co.uk/blog/2012/04/which-poll-proves-independent-firms-best-for-customers/>