

22 REASONS

TO USE **OPTIMA** BY PROFILE 22



THE BEST WINDOWS ARE MADE FROM



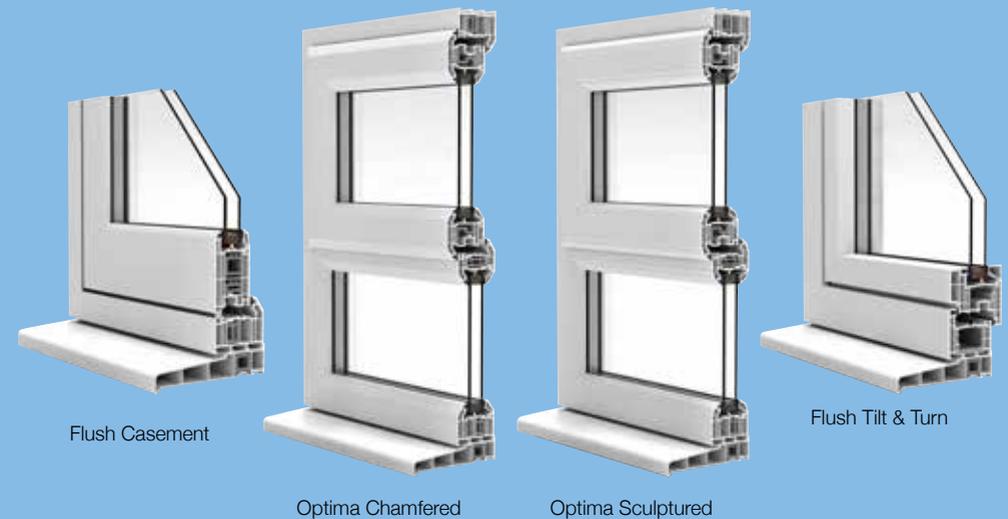
Welcome to the
**VERY BEST PVC-U
SYSTEM**

Profile 22 is the UK's leading manufacturer of PVC-U window systems. It's an undisputed reputation that we are proud of, but it's not enough. Standards are changing and we are too. We are continually evolving and driving forward the latest advances in PVC-U window systems.

Our brand-new Optima range offers exceptional performance in energy efficiency, weather protection and security. Quite simply, our window systems are the best on the market and we'll show you why.

Welcome to the next generation of PVC-U windows.

Quite simply, our window systems are the best on the market and we'll show you why...



OptimaTM
BY PROFILE 22 SYSTEMS

THE GAME IS CHANGING...

...and here are just **22 of the reasons**
Profile 22 is leading the transition.

REASON #1

FOUR new systems – even more choice!

Optima represents the latest innovation in windows and doors. Its name reflects its uncompromising design. It promises unrivalled thermal performance for today and for the future. With FOUR new systems including TWO complete main profile systems and TWO niche window systems, there's more choice than ever for you – and your customer.

REASON #2

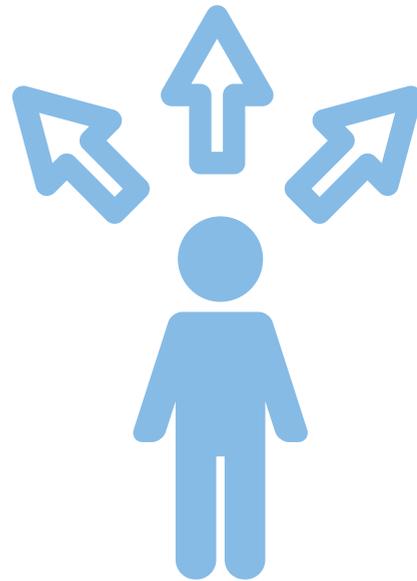
Slim design, better thermal performance

Enjoy contemporary styling with our brand-new, fully integrated, 70mm depth Optima Chamfered system. Not only is it easier to install, but it offers superior all-round performance. The slim, chamfered shape is clean, modern and attractive, making it suitable for a wide range of projects.

REASON #3

Sculptured to perfection

With our brand-new Optima Sculptured system you can achieve a distinctive decorative appearance with the same exceptional qualities as Optima Chamfered. This 70mm depth window system is suitable for many applications, including casement, tilt & turn, French casement, and both residential and French doors.



MORE CHOICE!



HIGH
PERFORMANCE



COST-EFFECTIVE

REASON #4

Flush windows redesigned for today

The demand for cottage-style flush casement windows is growing. Now it's easy to achieve the right appearance without compromising on performance. Tough, durable and energy efficient, our Flush Casement system looks just like its traditional predecessors, but performs the way a 21st Century window should.

REASON #5

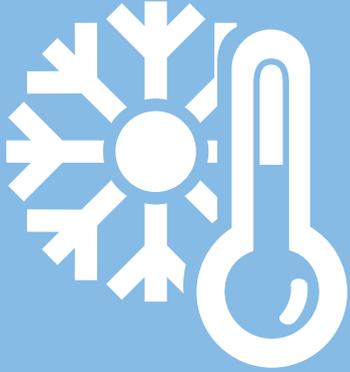
New commercial Flush Tilt & Turn system

Win more commercial contracts with a new, cost-effective alternative to aluminium and GRP products. Our revolutionary commercial Flush Tilt and Turn system offers complete flexibility and security. With its stylish flush appearance it fits perfectly with current architectural trends.

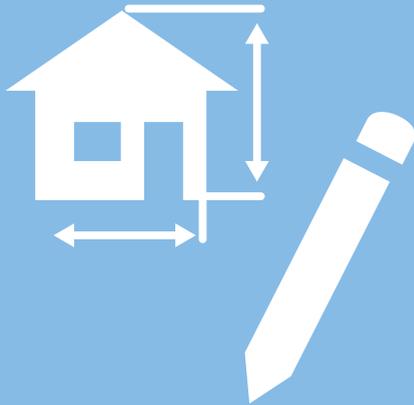
REASON #6

Traditional character details

Choosing a high-performance PVC-U product doesn't mean compromising on style. We have considered the design of our Flush Casement system right down to the last detail. Our flush deep bottom rail gives the appearance of a classic timber window, and it's a feature that you won't find anywhere else.



OPTIMAL THERMAL PERFORMANCE



PROJECT DESIGN FLEXIBILITY

REASON #7

Better insulated

With more integral chambers and more expansive glass area, Optima offers excellent overall performance. The 6-chambered outerframe and 5-chambered sash can offer thermal U-values as low as 0.8 W/m²K and A++ Window Energy Ratings (WER).

REASON #8

Better protection

Our revolutionary additional centre seals to the outerframe and sash deliver enhanced insulation and weather protection. This unique feature ensures you get the very best performance from our window systems, today and for the future.

REASON #9

Total design flexibility

We offer the widest choice of ancillaries on the market, so you can offer more choice to your customers. Our broad range includes colour-matched cills, baypoles, accessories and packers, giving you all the flexibility you need for your project.

REASON #10

Widest choice of glazing options

With the widest range of glazing options on the market (24-44mm), including triple-glazing in three sizes, you have more ways to offer affordable and energy-efficient windows with Optima. Our cost-effective triple-glazing achieves sub-1 U-values, without the use of expensive Krypton Gas.

REASON #11

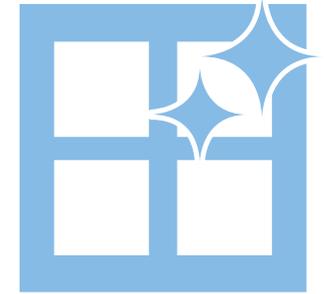
Ergonomically designed

Optima has been designed with the homeowner or tenant in mind. The surfaces of the profiles are designed so that they are easy to clean and maintain with angled edges to allow rainwater to run off, minimising dirt and debris build-up.

REASON #12

Superior seal for casement windows

Our window sashes now benefit from a 10mm seal cover that not only offers exceptional weather protection, but also achieves improved Window Energy Ratings due to the increased size of the glass area. This is a cost-effective solution to reducing draughts and achieving thermal standards.



GLAZING OPTIONS



HIGHER ENERGY RATINGS

REASON #13

Superior seal for doors and tilt-turn windows

Optima doors and tilt-turn windows both offer 8mm seal cover using roller locks and concealed gearing, while 10mm cover is achieved on doors using Safeware 8 locks, improving performance and weatherability.



EXCEPTIONAL
WEATHER
PROTECTION

REASON #14

Better drainage

All Optima window systems have been designed to offer superb long-term durability and weather protection. By incorporating deeper drainage channels into their designs, we've also added the benefit of faster water drainage, meaning fewer service call-outs.

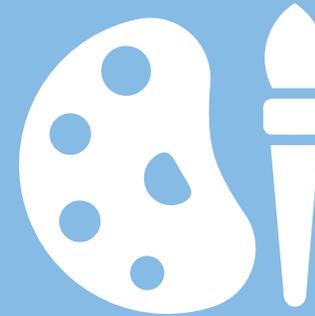
REASON #15

Superior security and strength

Optima window systems combine a host of features to maximise security and strength. A central Eurogroove gives our sashes greater rigidity. We have also incorporated strategic local wall thickening for 35% better screw and hardware retention. Our secure bead system passes security tests without glazing clips and is ready for proposed enhancements to PAS24.



MAXIMUM STRENGTH
AND SECURITY



COLOUR OPTIONS

REASON #16

Improved French door design

French doors and windows are quick and easy to fabricate with our new dedicated clip-in floating mullion. It is self-holding on the first fix, so it can be easily clipped in, making the installation a fast and simple process. This new design also improves sealing and weathering.

REASON #17

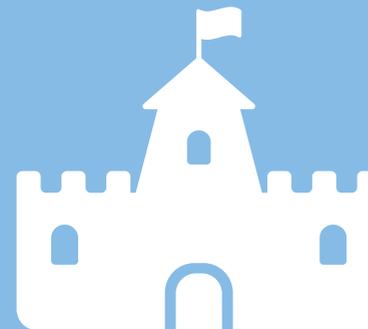
Wider range of stocked colours

Our PVC-U systems give you even more flexibility for achieving a unique decorative finish. The Profile 22 colour range now offers an even bigger choice of durable colour foil options, including subtle shades, bold tones and varnished wood effects.

REASON #18

Built to last

Optima is a top-quality system, built for life. It has been designed to be simple to fabricate and install, and because you wouldn't expect anything else from Profile 22, it surpasses UK and EU Building Regulations and PAS24. It is highly accredited and has Secured by Design approval.



BUILT TO LAST



FULLY INTEGRATED SYSTEM

REASON #19

Designed to match

All Optima systems are designed to fully integrate with other Profile 22 products, like our traditionally styled vertical sliding windows or our industry-leading sliding patio door. Whatever the project you can relax knowing that the products you use will suite perfectly and be fit for purpose.

REASON #20

Boost your business

Give your business a boost, using our GoDesignOnline marketing portal. It's easy to use and you can create and personalise a range of marketing items exactly as you want them. Your logo, your colours, your contact details, your text... tailored for your business.

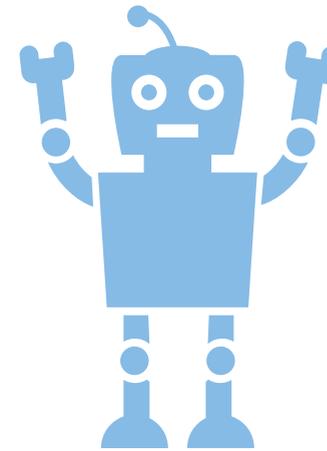


ONLINE MARKETING PORTAL

REASON #21

Unrivalled quality

There's a good reason why our window systems are so widely used in building projects across the UK. They are manufactured in our state of the art manufacturing facility. We have also invested in the latest extrusion technology, so our products guarantee exceptional performance.



READY FOR TOMORROW

REASON #22

Future-proof design

Designed for the future, Optima is a step-change in advanced window design for the 21st Century. Choose Optima and it will change your expectations of what a modern window system should offer. Things always change, but Optima is here today and it's ready for tomorrow.

Shaping window systems for the future

Profile 22 continues to shape the development of PVC-U systems. Our products are the most widely specified in the UK and we have built a solid reputation for the high quality of our products. We offer the most comprehensive range of products in the industry, giving you greater flexibility and choice.

We always look to the future and continually incorporate the latest technology into our products. We are geared for growth and our dedicated team of professional experts are always available to support your needs in achieving the highest quality installations.

OptimaTM

BY PROFILE 22 SYSTEMS

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