

Support – the full package

The needs of fabricators have evolved writes Samantha Hill, head of marketing at Reynaers Aluminium UK. While producing high-quality windows, doors, and curtain walling remains at the heart of their businesses, fabricators are increasingly navigating a wider set of challenges – from rising operational costs and skills pressures to evolving compliance expectations and the need to differentiate in a competitive market



Success is no longer defined solely by the quality of the finished product. Fabricators need efficiency in their operations, confidence in their supply chain, and support that helps them make informed decisions and grow their businesses.

This changing landscape is reflected in our latest campaign at Reynaers Aluminium UK: ‘A project partnership that’s not just fabrication.’

The campaign reflects a shift in how fabricators are



Samantha Hill

approaching supplier relationships and highlights Reynaers Aluminium’s fabricator-first approach – providing customers with the products, expertise, and support they need to achieve their wider business goals.

Fabricators are looking for more than just a supplier of aluminium systems. They need a partner who understands their challenges, supports their ambitions, and

can provide solutions that help them succeed commercially as well as technically.

With more than 60 years of global experience and 40 years’ operating in the UK, Reynaers Aluminium has built its reputation around long-term partnerships with fabricators.

Total support

That means combining innovative products with the practical support required to help customers overcome challenges and identify opportunities for growth.

Our approach is about understanding the bigger picture. Fabrication is only one part of the journey. Our role is to support customers with the right building solutions, manufacturing solutions, and commercial solutions to help them achieve their objectives.

A key part of this approach is the technical expertise of our team. As building requirements become increasingly complex, fabricators need access to reliable guidance from teams who understand both the technical demands of aluminium systems and the realities of running a fabrication business.

Technical too

Technical support is one of the biggest areas where we add value. Our teams work closely with fabricators to provide advice, solve challenges, and make sure customers have the information they need to move forward with confidence.

This support spans every stage of a project – from product selection and specification through to fabrication guidance, software solutions, training, and ongoing technical assistance.

By combining innovative aluminium systems with digital tools, technical knowledge, and dedicated customer support, we help fabricators improve efficiency, strengthen processes, and deliver successful projects.

The changing regulatory environment has also reinforced the importance of partnership.

The principles behind the Building Safety Act – including improving competence throughout the supply chain, taking responsibility, maintaining transparency, and supporting the golden thread of information – require closer collaboration between everyone involved in the construction process.

Changing scene

As part of this changing landscape, early engagement has become increasingly important. Fabricators need to be supported from the earliest stages of a project, with

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access to the right expertise and information to help ensure successful outcomes.

Reynaers Aluminium believes suppliers have an important role to play in supporting these expectations.

Our approach is about collaboration across the whole project journey. Through our dedicated architectural consultancy team, we work closely with architects, specifiers, contractors, and project stakeholders to build relationships on active projects and identify opportunities where our fabricator network can add value.

This early involvement helps strengthen communication across the supply chain, supports competency at every stage, and ensures fabricators are better positioned to contribute their expertise where it matters most.

We have a responsibility to help raise standards across the industry. That means providing clear information, sharing knowledge, and helping our customers work in a way that supports competency and confidence throughout the supply chain.

Fully committed

This commitment extends beyond customer relationships, Reynaers Aluminium works closely with industry bodies including the Glass and Glazing Federation and Council for Aluminium in Building to support collaboration and positive change across the sector.

Alongside this focus on service and support, Reynaers Aluminium continues to invest in product innovation and development, ensuring fabricators have access to systems designed to meet modern performance, sustainability, and regulatory expectations.

However I believe that the strongest partnerships are built on more than products.

A successful fabricator needs the right combination of innovation, expertise, and support. Our aim is to work



A group of fabricators visit Reynaers UK

alongside our customers – not just supplying systems, but helping them build stronger, more successful businesses.

For fabricators looking to adapt and grow in an evolving market, the right partnership can make all the difference.



Technical training