

# CASE STUDY



## PRIVATE HOME

Wigmore Kent



### PROJECT

New build of upmarket detached house

### CONTRACTOR

Swift Roofing

### HOUSEBUILDER

Heritage Designer Homes (HDH)

### PRODUCT

Rosemary Clay Craftsman  
in Victorian

# IN CRAFTSMAN WE TRUST

When Alan Swift saw the Rosemary Clay Craftsman Victorian tile from Redland his first thought was: "I've got a job for that tile. The colour's perfect." And that job was an upmarket detached house in Wigmore, near Gillingham.

Swift Roofing, Alan's company, built the project alongside its sister company, Heritage Designer Homes (HDH). For 12 years HDH have been developing infill sites in the area and building aspirational homes that are distinctive and yet fit into the overall character of the surrounding area.

"We try not to make our houses look too modern – we don't do a standard build as we are always looking for that 'wow' factor," explains Alan, who would otherwise have used reclaimed hand-made clay tiles.

These, he says, create their own challenges: mixing and matching up to four slightly different coloured tiles to make the roof a feature and adapting mismatched fittings to the job in hand.

"With a new tile you get the right fittings to match and a uniform colour, so it's easier to sort out. You also get a guarantee, which you don't get with a second-hand tile, and you have the peace of mind of fitting something you know is new and has never been used before," Alan says. "In fact I said I wanted the tile before I'd even asked the price."

"The key point to choosing the tile was that we wanted it to look stunning – and we think we got the effect right." Plainly so: the house was sold on the same day it went on the market.



With all the attributes and strength of a brand new tile, and manufactured to Redland's highest standard, you can put your trust in Craftsman to create a roof of outstanding handcrafted character that lasts. Subtle texturing to the surface and edges, random distortion of the leading edge and a hanging length that varies from tile to tile, all combine to accurately replicate the look of traditional handcrafted old clay tiles.



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A JOB FOR THAT TILE,  
THE COLOUR'S PERFECT**



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