



CASE STUDY

# HENSHAWS ROOFING & BUILDING SUPPLIES



## COMPELLING REASONS TO STOCK CLASSICBOND EPDM FLAT ROOFING SYSTEM

Henshaws Roofing & Building Supplies had never sold EPDM roofing. In 2019 the independent builders merchant decided to stock Flex-R's ClassicBond Flat Roofing system. Now, with support from Flex-R, Henshaw's EPDM sales have really taken off, with purchases increasing in 2021 by over 40%.

Flex-R is the market leader in EPDM, and supply around 15% of the UK's total single ply roofing market.

Flex-R's ClassicBond synthetic single-ply EPDM roof system is both BBA approved and CE marked. It is available in 1.2mm and 1.5mm thickness in a range of roll widths, from 3.05m to 15.25m wide, and in lengths up to 30.5m.

The membrane is long-lasting, economical and easy to install without the need for heat, specialist tools or equipment making them ideal for use by both general builders and specialist roofers alike.

**Adrian Shelley, owner of Henshaws, says his decision to stock ClassicBond has been a success for four main reasons:**



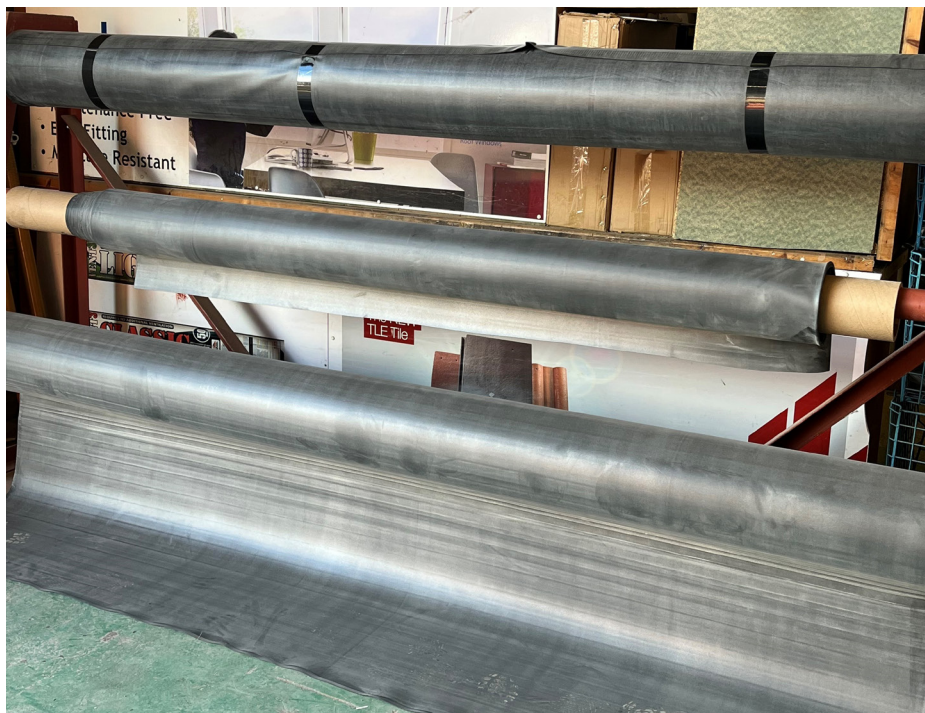
### 1. Commitment

"The first thing you have to do to become a successful stockist of ClassicBond EPDM is commit to the new product, which includes staff training," he says. As such, Henshaws sent two experienced members of staff to Flex-R's Huddersfield training centre to attend a one day, free-of-charge, ClassicBond EPDM training course. "On that particular day we were thin on the ground at the branch, but they had to go because staff knowing about the product is key to success".

### 2. Stock profile

Adrian says that it was important to commit to the ClassicBond stock profile from the outset. "Go with the stock range created by Flex-R and make sure that all items are in stock, even if they are slow moving items, because you'll never know when an item will be required by a contractor".

He says 80% of the time Henshaws sells ClassicBond membrane, adhesive and trims. "We've only sold 6 parapet wall outlets in 18 months, but holding them in stock is essential in order to enable all customers orders to be fulfilled," he says.



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Henshaws currently stocks Flex-R's ClassicBond range. In the future, should the merchant want to expand its offering, Henshaws could also stock ClassicBond Pro, a fleece-reinforced, stronger, thicker EPDM membrane that uses the same core ClassicBond accessories, such as adhesive, tapes and trims.

This duplicity of accessories enables a merchant to be a dual stockist without having to hold two completely different lines. While for branches that cannot hold stock, Flex-R offers a next day cut to size service.

Henshaws Roofing & Building Supplies has been supported by Flex-R throughout its EPDM journey, and in 2022 Henshaws will be looking to take stock into its newly opened Rochdale branch. Because Flex-R does not operate online shops and it does not sell direct to customers, Flex-R can focus its resources on providing a high level of dedicated customer and technical support to merchant at a local level.



### 3. Support

The support and point-of-sales tools provided by Flex-R, including a model roof and an A4 brochure which, when combined with visibility of the membrane roll-rack in the warehouse, he says gets contractors asking about the system. Adrian explains: "Once they ask, we say 'we'll show you'; we then spend 10-15 minutes with the customer talking them through the system before using the roof model to show them what the finished roof will look like". Having the roll-rack visible, also enables customers to watch as staff cut the membrane to the required length.

Alongside point-of-sale tools, Flex-R also provides merchants with the support of a business development manager and with unlimited access its dedicated technical team, which allowed Henshaws to push the product with confidence. If requested, Flex-R will also provide in-branch demo days and breakfast mornings. In addition, Flex-R's online calculator makes it easy for merchants to price a roof.

ClassicBond's simplicity of installation combined with Flex-R's outstanding customer and technical support over the telephone or through the ClassicBond website is what makes ClassicBond EPDM roof system ideal for general builders merchants. "It sounds ridiculous, but EPDM flat roofing sits better in a mixed builders merchant rather than a roofing merchant," Adrian confides. "It suits builders and joiners down to a tee; straight lines, timber deck, single membrane complete with the trim fittings," he adds. For builders still unsure about using the system, Flex-R also offer one-day contractor training courses in both its Huddersfield and High Wycombe depots.

### 4. Customer experience

Having created a dedicated ClassicBond page on its website, which gives the system an online presence but does not provide pricing. "We've embedded the links provided by Flex-R in our website along with a link to the ClassicBond website, so that customers can view the installation videos, which are very professional and easy to understand," Adrian explains.

ClassicBond EPDM is also branch-friendly. "90% of our EPDM sales are collected, which for high footfall branches is perfect, whereas other roofing products, such as tiles, can be awkward to deal with, particularly at the moment with longer lead times, delivery expenses as well as the need for manpower in the yard," Adrian says. Best of all, merchants can expect to make a margin of between 30-40% on each sale.







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