



159
Glass options

250
Frame designs

A++

7
Handle colours

Launch of the first triple-glazing product – with an A++ energy rating – the highest one available. Everest's A++ triple window comes in more than 250 frame designs, with 13 colour combinations, 159 glass options and seven handle colours.



Everest recreates its famous wrecking-ball advert from the 1980s, this time starring Doyle – bouncing a 200lb wrecking ball off a pair of bifolding doors. Separately, the company's Exclusives range of double-glazed windows earns the A+15 energy-efficiency rating.

Spring
Everest launches its most secure window lock to date. Developed with Yale, the GrabLock is the company's strongest lock ever. It grabs on to the frame and has triple the locking surface area of a standard lock. A TV ad was shot to demonstrate GrabLock's capabilities by dangling a grand piano fall from the sky is a visual gag that sits in all our memory banks, and it appeals to that unique British sense of humour," said Graham Kerr of Everest's advertising agency MBA.

Autumn
The arrival of the Conexis L1 SmartLock, an innovative collaboration between Yale and Everest, ushers in the next generation of locks that do not require a key and can be managed and operated via a smartphone app or key tag.

The double-glazing revolution that changed the face of so much of the UK's housing began in earnest when Everest introduced its uPVC (unplasticised polyvinyl chloride) double-glazing product. The company replaced single-pane windows with a double-pane sealed unit, which greatly improved thermal efficiency and sound insulation, and proved easy to maintain. It used galvanised steel to reinforce its frames, adding strength and rigidity. Even today, all of Everest's uPVC windows and doors are manufactured in Britain.

Energy-efficiency improvements and design innovations continued during this decade as Everest kept up its mission to stay at the top of the market for double glazing in Britain. Despite periods of financial turmoil and a less than buoyant home-improvement market, the company managed to maintain its market share while some rivals fell by the wayside.



Television presenter Craig Doyle, above, became the "face" of Everest: a modern-day Moulton who is a "friendly, approachable, everyman figure", according to Stephen Maher of advertising agency MBA. Doyle, who presents rugby union and used to work on *Holiday and Tomorrow's World* for the BBC, has been a keen brand ambassador ever since. In the first of a number of ads he has fronted he visited the Tan Hill Inn.



Everest's uPVC smoothweld, no-join finish arrived. Also the company's triple glazing earned the rating A++21, which means such windows have a net positive effect on the warmth of a house.

1984

1990

2008

2014

2015

2016

2017

It's a woman's world

From social activism to cocktail making, a new generation of Women's Institute members are re-energising the 102-year-old organisation. Catherine Hufton talks to Hackney's Wicked Women and finds the WI as relevant as ever



When most people think of the Women's Institute, thoughts generally veer towards quaint village fêtes, knitted crafts and homemade jam. While this may be true for many established groups dotted around the country, the picture is changing radically in areas such as London, Birmingham and Margate. The Hackney Wicked Women WI, based in east London, is headed up and attended by an eclectic mix of local women in their twenties and thirties. The group aims to attract those looking for a sense of community in the midst of urban, millennial life while educating themselves on new skills and topics in the process.

This was one of the main reasons that Sophie Christiansen, the group's current secretary, decided to join. "I've been a member of the WI for just over two years and I originally joined as I was moving to a new part of London with my boyfriend," Ms Christiansen says. "I wanted to meet some cool new women in the local area, which can be hard."

In true millennial style, Ms Christiansen turned to Twitter and Instagram to check out the groups most local to her, allowing her to gain insight into their values and interests before attending a meeting. "I knew of the WI and that I wanted to join one of the more modern London groups. Hackney Wicked Women were quite active on Twitter and were also the most local to me," she says.

So, what do twentysomething Hackney women like to fill their WI meetings with each month? "We have a real mix, and we try not to do the same kinds of events two months in a row," Ms Christiansen says. "We recently had Square Root London Soda – a local artisan business – show us how to make a lime and lemon syrup from all of its beautiful

produce. We asked everyone to bring a bottle of their favourite spirit to mix it with and we had a bit of a cocktail party. That was really good fun." But the group is not just all about cocktail drinking, and its committee works hard at providing a good balance of events that focus on everything from social activism

Female bonding
Hackney Wicked Women WI members aim to build a sense of community

to business, books and craft. "We recently had a woman from a female empowerment community organisation called the Brave Women Network speak at our last evening," she adds. "She spoke about what she does and how the group helps women who have been involved in domestic violence."

Ms Christiansen explains passionately that social activism is intrinsic to the history of the WI, but that, frustratingly, many people are unaware of this. "The WI has been a really major campaigner for feminism ever since its inception. It was at the forefront of the equal wages campaign in the 1960s, and

was really prominent in making sure the smear test became a standard part of the NHS. "People just don't know that the WI has this amazing campaign clout. Every year we vote on resolutions, and this year our resolution was on fighting loneliness. On a broad level, the WI has been a force for good for women for more than 100 years, which people shouldn't forget."

The organisation shows no sign of slowing down in growth or campaign clout. Today, the WI is now the largest voluntary women's organisation in the UK and has almost 220,000 members across some 6,300 groups. Any woman can become a member for an annual membership subscription, and the level of commitment is completely down to the individual. "If you want to join the WI but don't know where to start, I'd say have a look on Instagram and Twitter," says Ms Christiansen. "Look up local groups and you'll be able to see if they're the organisation for you. Just get involved. We have wine and crisps, and always make newcomers feel really welcome."

EDUCATIONAL DAYS AT DENMAN

The WI's centre for learning is based at Oxfordshire's beautiful Denman. Since it opened in 1960, this grand building has provided a safe haven for women and men who want to learn skills, make new friends and have restful breaks, as well as attend a variety of day schools and short courses in cookery, craft and lifestyle. Last August, the college invited 118 WI members to hear about security and well-being in the home at



an educational "Denman Day" hosted by Everest. The event included an introduction to hygge (a Danish concept focusing on attaining contentment and well-being). Speakers from Everest presented the four fundamental elements of applying it in the home: security, warmth, aesthetics and the environment. Everest has been at the forefront of holistic innovation in the home-improvement industry for more than 50 years.

For more information on the Hackney Wicked Women WI, hackneywickedwomen.wordpress.com