



Keylite Windows - Partnership helps Increase Sales by 25%

A partnership between Ulster University and Cookstown-based window manufacturers, Keylite, has helped the company to compete in international markets and increase sales by over 25 per cent year on year.

The university and the company worked closely to develop new products, enhance existing designs and improve business processes as part of a Knowledge Transfer Partnership (KTP). Keylite is now exporting its range of products to major builder's merchant stores in Europe, Russia and New Zealand.

The new product innovations are designed to improve heat efficiency and decrease window installation time. A new system to provide manufacturing traceability was also introduced which has dramatically reduced the time to market.

Managing Director of Keylite, John Duffin said: *"As one of the UK's fastest growing manufacturers of roof windows, we are continually investing in innovation and engaging with the knowledge base to remain competitive. The KTP has been a huge success. It has provided us with access to invaluable knowledge from Ulster University, transforming our operational effectiveness and significantly increasing market penetration and sales worldwide."*