

FEW SURPRISES IN WHICH? REPORT

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Once again, there were few surprises in the Which? Report (Window Shopping, May issue), where a large sample of consumers rated independent window installers massively higher than any of the big four.

It is very rewarding to see that the consensus of contempt for the worst elements of our industry continues to swing towards the major nationals. Independents as a whole are to be congratulated for this, especially as, in every other home improvement sector, it is still the small-time dodgers and bodgers who remain the 'stars' of the TV consumer programmes.



For those who have not seen the report, a sample of more than 2,000 homeowners scored independents way above any of the four nationals in all five categories: Manner of Salesperson, Quotation Process, Installation of Windows, Quality of Products, Value for Money and Customer Service.

It goes without saying that we at Network VEKA are proud of the part our members have played in cleaning up the industry's act – and the findings of our own surveys highlight membership of a standards organisation to be a factor in choosing an installer – but we must also congratulate the majority of non-members for following our lead and discovering they will be rewarded for doing a good job.

There is, however, one mystery about the findings of Which? When all these homeowners pour praise on the independents, why do so many continue to throw their money at the nationals?

John Ogilvie

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