

2017 Vol. 1

# **NEW RETAIL MESSAGES FOR SPRING/SUMMER 2017**

**Can easily be adapted for Press, Magazines, Leaflets, Mailers,  
Landing Pages, Homepage Web Banners, Social Media and P.O.S.**



# Here to help you develop a successful advertising and sales strategy for this superb product.

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We've been working directly with Guardian™ long enough to know exactly who buys this amazing product. We know which neighbourhoods to target and the best way to encourage a positive response. We also know how to reach these potential buyers through a proven list of traditional and digital media. By working with ADZ (also known as "The Guardian™ Marketing Team") you'll be able to get the most out of your advertising budget and reach those buyers.

This brochure showcases our print based support materials. Please speak to our digital team to find out all about your online options.



# Your Beautiful Conservatory

Transform your conservatory into an all-year-round living space...



## A Guardian Warm Roof makes all the difference

**CALL TO ACTION**  
CAN APPEAR IN THIS SPACE

- Replace the old roof with a fully insulated Guardian Warm Roof
- Your conservatory will be nice and cool in summer & cosy and warm in winter
- The dramatic change takes less than a week
- Reduced fuel bills - increased house value

Installer Details

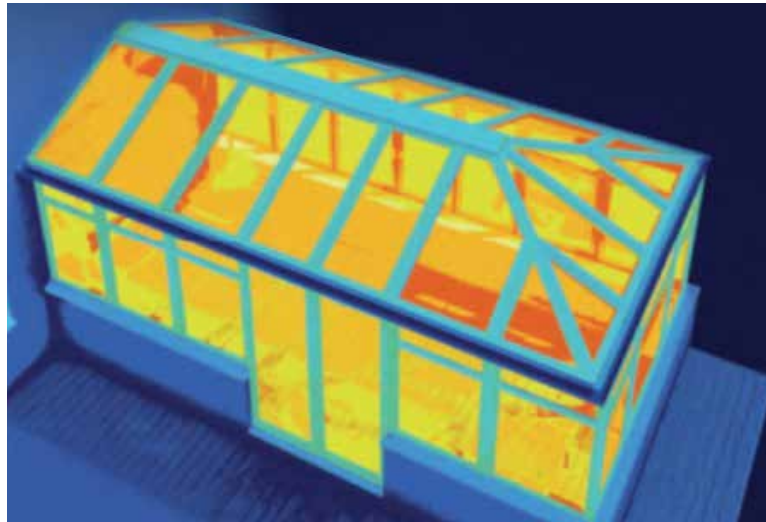


## A Guardian Warm Roof will make a dramatic difference... THESE THERMAL IMAGES PROVE THE ADVANTAGES OUR ROOF SYSTEM

### BEFORE

Here's conclusive proof that the heat from this conservatory is evaporating through the roof - at an alarming rate.

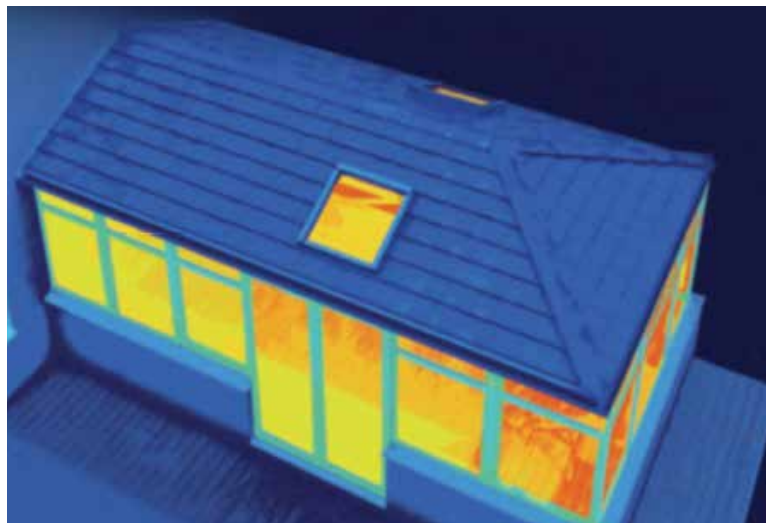
**Result:** Impossible to keep warm in winter and at night. Plus, huge heating bills.



### AFTER

The same conservatory but this time the Guardian Warm Roof has replaced the glass roof and the heat loss is massively reduced.

**Result:** The room is now quite and comfortable. An all-year-round living space!



UP TO **90%** Saving on your heating bills!

- Fully Insulated
- LABC Approved
- Installed in 4 days
- Choice of Finishes

Installer Details



## OUTSIDE

Up until recently, this was a very basic lean-to conservatory with a polycarbonate roof.

Always cold in winter and far too hot during the summer months.

Now it looks more like a home extension, adding both style and value to this home.



## INSIDE

“It’s now the conservatory we always wanted”. That’s what the homeowners said when they saw their new room.

Light, airy, safe and secure. The room has been totally transformed to become the perfect all-year-round living space.



# A GUARDIAN WARM ROOF HAS THE POWER TO COMPLETELY TRANSFORM YOUR CONSERVATORY

- LOWER HEATING BILLS
- THERMALLY INSULATED
- LABC APPROVED
- COMFORTABLE & QUIET

Installer Details







# TWO CONSERVATORIES - ONE SOLUTION

Whatever style or size, if your conservatory has a glass or polyroof the chances are it will be too hot in summer and too cold in winter.

But a Guardian Roof will change all that and it only takes our installers less than a week.

- Professional Installation
- Fully Guaranteed
- Thermally Insulated
- Quite and Comfortable
- Choice of Finishes
- LABC approved

**CALL TO ACTION CAN APPEAR IN THIS SPACE**

Installer Details





# Picture Perfect.

This is a conservatory with a fully insulated Guardian Warm Roof, featuring matching roof tiles.

The original conservatory had a glass roof but it was freezing cold in winter and far too hot in the summer. So, the home owners asked us to help.

In less than a week our installers removed the old roof and fitted this fully insulated Guardian Warm Roof and the result is a complete transformation.

**A CONSERVATORY WITH A TILED ROOF ADDS STYLE & VALUE**

**Plus...**

- All-year-round comfort
- Cool in Summer
- Warm in Winter
- LABC approved
- Choice of finishes
- Beautifully finished

Installer Details







# TRANSFORM YOUR CONSERVATORY...

...INTO A BEAUTIFUL GARDEN ROOM - A LIVING SPACE YOU CAN USE AND ENJOY ALL YEAR ROUND.

NICE AND COOL THROUGH THE SUMMER - COSY AND WARM IN WINTER - IT'S THE PERFECT SOLUTION

As fully approved Guardian installers - it will take us less than a week to remove your old roof and install a thermally efficient, beautifully finished Guardian Warm Roof. We'll also take care of all the building regulations and approval and leave you with a room you can use and enjoy every single day!

Installer Details



# MAGNIFICENT



## A conservatory with a Guardian Warm Roof

This conservatory originally had a high-performance glass roof, but it was still too hot last summer and far too cold throughout winter - **Guardian Warm Roof to the rescue!**

Now, with our amazing lightweight fully insulated tiled roof the home owners have a room they can use and enjoy all year round.

All of a sudden, their conservatory has turned into a beautiful extension.



Installer Details







## Replace your old conservatory roof with a Guardian Warm Roof and enjoy your new garden room all summer (and winter!)

Thanks to the high performance thermal insulation values of the Guardian Roof you'll be able to use and enjoy all-year-round.

The Guardian Warm Roof is the UK's N° 1 replacement conservatory roof and the whole process takes less than a week...

- Reduced heating bills
- LABC approved
- Choice of finishes
- Quite and comfortable
- Professional installation
- FREE home survey and no obligation quote

Installer Details







There are a whole team of us working directly on the Guardian Roof Project and you can call or email us any time.

We are open:

**Mon – Thurs 8am – 5.30pm**

**Friday – 8am – 5pm**

Traditional Media

Creative & studio (all graphics)

Web development

Digital Media

Press & PR

Print Buying (Inc Clothing)

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