

Company Profile



No.1 for choice • No.1 for colour

We give our customers omnichannel choices to ensure they win in today's competitive market

Crystal Direct is a UK manufacturer based in Hertfordshire. The company was founded in 1990 by Martin Randall and is one of the UK's leading manufacturers of PVC-U windows, doors and conservatories. All our products are produced in our state-of-the-art manufacturing facility in Letchworth, Hertfordshire, to the highest quality standards at competitive prices.

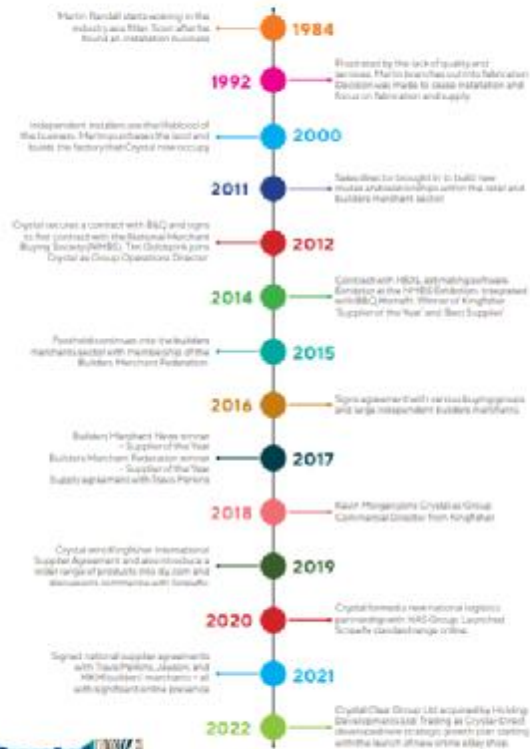
We provide high-performance, sustainable high-quality products, delivered direct by our own fleet of tracked vehicles. Our customer service is unsurpassed, our standards are high, and our market leading products speak for themselves. For over 30 years we have supplied products to the new build, refurbishment, home improvement and construction industries, and are committed to producing an unrivalled range of products and offering our customers the choices they need.

Crystal-Direct – Heritage and leadership



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The Crystal heritage



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Martin Randall
CEO

Martin is the founder of Crystal and has more than 35 years of industry experience. Starting his career as a window installer, before moving into manufacture and supply of the products, means that he has a full and total understanding of the sector. Martin has been instrumental in securing Crystal's multi-million pound Blue Chip supply contracts.



Kevin Morgan
Group Commercial Director

Kevin was recruited to develop new commercial routes to market. Kevin has a wealth of home improvement installation experience, organising and running service offerings for Blue Chip companies, including MFI, Homebase and more recently Kingfisher B&Q, where he created, led and grew a new set of installation services for B&Q Homefit. Kevin has previously worked closely with consumer champion Which? and online platforms such as Trustpilot.

Vision and mission statement



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'To be the omnichannel Drop-ship and Marketplace supplier of choice to all UK trade, construction and retail outlets'



CRYSTAL
MAKE THE
SUPPLY CHAIN
PERFORM
BETTER FROM
END TO END



OUR CUSTOMER SERVICE
IS UNSURPASSED, OUR
STANDARDS ARE HIGH
AND OUR MARKET
LEADING PRODUCTS
SPEAK FOR THEMSELVES