

your guide to **Looking good** on the edge

Every roof has an edge to it called the roofline...
a great roofline can make all the difference!



What our Approved Installers' Customers say...



...**“Brilliant”**
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Swish[®]
BUILDING PRODUCTS

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If we guarantee an installation at Swish we want it to stay well and truly guaranteed.

Roofline... what's that then?

The point where your roof meets the outer walls of your house is called the **ROOFLINE**.

At this point expressions such as 'soffits', 'bargeboards' and 'I told you to paint those damn things', start to creep into the householder's everyday conversation. Unfortunately, not many people are familiar with such terms (except the last one of course), so we thought you might appreciate a few words of explanation.

The **Fascia** is the long, straight board that runs along the lower edge of the roof. It is fixed directly to the roof trusses and usually does all the strong arm

work of supporting the bottom row of tiles and carrying all the guttering. This is no mean feat, especially when the heavens open. In a downpour the roof of a 3-bed semi could be dumping several gallons of water per second into those same gutters.

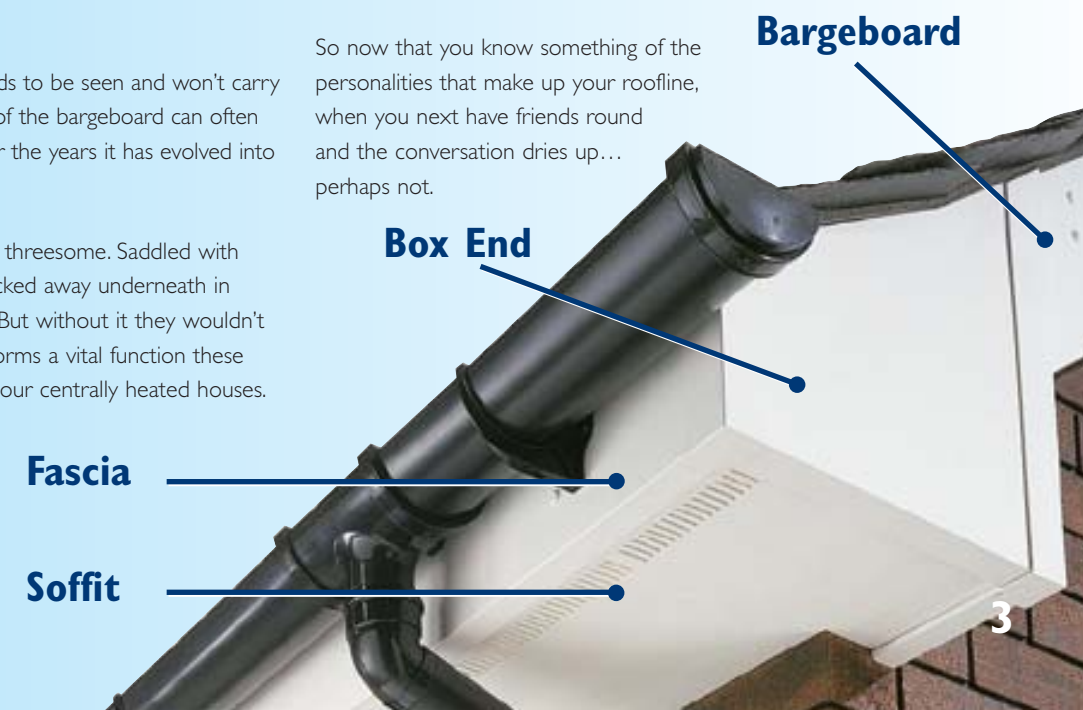
The **Bargeboard** is the show off. It demands to be seen and won't carry a stitch of guttering. But then the condition of the bargeboard can often make or break the look of a house, and over the years it has evolved into some pretty fancy shapes to say the least.

The **Soffit** board is the unsung hero of the threesome. Saddled with a name that sounds vaguely medical, it is tucked away underneath in a supporting role to the other two boards. But without it they wouldn't look half as good. The soffit board also performs a vital function these days in providing ventilation to the roofs of our centrally heated houses. Without adequate ventilation, condensation will form in the roof void increasing the risk of timber decay.

The **Box End** is the equivalent of the local pub for these three characters. It's

on the corner and they always end up in it. The box end is a work of art, accommodating as it does the many different angles, planes and heights of the three boards as they head for another get together.

So now that you know something of the personalities that make up your roofline, when you next have friends round and the conversation dries up... perhaps not.



Painting?... Forget it

There is a school of thought that says that there is no gain without pain, and that we get out of something only what we put into it.

To a certain extent this is true. Athletes for example, constantly push themselves to be stronger, go faster, leap higher and jump further than anyone else. Why do they do it? Partly because they are driven by an inner voice and partly because they love the feeling of achievement that a good performance brings.

That sort of enriching human experience is all very well, but when it comes to external paintwork and maintaining the outside of your home, things are a little different. The thought of going outside, shinning up a 16ft ladder and wielding vicious heat guns, noxious paint strippers and dusty glass paper a few inches from your face is enough to put most people off. That inner voice will be insisting that there could be a lot of pain without very much gain.

Ok, so you call in the professionals. Most decorators will do a professional job, but they are inevitably let down by their materials. Timber expands and contracts considerably each day and most conventional gloss paints are not sufficiently flexible to move with the timber substrate, as it is called in the trade. And so, with the best will in the world, you should really have your decorator back once every three years to ensure complete protection for your woodwork. And of course there are many short cuts and quick fixes with paint. To that extent paint is a wonderful substance, it covers a multitude of evils.



Ummm... so how many times do you have to spend your weekends risking life and limb up a ladder or pay the painter to do the same before it becomes cheaper and more satisfying to have low-maintenance boarding put up?

Looking good on the edge

Swish
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Welcome to the neat, clean world of Swish PVC boards where dirt, grime and rot are banished and where this year's must-have colour is white.

Well to be honest it always has been white. But it now seems that more and more people of all ages are becoming aware of how good a house looks when it has been given the full roofline treatment. It's all about the icing on the cake; that really crisp, finished look to complement your windows and doors.

Now if you didn't realise that your house had a roofline, check out the article on p2. The condition of your boards and guttering could adversely affect the appearance, value and saleability of your beloved dwelling. Getting it sorted out with PVC replacement boards is a seriously effective, long term solution to peeling paint, roofline rot and grotty gutters. It also gets you noticed.

The main point about fitting a pristine new roofline to any property is that it just doesn't fall into the category of your average weekend DIY job. It really is a task for at least two professional installers who know what they're doing. Because we understand that the decision to spruce up the roof of your house is not one you take every day, we think you should know a little more about the process and what to look for.

When you contact a Swish Approved Installer he will be able to provide you with a quotation with no obligation. We do not believe in pressure selling of any kind.

But whatever company you talk to you should find out if they intend to cover over the existing timber or replace it? You see, what a Swish Approved Installer would probably do in most cases is to remove the current set up. To be honest there isn't a lot of point in capping over the existing boards because they might carry on quietly rotting under the PVC. Then one stormy night the whole lot could launch itself onto your driveway.

However a full PVC roofline system, with the added protection of Swish Jumbotec™, and attached to sound roof trusses, will last a life time.

But that's the main difference you see. PVC boards just will not rot, flake, crack or peel, and in the case of Swish white boards they won't lose their colour either.

The Boards

Here comes the nice bit. You have a choice of three different designs for the main barge boards and fascia boards. Square Jumbo has a neat square edge to it, 'Ogee' has a detail feature that gives it a bit of flare and Bullnose (which doesn't have a ring in it) has a smooth rounded lower edge. The soffit board can be made up in a variety of styles but the installer has to take into account the amount of ventilation required into the roof void.



Wood effect boards

If you don't fancy white there's now a range of wood effect boards to liven up your tired old roof. Boards are available with Mahogany, Light Oak and Black finishes to give your home a more traditional look.

What our Approved Installers' customers say...

Mr & Mrs Rimmer (Warrington)

"Excellent job, the installers worked very hard in awful weather and the finished job has impressed many of our friends" 2000



Mrs Carey (Worcester)

"I have nothing but praise for both the Swish Approved representative and fitters" July 2000



Mr & Mrs Dean (High Wycombe)

"The whole installation was made with the minimum of fuss and maximum efficiency. Would certainly not hesitate to recommend our Swish Approved Installer to anyone - brilliant" August 2000



Mr & Mrs Clarke (Sheffield)

"I would recommend my Swish Approved Installer to anyone who wanted to improve their property" Jan 2000



Clad all over!

Cladding is a wonderful thing. Certainly the builders of the 1960's and 70's thought so. They saw plastic and wood cladding as a cheap means of covering large areas of the building and at the same time creating a new look. Unfortunately the wood cladding needed a lot of maintenance and the plastic was not very rigid and didn't have very good thermal insulation qualities.

Plastic technology has moved on since then and cellular PVC can now provide a strong, attractive and highly durable finish. Cellular PVC can also significantly improve the thermal performance of a building particularly when combined with insulation, and in any case it has better thermal properties than wood.

The trick with cladding is not to think of it as just a series of horizontal planks. For the most part cladding can be set at the diagonal forming a diamond, a pyramid, a herring bone or a single diagonal. Just use your imagination. Swish white cladding is available in four different finishes.



Shiplap*

Feather Edge*

Tongue & Groove

Open Vee

* For horizontal application only

A range of cladding designs is also available in Mahogany and Light Oak finishes. Please ask for details.



The creative edge

Somewhere inside all of us the fairytale of a little cottage in the country lives on, and despite our best attempts to be grown up rational people, the gothic in us cries out for a little expression.

Now, we're not quite talking 'sugar-loaf' here but Swish would like you to have the opportunity to create something stylish for your home.

There are two Swish systems of decorative edging for the roof. The first is called **Roofstyle**, which is a range of decorative moulded edgings in 'concave' or 'convex' designs with a high degree of detailing.



Decorative Roofline

Roofstyle moulded edgings can directly replace existing fascia boards, can be retro-fitted over wooden bargeboards or used directly over PVC boards to enhance the style of your home.

For simplicity we have called the other range **Decorative Roofline**. These boards are plainer and have been cut from complete 5m lengths of PVC. As with the Roofstyle range, boards are available in either 'concave' or 'convex' styles. Decorative Roofline profiles are ideal for those who require a simpler design without the surface pattern of the Roofstyle moulded system.

With Swish decorative profiles there are countless opportunities to create an individual appearance for your roofline.

Finally you can top the lot off with a dramatic Apex or Roof Spire, giving a unique look to your home.



Apex

Spire

Roofstyle



Approved Installer

Not many of us would fancy working 16ft off the ground, handling heavy boards that could be up to 5metres long (or 16ft if you prefer it that way). Roofline installation is not a DIY job and the results of a good installation by a professional team are very satisfying to see. That is why Swish has set up a nationwide chain of independent installers (Swish Approved Installers), who have been approved by ourselves, in order to provide a first class service.



The point is that if you are going to fork out for a beautiful new installation you need to be certain that the job will be done right. There are plenty of dubious types out there that will claim to be roofline installers. And so

they may be, after a fashion, but what do they install and how well do they do it? You see it's like the old tarmac driveway syndrome. Certain people have realised that they can make a quick buck out of roofline installations and then disappear like the morning mist, whilst their handiwork stays around like the morning hangover.

So let's talk straight about this, whether you call them or they call you, ask yourself, or them if you like, the following questions:

- **Have they got a good, established local reputation?**
If they have, they'll be able to point you to other local installations and you could even ask the house owner how they fared.
- **What Brand of product do they use?**
Not having a brand is not a criminal offence, but a recognised brand like Swish is a good guide to quality. By the way, we demand high standards of our installers because we know that customer care and quality of installation are so important.
- **Do they intend to replace the existing timber boards entirely or will they simply cap over the old ones?**
Again it's not a capital offence to cover the existing timber with a thin refurbishment board, but think about it for a minute. If you want the job done because the timber is showing signs of decay then capping would be a false economy. Swish Installers will usually recommend complete replacement as a matter of course and you would do well to insist on it in any case.



We vet all our Swish Approved Installers for financial stability and for the quality of their installation work before we allow them to use the Swish name. On top of that their approval is reviewed once a year:

So if you have any doubts at all about an installer's authenticity, feel free to phone us and check that they actually are a Swish Approved Installer.

For more information and details of your local Swish Approved Installer



10 Year *Swish* BUILDING PRODUCTS Guarantee

If we guarantee an installation at Swish we want it to stay well and truly guaranteed. Now there are several parts to the Swish Approved Installer Guarantee, so pay attention!

Product

Swish Building Products manufactures a high quality product. We can therefore offer a 10 year product guarantee on foiled boards (mahogany etc.) and a 15 year product guarantee on white cellular PVC boards.



Installation

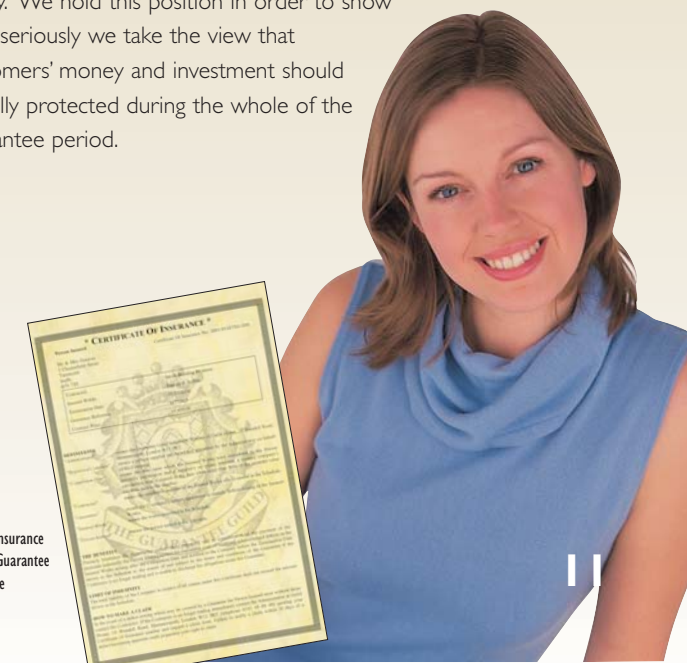
All our Independent Swish Approved Installers will provide a 10 Year Installation Guarantee to cover the quality of their workmanship.

Insurance

Since the mid 1980's the Office of Fair Trading has held the view that long term guarantees should be covered by an arrangement to ensure that consumers are protected should the company offering the guarantee no longer be in a position to back it up.

Your Swish Approved Installer should be able to offer you an insurance policy to cover any work that may need doing to your installation should your Installer cease trading during the life of the guarantee. This Insurance may also cover any deposit that you pay in advance of the installation. Please ask your installer for details.

Swish Building Products (SBP Ltd) strongly recommends that all customers of Swish Approved Installers should take out an insurance policy. We hold this position in order to show how seriously we take the view that customers' money and investment should be fully protected during the whole of the guarantee period.



Typical Insurance Backed Guarantee Certificate

Eco Worrier?

In the war of words over the use of 'environmentally friendly' materials it is inevitable that we should be made to feel that 'natural' products such as timber from renewable sources are preferable to man made materials like PVC.

Well yes it sounds good. Unfortunately when Mother Nature gave us wood she supplied it without its own defences against attack by the

elements, at least not once it had been cut down and sliced up into neat planks. And so timber has a distressing habit of entering the recycling process before the home owner is quite ready for it.

We humans have therefore devised various noxious substances with which to protect the surface of the wood. Most of these substances are synthetic and are commonly known as paints, stains and varnishes. In their conventional solvent based form (the solvent being white spirit), these materials release large amounts of toxic vapours (VOC's) into the atmosphere. Also because few gloss paints are up to the long term task of keeping a grip on the wood they are supposed to be protecting, they need to be stripped back and a fresh coat or two applied on a regular basis. At the time of printing there is no commonly available water based paint (lower VOC level) that will protect external timber to anything like the degree required in the UK.

And there is the practical consideration that timber, protected by paint, cannot match PVC for consistency of finish, ease of maintenance, longevity and overall long term cost effectiveness.

But just because wood and paint aren't up to the task, it doesn't mean that you shouldn't have a choice of wood effect finishes (See p5).

Not many people know this but all cellular PVC contains a 'stabiliser' to improve its performance. Some years ago Swish took the decision to use a stabiliser that is not based on lead. Lead is used by the majority of our competitors. We felt that we did not wish to promote the mining of lead or to expose our employees to unnecessary health risks. We have evidence that using tin prevents discolouration which can occur with some PVC formulations using lead. We are certain that we made the right move because the EEC and the UK Government are now encouraging PVC manufacturers to move away from the use of lead.

Swish[®]
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