



■ **LOOKING TO THE FUTURE:** Joedan's founder John Purcaro with his son Joseph
Pictures: Robert Davis



■ **THE RIGHT ANGLE:** production worker Wayne Brown



■ **FACTORY FLOOR:** Neil Webley checks a new window. Left, the showroom; below, the shop floor

Investment opens the window to success

JOHN Purcaro is justifiably proud of a company that he started with just a handful of people in a small Cheltenham workspace 23 years ago and has now grown to employ 126 in a group of four companies. His Joedan Holdings Group now occupies an impressive manufacturing site at Northway Gate, Ashchurch, Tewkesbury manufacturing, supplying and fitting coated aluminium, doors, windows and conservatories. The head office and showrooms are also on the site. "Expansion is on the horizon. We are going to heavily invest in automated manufacturing equipment," said Mr Purcaro. The group is gearing up to produce 1,000 units a week. Some 40 per cent of his windows and doors are supplied to the domestic market while the remaining 60 per cent goes to commercial customers. More than £500,000 has already been invested in new plant and technology that will manufacture the new Heritage range – doors and windows that will have the look and grained, textured feel of oak, walnut and rosewood. Although the technology has been around Europe for a number of years, Joedan is the only UK company with the rights to use it. John Purcaro had to look to his parents' Italian homeland to find the right machinery to produce the Heritage range. "The process was invented in Italy and they have the technology and the design skills

Joedan aims at the high end of the market – and the strategy works. **Bev Hawes** reports

when it comes to aluminium," he said. Joedan Holdings is made up of Joedan Manufacturing, the original company which designs, manufactures and installs aluminium-framed products; Architectonics Design, the design resource for the whole group; Profile Die which manufactures tooling for aluminium extruders internationally and an associate company, Wessex Windows Systems, installing Joedan-manufactured doors and windows in Hampshire. John Purcaro set up his company with his wife Nicky and the name Joedan came from their children, Joseph and Daniela. Joseph, now 22, has maintained the family tradition by heading up the manufacturing side. "We have an energetic management team coming through the ranks," said Mr Purcaro. "We are not a typical window company. The most important thing to me is the people we

are dealing with. "I would not expect to install anything in someone's home I would not allow in my own home." And his vision is that even when he is no longer around the company will continue to thrive. Not that he has any intentions of selling up. "We have a tremendous future in front of us and we are busy. Why? Because we are at the quality end of the market and we invest heavily in the business." Investment is the guiding philosophy for Joedan. The future success of the company, its employees and the next generation running the company will depend on what is being developed now. The company runs a loyalty bonus scheme and also invests in its employees, being keen to promote apprenticeships. "We are looking for five people to take on as apprentices at the moment," said Mr Purcaro. When young people first visit the company he insists they are accompanied by parents or guardians so they have an insight into the business. "At some point we will establish a school of excellence related to our industry," he said. "That is in my five year plan." Turnover is now £11.5 million – a figure he is determined to grow to £30 million plus. So why has the business succeeded? "It is a combination of hard work and having the right people," said John Purcaro.

