CAUTION: Lead Paint Proposal to Drastically Affect Your Window Business

Also Inside:
- IBS Preview
- Protecting Against Green Claims
- Attend Fenestration Day in March

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FREE SUBSCRIPTION FORM ON PAGE 57
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34 | Lead Paint Warning
Many manufacturers and dealers aren't prepared for the new EPA rules regarding lead paint removal. If you're not aware of the new regulations, which affect window contractors and come with steep fines, be sure to read the article for what you need to do, including getting certified.

40 | IBS Preview
The upcoming International Builders' Show in Las Vegas will feature a range of products to help you grow your business. See what to look for on page 40.

44 | Attend Fenestration Day
Door and window manufacturers should make plans now to attend Fenestration Day on March 16, 2010 in Schaumburg, Ill. The educational event will focus on a series of seminars aimed specifically at fenestration manufacturers and the issues affecting them.

46 | When Going Green Goes “Gotcha”
Both dealers and manufacturers can learn lessons from a manufacturer and distributor embroiled in legal troubles surrounding the advertising of energy-efficient windows. Learn what steps you can take to not become a target.

48 | Plant Tour
Toronto's Window City is a plant full of high-tech automation you won't find in many window plants. The company is entering the U.S. market this year with unique products, including a new door product. Find out what else makes Window City unique.
Making triples? Is the HEAT getting through?
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FROM THE PUBLISHER

Welcome to DWM/SHELTER

BY TARA TAFFERA

Happy New Year. By now most of you may have heard that our sister publication, Shelter, has merged with Door and Window Manufacturer (DWM) magazine. So now DWM/SHELTER brings you news for the entire doors, windows, mouldings and millwork market and reaches all parts of the supply chain—from manufacturers to distributors and dealers.

If you haven’t heard about this change yet here is a quick recap of why we made this decision. We all know that the distribution lines in the door and window industry are becoming increasingly blurred. We always said when we purchased Shelter seven years ago that when the lines of the fenestration industry channels to market blurred to the point that they were unrecognizable as separate industries that we would merge the two and that time has come.

So far those Shelter readers new to DWM and those DWM readers wondering what is changing here is a glimpse.

First, a big welcome to our readers from Shelter magazine. You will still have columns written specifically for you (as will DWM readers), including those written by the Association of Millwork Distributors (page 6) and by a door and window dealer (page 10). And the popular Secret Shopper article will continue (page 52).

Our departments, including news, energy, people, and Industry Indices (last page) will have information for all segments of the supply chain. And all the articles within our pages will be of interest to everyone who want to keep up with all facets of the industry. I encourage window manufacturers to make the Secret Shopper a must read. It will enlighten you as to how your dealers are selling your products—the results may surprise you.

As Secret Shopper is a popular feature in Shelter, so are the plant tours in DWM. Distributors who now have access to these tours will be interested to know how different manufacturers produce their door and window products.

And our cover features will interest all, particularly our cover story this month about the new lead paint regulations (page 34). Although a huge change is coming in the industry, it is one of which many dealers are unaware.

DWM/SHELTER details all the changes in this in-depth article and talks to both manufacturers to find out how they are educating their dealers, and dealers to learn how they are preparing for the change.

Of course, for all the latest news affecting the entire industry, check out our website at www.dwmmag.com. And if you don’t get the weekly DWM/SHELTER newsletter sign up for that on the website.

As an editor who has covered the door and window market for almost ten years (we launched DWM in November 2000), I’m enjoyed covering this industry, and I’m now excited about the fact that our magazine will serve all sides of the supply chain. Together with our associate publisher Brian Welsh and our entire staff, we look forward to hearing from you.
Experience German precision at its finest with a SUNFLEX glass wall system. State of the art technology and the most innovative product line in the world.

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Fine-tuned to perfection
Rules of Engagement

BY DAN WARREN

Remember the movie, “Rules of Engagement” with Tommy Lee Jones and Samuel L. Jackson? Jones portrays a less-than-confident attorney representing Jackson, who is accused of not following the Rules of Engagement. In the trial process against Jackson, vital pieces of evidence have been tampered with, destroyed or not disclosed. Jones’ persistence and determination ultimately overcomes his less-than-confident appearance and he wins the trial vindicating Jackson.

Persistence and determination: do these traits still exist today, as they did, say, 30, 40 or 50 years ago? I believe they do. I also believe there is one important ingredient missing for too many of our co-workers, employees and hardworking American citizens: engagement. No, not rules of engagement, but engagement—getting involved, getting the facts, understanding the issues, letting your voice be heard, and making a concerted effort to make a difference. Most of you reading this article are either owners and/or in top management positions. As I visit with folks just like yourself, I find that, just like me, you are engaged with your families, communities and churches, as well as your businesses. You are knowledgeable and aware of the current events happening in your business-es, our country and the world.

I have had this burning question in my mind for quite some time—‘Are the majority of American citizens engaged and aware of the events surrounding them, or are they simply too busy or not interested?’ I believe far too many people in our country are being complacent and standing back waiting, and, in some cases, hoping someone or something will be done about a particular situation or issue. What if no one steps up?

Let me give an example. If you have read any of my previous articles, you know my wife and I enjoy horseback riding in the Black Hills of South Dakota. Recently, the National Park Service decided to create a new hiking trail to the Mount Rushmore National Memorial. Public meetings were conducted but only a couple of people representing horseback riders showed up. There were a great number of hikers and mountain bikers who attended the meeting and there was a consensus among those present that horses should be banned from the new trail. Thankfully, the “couple of people” who did show up contacted those of us who either ignored the meeting notices or chose to wait for some else to do it. We became engaged and a great number of people stepped up to protect what we believe are our rights to ride horseback on the new trail. Ultimately our voices were heard, but what if those few did not attend?

My guess is that you come to work on Monday morning, make your walk around and two subjects are discussed among you and your co-workers: sports and hunting. Well, okay, that’s here in South Dakota. In my company, current affairs are rarely discussed. So, the question becomes, how do we engage our co-workers and employees in what is happening in our country that potentially could affect them?

I am amazed constantly at the number of people who feel their single voices or votes will not make a difference. We need somehow to encourage others to show them how vitally important their voices and votes are. Understand, I am not stumping for either side, what I am saying is that doing nothing and not caring are a dangerous combination. We, as business people, are successful, but why? My bet is we have been determined and persistent in our efforts and have chosen to engage. Have we failed at times? Hit a few walls? Certainly we have, but we have not stopped trying and we must encourage others to try. I am not offering any concrete solutions other than the need to encourage and support our employ-ees on the path to becoming engaged. Leadership very well may disagree on some issues and points, but the important thing is we will help awaken a potentially silent majority that could make a difference. For 46 years the Association of Millwork Distributors (AMD) has been encouraging, supporting and motivating members to be active and become engaged in their membership and their industry. AMD is an example of how persistence and determination are successful.

Dan Warren is president of the Association of Millwork Distributors and president of Warren Window and Supply Inc. in Rapid City, S.D. His opinions are solely his own and do not necessarily reflect those of this magazine.
Let's cut to the truth. Some competitors are suggesting you judge window performance on a single feature – the spacer and glass frame interface temperature. That's not enough. You need to consider the total unit. Consider the following Cardinal IG unit facts:

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In the Midst of Recovery

At the outset of the year, the United States was still embroiled in the worst financial crisis in the memory of most Americans. This Great Recession, as it is called, had every bit of the potential to wreak global havoc. The Fed and other bodies providing oversight of the financial system have learned the lesson that the best solution for uncertain times is increased liquidity. The financial markets have calmed, the United States has pulled back from the brink and the statistics coming out of the housing market are beginning to turn more consistently positive. The process of capitulation, wherein a market finds a bottom, has taken much longer than originally anticipated.

However, the turn in markets usually becomes apparent through observations of data, such as housing starts or existing home sales. During a decline, this data typically is negative month after month. As the market begins to find a bottom, the data is occasionally and almost inexplicably positive. During the recovery phase, the data is more often positive than negative. We are definitely entering the recovery phase, indicating that 2010 should be a better year in the residential sector than 2009.

Acquisitions to Continue

Looking to the year ahead, we would anticipate continued brisk merger and acquisition activity in the door and window industry. As in 2009, many transactions will be driven by the need of sellers to gain access to capital to continue operating. The latter part of 2010 may bring with it a number of sellers that have a year of black ink behind them and a desire to sell on relative strength. Larger, better capitalized strategic buyers remain in the market in force, seeking opportunities to expand their product offerings, their distribution channels and their geographic coverage areas. Private equity funds, too, remain active despite a poor year of fundraising in 2009. The fact is that these funds raised so much capital in 2007 and 2008 that there is still a huge overhang of capital of some $400 billion that must be placed in attractive investment opportunities. With the building products industry beginning to show signs of making a turn, dozens of these funds are looking here for deals.

Tax Credits Give Much Needed Boost

The key event in 2009 was, in our opinion, the way in which energy efficiency catapulted to the forefront of the building products industry. This came largely as a result of the $1,500 tax credit for doors and windows that met the much derided .30/.30 standard. We are aware of several owners who were considering selling their companies prior to the tax credit that decided not to do so, as a result of the uptick in sales driven by the credit. We are not aware of any companies that went out of business because they failed to capture additional sales driven by the tax credit. However, being unable to qualify for the credit certainly represented an undesirable obstacle faced by companies in that situation.

We believe the door and window industry will receive a dividend in 2010 as a result of the first time home buyer tax credit in 2009. Many of the homeowners who benefitted from this tax credit in 2009 will also be eligible for the $1,500 energy efficiency tax credit in 2010. This will add some strength to the remodeling market in the coming year, since buyers of existing homes tend to remodel them. Since the first time home buyer program has been extended, it is likely that a similar dividend will occur in 2011. In any case, a New Year is beginning that offers the appeal of a high likelihood of being a better year for many industry participants than the one coming to a close.

Michael Collins is vice president of the building products group at Jordan, Knauft & Company, an investment banking firm that specializes in the door and window industry. He may be reached at mcollins@jordanknauft.com. His opinions are solely his own and not necessarily those of this magazine.
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The World’s Strongest Man

BY KEITH CASTLEMAN

My dad was a lot like most dads: he was the strongest person I’ve ever known. When I say strong, I don’t necessarily mean physically (he is a big man, though) as much as emotionally. For some reason I got the unique privilege of working on our farm with him every weekend when I was a kid while my older siblings usually got the privilege of sleeping in. My brother somehow convinced my dad that he was allergic to hay. I still think my brother was fake-sneezing all those times just to get out of work, but he got away with it, so good for him.

One particular Saturday, my dad decided that we needed to burn some big piles of brush. What this means is that my dad would drive around all over those 1,000 acres on a tractor doing nothing while I stood by the burning pile of branches and made sure the fire kept burning. We were doing this in the SUMMER … in ARKANSAS. The town I grew up in was named Clarksville, but in August you might as well call it Sweatville and, if you look for it on a map, you can find it about 10 miles north of Hell. That being said, my father figured this particular August day would be a great day to start a fire.

We got out there around 8 a.m. and started the fire and, at around 9 a.m. my dad went somewhere on the tractor and left me to attend to the fire. Naturally I got thirsty around 9:01 and went to the truck to get a drink of water. Well, one drink turned into two and then three and then, around 10 a.m., I wondered what would happen if I just dumped out all the water.

Around 10:30, I heard the tractor coming back and I looked over my shoulder to watch my dad head for the truck to grab our water jug. “Hey, Keith, come over here for a minute,” he yelled at me from about 50 yards away. At this moment I stayed as close to the fire as I could to make sure I looked like I was about to have a heat stroke.

When I finally made it over to him I said, “Boy, Dad, sure is hot out here today.”

“Son, why did you drink all the water?” he questioned.

“That was ALL the water?” I tried to sound equal parts surprised and exhausted and desperate for more water.

“Come on, let’s get that fire under control and head back to the house,” he replied.

He didn’t know it, but I was way ahead of him. I had spent the last half hour getting the fire ready to put out so we could leave quickly, which we did. When we got back to the house, we woke up my brother and sister and, the next thing you know, my old man was asleep in his chair. The whole day slipped away and we never had to go back out into the inferno for the rest of the weekend.

The next Saturday I once again found myself getting my work clothes on and going to burn fallen trees. The day started exactly the same way. Fire started, dad drove off on the tractor and I dump out all the water. This time, though, he came back a little bit quicker and went straight for the truck. “Hey son, looks like you’re out of water,” he yelled as he held up the empty jug. “Good thing I brought my own water this week!” In that instant he reached behind the seat and pulled out another jug that he took with him on his tractor as he drove off. That day was as close as I’ve ever come to a heat stroke. We worked on that farm all afternoon in ridiculous heat and by noon I was drinking stagnant water from a pond.

Yes, he was the strongest man I’ve ever met. He was the leader of our family in every aspect. He was very decisive and there was no thought of questioning him … ever … for any reason.
... even if he was wrong. Yet while there were occasions when I would be furious with his decisions, I found a great deal of comfort in knowing that he was always doing what he thought was best for me. I knew that he loved me and that he only wanted great things for me. I suppose he pulled that water gag to teach me to not take an easy way out, or to have a great work ethic, or maybe even to never burn brush in August in Arkansas. Whichever it was, I’m sure in his mind he thought he was teaching me some sort of life lesson.

I see businesses today all over the country that are still managing to thrive and be profitable even in today’s economy. The one thing that they all have in common is a really strong leader. These times require the best leadership and, in almost every case, the businesses with the strongest leaders are the most successful. In many of these cases, the leaders push their employees very hard; they demand performance and are not the least bit afraid of anything that might come their way. The weaker employees complain and resist and disappear while the people who want to be successful respond and push themselves harder and harder and get better and better. The fact is that good people respond to strong leadership as long as they know you have their best interest at heart—even if you do take their water away every now and then.

Keith Castleman is manager of 84 Lumber in Blue Springs, Mo. Mr. Castleman’s opinions are solely his own and do not necessarily reflect those of this magazine.

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Modern doors and windows are highly engineered products involving many constituent elements that must work together to strike a balance among a variety of sometimes opposing performance demands. This understanding is the basis of today’s performance standards for complete door, window and skylight products – the latest version being AAMA/WDMA/CSA 101/15.2/A440-08, NAFS - North American Fenestration Standard/Specification for windows, doors, and skylights (NAFS-08). This standard currently is being updated for the 2011 edition.

Approved Components

These NAFS standards reference additional specifications setting minimum requirements for the array of critical door and window components. Components approved for potential use in certified products are listed in the AAMA Verified Components List (VCL). Updated monthly, the VCL lists more than 100 manufacturers, several hundred individual products and the corresponding AAMA standards for sealants, weatherstrippping, anodized coatings, organic coatings, installation products and, of course, hardware.

A Hard Look at Hardware

Casement and similar windows (awning, jalousie, etc.) are excellent examples of the importance of hardware that must perform smoothly and precisely over years of constant use. The applicable standards are:
- AAMA 901-07, Voluntary Specification for Rotary Operators in Window Applications, which sets forth performance criteria for determining the durability of gear type rotary operating devices. A good example of the rigor of these standards is the requirement for 8,000 open/close cycles without any compromise in performance.
- AAMA 904-01 Voluntary Specification for Multi-Bar Hinges In Window Applications, which describe performance requirements, test methods and necessary laboratory test report data for the multi-part hinges used in casement, as well as project-out and project-in configurations. Hinges may be tested for either an R or C grade and are given a maximum weight, height and width rating as applicable for the exact window type. Hung windows depend on sash balances for proper function. Standards for these critical hardware components are:
  - AAMA 902-07, Voluntary Specification for Sash Balances; and
  - AAMA 908-02, Voluntary Specification for Friction Based Sash Balances.

Roller assemblies on sliding glass doors bear the brunt of day-to-day operating stress. AAMA 906-07, Voluntary Specification for Sliding Glass Door Roller Assemblies, covers these assemblies, requiring 10,000 full-open/full-close cycles without the roller “jumping” its track or causing the sash to become more difficult to operate.

All steel hardware items also must meet AAMA 907-05, Voluntary Specification for Corrosion Resistant Coatings on Carbon Steel Components.

Door Hinges and Locks

Standards also exist that govern hardware performance for exterior side-hinged doors (SHD):
- AAMA 920-03, Specification for Operating Cycle Performance of Side-Hinged Exterior Door Systems, establishes an accelerated operating test method and performance specifications for a door system and associated hardware connections;
- AAMA 925-07, Specification for Determining the Vertical Loading Resistance of Side-Hinged Door Leaves, determines the ability of a side-hinged door system (including the hinges) to withstand the application of a vertical load along the lock stile of the door leaf.

The real impact of hardware and other component testing comes when model codes reference NAFS standards that encompass the component requirements, and building officials begin looking for evidence of compliance – be it a certification label or test reports. At that point, meeting every component performance specification – right down to the sash balances and sliding door rollers – is as much a requirement as passing air, water and structural performance tests for the entire product.

Ken Brenden serves as technical standards manager for the American Architectural Manufacturers Association in Schaumburg, Ill. He may be reached at kbrenden@aamanet.org. His opinions are solely his own and do not necessarily reflect those of this magazine.
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Resiliency Works
Now Turn It Into Profits

BY MIKE BURK

In the July 2009 issue of T&D Magazine published by the American Society for Training and Development, Lou Russell writes: “Managers should always practice resiliency and know how to see the potential in the immediate future.”

Throughout 2009 everyone in our industry devoted great efforts to reduce costs, streamline operations and do everything possible to survive. You have cut costs and reduced waste wherever possible. You have improved quality and efficiency. You are now starting to ask the questions: What are we going to do in the immediate future? How can we improve more? What uncertainties await us in 2010?

Consider looking at the year 2010 as a new project your company is evaluating. Imagine you are presenting the IG manufacturing 2010 Project to management. How would you convince the management team to complete this project? How could you determine the return on investment? Russell offers some assistance. She suggests using IRACIS as one step to “clearly understand why the business is doing the project.”

IRACIS is an acronym used to determine a project’s value to a company. It stands for:

- **Increase Revenue** – How can we increase sales to new or existing customers, shorten the sales cycle and reduce the cost of sales?
- **Avoid Costs** – How can we reduce operating costs, eliminate unnecessary expenses and minimize waste?
- **Improve Service** – Will this project help us improve delivery, response time and be more valuable to our customers?

If you made it through 2009, you have already completed the last two steps. But did anyone do anything to increase revenue? What was done to improve the top line?

I recently posed these questions to a number of IG manufacturing managers and supervisors. All explained how they had improved productivity, reduced payroll and cut costs wherever possible, but I asked them this: “We make insulating glass, but how can we increase revenue?” At first thought, none could offer any ideas for increasing revenue. With more discussion and reflection some could see a few opportunities.

Most managers agreed that the greatest opportunities for increased revenue are in offering more insulating glass options. Some improve performance, others increase sustainability and still others can satisfy the aesthetic needs of the homeowner. Most options can bring increased sales, a higher margin and increased revenue.

Performance can be improved using different glass types and coatings, including low-E glass and laminated glass. Warm-edge spacers will increase U-values, increase condensation resistance and reduce sound transmission. Gas-filled units and triple-glazed units will substantially increase thermal performance.

Increase the sustainability by using superior quality components combined with high quality standards. This will result in long lasting windows that perform past the warranty period. Consider improving or extending your present warranty to prove your confidence in the sustainability of your products.

Offer new and popular options such as innovative muntin designs, internal decorative lites, silk-screening, internal blinds or “V” grooves. Consider additional colors, patterns and designs that are aesthetically pleasing to your customers.

Most supervisors involved in these discussions agreed that these options would increase revenue, but they feared these units could have a negative impact on operating costs and productivity. These units become the dreaded “specials” that slow production. Units with these options are more difficult to produce, take the most time, result in the majority of remakes and, most agree, are best left for the next shift.

To reduce the impact of these special units, conduct a review of your order entry system and scheduling methods. Ensure that the components for these special units are available. Determine the scheduling of equipment and associates for the least impact on the normal production requirements.

Be resilient, improve the process, and outsource when necessary. Apply what you’ve learned over the past year on standard products to specialty products. Give your sales group more options to sell. Give them more ways to satisfy the customer and increase revenue.

Mike Burk serves as technical service manager for Edgetech I.G. He may be reached at mike.burk@edgetechig.com. Mr. Burk’s opinions are solely his own and do not necessarily reflect those of this magazine.
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Secret Weapons That Conquer Counterfeits

BY MICHAEL MYERS

Unregulated medication, imposter designer clothes and even knockoff building products are reaching epidemic proportions in today’s market. A recent Gallup survey discovered that one in five Americans bought knockoffs. According to Consumer Reports, fraudulent goods cost American businesses up to $250 billion a year in sales. Fraudulent and illegally replicated products are a problem businesses have to face.

Recently our company, Johnson Hardware, manufacturer of pocket door hardware, learned our products were being replicated and sold under the Johnson Hardware name. Customers of the fraudulent products realized a stark difference between the products of ours they purchased and the fraudulent ones.

“The inauthentic hardware does not operate as smoothly or quietly as authentic Johnson Hardware products do. Companies that produce and sell replicas of our hardware do not rigorously test the hardware or demand that it meet the same high-quality standards we ensure our products meet,” says Steve Johnson, our vice president.

Ensuring You Don’t Have a Fake

To identify genuine products from counterfeits, look for die stamps of the suppliers’ name on products. At our company, we stamp our name on our products so our customers know they have quality hardware that will not fail. Look for other markers associated with the supplier on packaging, instruction sheets and other collateral.

Another important way to dodge using knockoff products is to educate yourself about industry standards. Most companies can set their products apart from phony ones through rigorous product tests, meeting and exceeding industry standards. For example, our products are tested to exceed tough ANSI standards. For commercial-grade hardware, we complete more than 100,000 cycles of opening and closings. Residential grades complete more than 35,000 open and close cycles to go above and beyond ANSI standards and to ensure smooth, quiet, effortless functionality year after year.

“Customers will know when they have an authentic Johnson Hardware product because our products have been tested to operate properly,” Johnson affirms. Be familiar with guarantees and warranties offered when purchasing products. Counterfeit products generally do not come equipped with guarantees. Our Johnson products are backed with a lifetime guarantee and a promise to replace any item found defective in material or workmanship, no matter the date of purchase.

No matter what product you are in the market for, it is extremely important to learn what benefits, guarantees and the level of testing each manufactured good is backed by. Whether you are looking to install a new pocket, sliding, bypass, folding or wall-mounted door, or simply replacing parts, be sure to check for the name stamped into the face of the hardware. Doors will operate effortlessly and provide years of trouble-free, stable access.

Take steps such as these to guarantee the purchase of authentic products:

• Inspect labeling and misspellings. Is the logo crooked or the colors different from what you remember?
• Check for broken safety seals and low-quality packaging.
• Deal with reputable retailers or contractors. If you feel you have purchased a counterfeit product, contact the product’s manufacturer. Most manufacturers will assist in identifying if the purchased product is genuine.

Michael Myers serves as marketing director for L.E. Johnson Products. Mr. Myers’ opinions are solely his own and do not necessarily reflect those of this magazine.
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Convergence—Opportunity or Crisis?

New Construction and Remodeling Moving Toward 0.20

BY RIC JACKSON

Industry forces clearly are driving window thermal performance criteria toward a common standard for both the new construction and repair and remodeling (R&R) markets in North America.

The U.S. Department of Energy (DOE) has continued to raise the bar for the ENERGY STAR® program. As management of this program transitions to the U.S. Environmental Protection Agency (EPA), window performance criteria will become even stricter—and not just for the R&R market (which currently boasts ENERGY STAR ratings on more than 80 percent of windows sold). The new construction market is also in the crosshairs to raise window thermal performance. To stimulate builder interest in high-performance windows, the DOE has initiated the R-5 Volume Windows Purchase Program (VWPP), which aims to drive the availability of affordable, thermally efficient R-5 windows (or those featuring U-values near 0.20).

For years, the criteria for new construction windows were based on building energy codes like the International Energy Conservation Code (IECC) or ANSI/ASHRAE/IESNA Standard 90.1. For most parts of the United States, these codes represent a minimum requirement for energy conservation. However, the successes of voluntary standards programs are moving the needle on window thermal performance. These programs include ENERGY STAR in the R&R market as well as the U.S. Green Building Council’s (USGBC) Leadership in Energy and Environmental Design (LEED) v3 program and the National Association of Home Builder’s (NAHB) National Green Building Program.

Through the USGBC and NAHB programs, builders are encouraged to specify windows that exceed ENERGY STAR by as much as 0.07 U-value basis points. To achieve the maximum bonus points available for high-efficiency windows in the northern zone, builders must select windows with U-values as low as 0.20—a value that, not surprisingly, aligns with the R-5 VWPP. Builders already seem to be embracing this shift. For example, Pulte Homes is developing a community of 185 LEED Platinum-certified single-family homes in Summerlin, Nev. Windows installed in these homes will feature low U-values to maximize LEED points.

With the return of ENERGY STAR program management to the EPA, which originally introduced the program in 1992, the industry can expect window performance criteria to become even tougher. According to the memorandum of understanding that announced the program leadership transition to the EPA, “specifications will be tightened as necessary for ENERGY STAR to consistently represent top performing products.” In fact, officials have proposed the addition of a “Super Star” category that would tier performance within the ENERGY STAR program. The EPAs goal is to qualify products in the top 25 percent as ENERGY STAR and those in the top 5 percent as Super Star.

During the initial phase of the ENERGY STAR 2010 review process, a two-phase approach was proposed. Phase 1 became the 2010 criteria, which began to go into effect January 4, 2010, and go into full effect April 1, 2010. Phase 1 criteria sacrificed some U-value improvements in exchange for better solar heat gain coefficient (SHGC) criteria in southern zones. Phase 2 proposed much tougher U-value criteria that represented an almost 40 percent improvement in U-values for the north, pushing the minimum U-value there to roughly 0.20.

Astute readers will note that this 0.20 U-value again aligns with the R-5 Volume Windows Purchase Program. Are you beginning to see a pattern?

Through its Building Technologies Program (BTP), the DOE has a mandate to enable technology to support a net-zero energy building envelope by 2020. DOE is also in charge of programs driving voluntary thermal performance standards, it should be no surprise that there is a common goal when it comes to thermal performance regardless of the market: convergence!

Convergence is taking place right before our eyes. The day may soon arrive when new construction and R&R window thermal performance criteria match up around the 0.20 U-value mark. The only questions will be: how will window fabricators respond, and who will find the most cost-effective means to produce windows that are significantly different for the majority of the market in the future?

Ric Jackson is the director of marketing and business development for Truseal Technologies Inc. Mr. Jackson’s opinions are solely his own and do not necessarily reflect those of this magazine.
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CODE NEWS

ICC Reduces Fenestration U-Factors During Code Hearings

A number of code change proposals for the International Energy Conservation Code (IECC) were presented during the recent International Code Council Development Hearings in Baltimore, resulting in several possible changes.

EC13, proposed by the Department of Energy (DOE) was approved, resulting in reduced U-factors for fenestration and skylights. Shortly thereafter, ICC passed EC34, which further reduced fenestration U-factors in the South. This resulted in the following U-factors: “NR” (no requirement) for zone 1, 0.40 in zone 2, 0.35 in zones 3-4 and 0.32 in zones 5-8.

According to Dr. Thomas D. Culp of Birch Point Consulting LLC, “The northern changes in U-factor were not very controversial, but there was strong debate about southern U-factors, with the concern that these U-factors would not allow aluminum windows in places like Florida and Texas where they are common. On top of this, [ICC] then eliminated the allowance for hurricane impact-resistant products with higher U-factors (approving EC35), over strong debate about safety, structure and performance of different products. These are just initial recommendations from the code development committee, and these items will no doubt be controversial items at the final action hearings, where final approval or changes are made by the code officials.”

Culp notes that these were preliminary hearings, and any item can change at the final action hearings in October 2010.

COMPANY NEWS

New Company Forms and Acquires Three Former Stock Locations

BlackEagle Partners LLC, a private equity firm focused on turnarounds and special situations, and Building Industry Partners LLC, a private equity firm focused on the U.S. building products industry, have created an entity called US LBM Holding LLC, in partnership with L.T. Gibson, to acquire three regional operations from Stock Building Supply LLC.

According to a November press release, the three markets in which the Stock Building locations were purchased are Wisconsin, Central New York and Connecticut. US LBM will operate as a holding company, re-establishing the acquired operations from Stock Building Supply LLC.

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US LBM and its subsidiaries will

PUBLICATIONS

DWM and Sister Publication SHELTER Merge

DWM’s sister publication, SHELTER magazine, which served the door and window distribution, moulding and millwork industries, has merged with DWM, beginning with this issue.

“We all know that the distribution lines in the door and window industry are becoming increasingly blurred,” says DWM publisher/editor Tara Taffera. “We’ve always said when we purchased SHELTER seven years ago that when the lines blurred to the point that they were unrecognizable as separate industries that we would merge the two and that time has come.”

“We’re excited about the fact that DWM/SHELTER will serve as the one-stop source for news and information regarding the entire door and window supply chain including mouldings and millwork,” adds Brian Welsh, associate publisher.

(For more information about the merger, see page 4.)
be comprised of 13 locations and more than 500 associates.

**ProBuild Expands in Nashville**

ProBuild Holdings recently announced the opening of its newest component facility in Nashville. The facility, which features truss and wall panel manufacturing capabilities, will initially create 20 new jobs for the Nashville market, and serves both residential and commercial contractors, according to the company.

In addition to the Nashville facility, ProBuild is doubling the size of its Smyrna facility in Tennessee to support increased demand in the greater Nashville market. The expanded facility in Smyrna will host a full-line lumber yard, millwork manufacturing plant and a gypsum distribution operation.

**Masonite Inc. Announces Acquisition of Israeli Steel Security and Safety Entry Door Business**

Masonite Inc. has acquired 7Tech, an Israeli-based steel security and safety door business, according to a statement from Masonite. Masonite’s Israeli subsidiaries, Etz Karmiel Ltd. and Open Gallery Ltd., will add the 7Tech steel security and safety doors to the company’s interior and exterior wood door collection.

The company says the move will create a single source of supply for Masonite customers in Israel. In addition to its growing Israeli market position, 7Tech currently exports its products to Europe, and Masonite intends to expand the export opportunities throughout the Middle East and Europe.

**LUMBER NEWS**

**Sierra Pacific Industries and Equator Announce U.S. Forest Carbon Transaction**

Sierra Pacific Industries and Equator LLC, a natural resources asset management firm, announced on September 30 that they have entered into the nation's single largest pre-compliance forest carbon transaction to date, according to Sierra Pacific. The transaction will consist of a series of projects focused on developing compliance-ready carbon offsets registered under the recently approved Climate Action Reserve (CAR) forestry protocol Version 3.0. These offsets would be used to comply with emissions reduction goals under California's Assembly Bill 32, a bill passed in 2006 with the goal on cutting down greenhouse gas emissions statewide.

The transaction will sequester an additional 1,500,000 tons of carbon dioxide over the next five years in excess of what would have otherwise occurred. The investment in the projects will be made through the Eco Products Fund LP (EPF)—a private equity vehicle co-managed by Equator and New Forests Inc.

Sierra Pacific chief financial officer Mark Emmerson says SPI is pleased to be able to participate in California’s carbon market with Equator.

“This project demonstrates the utility of California’s new forestry protocol, and recognizes the value of working forests in meeting the state's climate change goals and ecosystem sustainability,” he says.

Overall, some 60,000 acres of SPI’s private timberland in California will be dedicated to this transaction. The projects will be submitted to the Climate Action Reserve for registration in the Reserve’s registry of carbon offset credits consistent with CAR’s recently approved forest protocol; Version 3.0.

**Smitty’s Building Supply Emerges Successfully From Chapter 11 Bankruptcy**

Smitty’s Building Supply Inc., a distributor in the northern Virginia and metropolitan Washington, D.C., region, has announced a successful emergence from a Chapter 11 bankruptcy proceeding. Company owners also have disclosed their intention to consolidate operations in Manassas and close their Alexandria location effective December 1, 2009.

In an open letter to customers, the Smith family, which owns the company, attributed the need to close the Alexandria location to "functional obsolescence induced by a consumer migration to so-called 'big box' home improvement centers."

The owners also point out that they believe selling the Alexandria property will work to help sustain the business and build a solid future for the firm.

As the transition to a single location moves forward, the company says it is committed to preserving as many jobs as possible.

**Fypon to Merge With Therma-Tru Doors**

Fortune Brands Home & Hardware plans to integrate the operations of its Fypon brand into its Therma-Tru Doors business. The integration will result in significant cost efficiencies and sales synergies in a persistently chal-

continued on page 22
challenging residential housing market, according to the two companies. Fypon, a supplier of urethane millwork, is based in Archbold, Ohio. Therma-Tru Doors, supplier of residential entry doors, is headquartered in Maumee, Ohio.

As a result of the merger, many of the Fypon corporate departments in Archbold will be integrated within Therma-Tru and relocate to either Maumee or Therma-Tru’s manufacturing facility in Butler, Ind. The full integration is planned to be completed by the end of the first quarter of 2010.

The Fypon brand will remain and the Archbold facility will continue to operate and the brand’s customer service team will remain in Archbold. All distribution, fabrication, quick-rail and column wrap activities will continue to operate at the Archbold facility.

Fypon will relocate the small percentage of polyurethane (PUR) production performed in Archbold to the company’s location in Yantai, China. This decision will result in approximately 30 salaried positions and 19 hourly jobs being eliminated, according to the company.

Bradco Acquires Premier Supply

Bradco Supply Corp., a national distributor of doors and windows and other exterior building materials, has acquired Denver-based Premier Supply Co. The business will retain the Premier Supply name, and Steve Neil, David Suer and Greg Giede will remain under the new Bradco ownership.

MI Windows and Doors to Close Salisbury, N.C. Facility

MI Windows and Doors announced in November that it would close its Salisbury, N.C., window fabrication plant. The plant has 110 employees.

“Our decision to idle the Salisbury facility has been extremely difficult,” says Stan Sullivan, president Eastern Division of MI Windows and Doors. “Anytime we affect team members and their families by eliminating jobs it comes with much anxiety. The decision is not a reflection of how our team in Salisbury has per-

continued on page 24
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formed but rather a strategic reallocation of our manufacturing resources.”

**Hurd Opens Hong Kong Office**

Hurd has announced the opening of an office in Hong Kong, which the company says can be attributed to the “brand’s successful 15-year partnership with Asia wood and door importers.” The office provides Hurd with an Asia home base that centralizes and streamlines operations, marketing, sales and support needs.

Hurd’s Asia office opened in July.

Dominic Truniger, president of HWD Acquisition (which now owns Hurd), attributes this growth opportunity to HWD’s parent company, Longroad Asset Management LLC.

“We’ve been able to draw on our new ownership’s global expertise and ties to local Hong Kong resources to open this location as our first-ever international sales center,” he says.

**Hutting Building Products Institutes Temporary Salary Reductions**

In connection with its ongoing cost containment initiatives, Huttig Building Products Inc. has instituted a temporary 10-percent reduction in the annual base salaries of certain employees, including each of its executive officers, according to a report filed by the company with the Securities and Exchange Commission on September 25. The cuts became effective September 28.

The company cites “the continued prolonged decline in housing market activity and [an attempt] to mitigate the impact of seasonal decreases in construction activity, which generally adversely affect the company’s first and fourth quarters.”

**Gorell Reports Record Sales in October**

Gorell Windows and Doors has announced that October 2009 was its best sales month in its 15-year history. The company also reported that the three-month period from August to October was up 25 percent over the same time period in 2008.

President and chief executive officer Wayne Gorell attributed the sales record and growth to a number of factors, including improvement in the U.S. economy, the federal tax credit program, and pent-up demand for replacement doors and windows.

“Sales volume from new accounts that joined Gorell this year is already 75 percent higher than sales volume from new accounts in 2008, which itself was a record year for new accounts,” said Gorell.
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“NuGrain™” provides the extruder or fabricator the potential for just-in-time wood graining, which will ensure the reduction of costly inventories even while offering a larger range of choice.

Base coat wood colors are painted on to the lineal profile which is then sent through the patented programmable “NuGrain™” machine. Change-overs are approximately 15 minutes with minimal scrap generated.

Comparison of Existing Technologies

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<thead>
<tr>
<th>Environmental Impact (VOC Level)</th>
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<tr>
<td>15 grams / liter</td>
<td></td>
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<tr>
<td>Solvent Based Technology</td>
<td>10 x</td>
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<tr>
<td>Competitive Waterborne Products</td>
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<tr>
<td>AquaSurTech D200 and &quot;NuGrain™&quot;</td>
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AquaSurTech OEM technology is water based and is classified as an ultra low VOC reacted copolymer. All products meet AAMA standards, have exceptional UV performance and come with a 15 year warranty.

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FINANCIAL NEWS
Georgia Gulf Restructures Debt; Positions Royal Group for Growth

Royal Group Inc. anticipates disciplined growth across its building products divisions following the successful debt-for-equity exchange by parent Georgia Gulf Corp., according to a company press release. The new capital structure reduces Georgia Gulf’s long-term debt by $736 million, also reducing its annual interest expense by $69.7 million.

“We are immediately positioned to be a stronger competitor and to achieve strategic growth,” says Mark J. Orcutt, Georgia Gulf executive vice president – Building Products. “We are refocused on what we do best – innovating and providing the highest levels of service to our customers. Royal Group Inc. has been fortunate that even in the market’s downturn, we have introduced new products that are very well-received and that meet the needs of our customers. It’s an exciting time to move forward, expanding into new markets and growing in existing markets.”

Quanex Reports That Seasonal Demand Was Better Than Expected, But Saw Loss of $137.1 Million

Quanex Building Products Corp. has reported its fiscal fourth-quarter 2009 and full-year fiscal 2009 results for the period ending October 31. With fourth quarter net sales of $194.9 million, Quanex reported income from continuing operations of $15.3 million. The company reported seasonal demand was better than expected at its two operating segments—Engineered Products and Aluminum Sheet Products. Also, fourth-quarter results benefitted from a better-than-anticipated aluminum spread.

For the fiscal year, the company’s net sales were $585.0 million. The loss from continuing operations was $137.1 million.

KUDOS
Edgetech I.G. Celebrates 20th Anniversary

Edgetech I.G. celebrated its 20th anniversary in December at its headquarters in Cambridge, Ohio. Among the company’s “pioneers” in attendance were Michael Glover, the founder of Edgetech; Dale Lauren Foland, founder of Lauren International; Kevin Gray, chief executive officer of Lauren International and Edgetech’s first president; and Mike Hovan, Edgetech’s current president.

Hovan opened the ceremony with a quote from Gandhi: “A small body of determined spirits fired by an unquenchable faith in their mission can alter the course of history.”

“I think the reason we are here more than anything to is to celebrate those who were that original small body of spirits,” Hovan said as he recognized and thanked many of the founding members of the Edgetech team.

Glover, an inventor and visionary behind Edgetech and the Super Spacer® product, said that in creating the product his “thinking was that as low-E coatings grabbed market share there would be a need for low-conductive spacers.”

The product was invented in 1985 and in 1989 Edgetech became a fully owned subsidiary of Lauren Manufacturing.

“Lauren was an incredible company to work for and they opened their doors to us and were incredibly supportive,” said Glover. “Dale [Foland] has a huge entrepreneurial spirit and, without any elaborate business plan or market study, accepted our ideas that warm-edge technology was a billion foot opportunity.”

Gray also recalled much of what the early days of the company were like, and attributed much of the success and growth to creative thinking.

“There have been a lot of visionaries and a lot of people thinking and coming up with great ideas over the years,” Gray said. “Now, with 20 years behind us, we have to keep our eyes focused on the future.”

Capital expenditures were $3.3 million and $16.2 million for the quarter and year, respectively. Cash provided by operating activities was $60.5 million for the year.

Cash and equivalents totaled $123.6 million.
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**MORE ENERGY EFFICIENT**

A MikronWood composite door frame is a solid thermoplastic material that outperforms other frame materials in energy efficiency.

ENERGY LOSS (Heat Transfer*)

<table>
<thead>
<tr>
<th>Material</th>
<th>Energy Loss</th>
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<tr>
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<tr>
<td>Wood</td>
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<tr>
<td>MikronWood</td>
<td>0.74</td>
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</tbody>
</table>

* E-Value, NFRC Data

**MOISTURE-PROOF, INSECT-PROOF**

MikronWood composite door jambs will never absorb moisture, humidity or condensation – so components can’t rot or deteriorate. Aluminum-clad wood configurations can’t make this claim. MikronWood is also impervious to insect infestation.

1 Mikron Material Science Lab tests of Surface Hardness (ASTM D790), Shore D and Impact Strength (ASTM D2240)

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The ImperiClad door system provides a very durable, low maintenance exterior that never needs painting. Profiles are encapsulated with SuperCap, which provides a beautiful, yet durable millwork finish exterior that won’t peel, fade or warp and unlike aluminum, is impervious to salt air. Dirt can be easily removed with just mild soap and water. The SuperCap finish comes in 3 pre-finished colors: White, Almond and Adobe. Frames are also available in Bronze SRC solar reflective coating.

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**MADE GREEN**

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House Introduces Bill Tying Tax Credit to ENERGY STAR® Criteria

The U.S. House of Representatives currently is reviewing a bill that would modify the requirements for doors, windows and skylights to be eligible for the “non-business energy property” tax credits in the Internal Revenue Code to align it with the ENERGY STAR® criteria. The bill was introduced in early November by Rep. John Yarmuth (D – Ky.).

If passed, the bill would make it so that the tax code calls for the doors, windows and skylights that provide for a tax credit to “meet the criteria for such components established by the 2010 Energy Star Program Requirements for Windows, Doors and Skylights, Version 5.0 (or any subsequent version of such requirements, which is in effect after January 4, 2010).”

If passed, H.R. 4112 would apply to any doors, windows and skylights “placed in service” after December 31, 2009. The bill currently is under review of the House’s ways and means committee.

The bill is accompanied by a similar bill in the Senate, sponsored by Sen. John Rockefeller (D – W.Va.). Sen. Rockefeller introduced S. 1792 in October, and at press time it was in the hands of the Senate’s finance committee.

Previously, the tax credit legislation, introduced in the American Recovery and Reinvestment Act, called for what since has been dubbed “.30/.30”—a U-factor and solar heat gain coefficient of .30 or lower (see related story in May-June 2009 DWM, page 22).

Green Building Means Nearly 8 Million Jobs by 2014

Despite a challenging economic outlook, green building will support 7.9 million U.S. jobs and pump $554 billion into the American economy—including $396 billion in wages—over the next four years (2009-2013), according to a new study from the U.S. Green Building Council (USGBC). The study also determined that green construction spending currently supports more than 2 million American jobs and generates more than $100 billion in gross domestic product and wages.

The economic impact of the total green construction market from 2000 to 2008, the study found, contributed $178 billion to U.S. gross domestic product; created or saved 2.4 million direct, indirect and induced jobs; and generated $123 billion in wages.

The study was released at the USGBC’s annual GreenBuild conference in November.

“Our goal is for the phrase ‘green building’ to become obsolete, by making all building and retrofits green—and transforming every job in our industry into a green job,” says Rick Fedrizzi, president, CEO and founding chairman of USGBC.

Maritech Finds “Green Approved” Program Helps Company Work with Builders

“Everyone says they are green, but what is [green] really? The answer to this question, posed by David Decker, president of Maritech Windows, came in the form of a recently released program from the National Association of Homebuilders (NAHB), the “Green Approved” rating system, which qualifies companies as “Green Approved” based on their processes, including manufacturing, recycling, lighting, etc., and Decker says the company has found becoming “Green Approved” has reaped some benefits in defining what green is.

“It is a long process with a lot of paperwork, but it is worth it,” says Decker. “We wanted to get something we knew would stand out to builders.”

But so far, Decker says the efforts have paid off for his company, which is based in Carrollton, Texas. “Participation in the program has been huge for us,” says Decker. “We were able to pick up a lot of builders and distributors solely due to the program.”

Serious Receives DOE Assistance for Pledging Commitment to Industrial Energy Efficiency

Serious Materials recently was recognized by the Department of Energy’s (DOE) new Save Energy Now® LEADER program, which was created to provide technical assistance and resources to companies that pledge significant improvements in industrial energy efficiency. Serious and 31 other companies signed a voluntary pledge to establish energy use and energy intensity baselines, and develop an energy management plan over the next 12 months.

The LEADER program is a new component of the existing Save Energy Now initiative. Other industry-related companies that took the pledge include PPG Industries, 3M, Dow Chemical, and Sherwin Williams.
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**MOULDINGS AND MILLWORK**  
**Vi-Lux Offers Cellular PVC Doorframe**

Companies who want an alternative to traditional wood door frames that is maintenance and rot free, moisture- and insect-resistant may want to look at the new door frame from Vi-Lux Mouldings. The company says its door frame system is the first cellular PVC reinforced door frame in both 4-9/16- and 6-9/16-inch sizes. The products are made of 100-percent virgin PVC resin and can be reinforced with aluminum adding rigidity to the frames. The door frames are available in pre-finished smooth white or VI-GUARD primed white, woodgrain white or woodgrain stable, reinforced or non-reinforced. The woodgrain stable frames are the perfect product to complement maintenance-free exterior fiberglass doors, says the company.

**MIC Meets Your Wood Needs**

Those in need of wood mouldings, and other wood products, can look to MIC Wood Products based in Scarborough, Ontario. The products are made of white primed finger-jointed Chinese Fir, which the company says is milled per the customer’s specification.

MIC adds that Chinese Fir is anti-termite, lightweight and is extremely durable. The company’s product lines include window extensions, door jambs, brick mould, mullions and other products.

**HARDWARE**  
**Vision Helps “Snap it In”**

Vision Industries says it has developed a product manufacturers have been waiting for—the 7200 snap in tilt latch. The product offers a one-piece finger pull that prevents malfunctions from construction debris accumulation. It also offers an original snap in tilt latch design that provides the fabricator with a solution to design pressure (DP) test failures by preserving the integrity of the welded sash corners. This design allows the fabricator to achieve DP numbers previously unattainable from conventional routed in tilt latches and eliminates service calls for sticking tilt latches due to construction dirt, according to the company.

**X-Drive® Offers Flexibility**

Roto Frank of America offers flexibility with its complete line of casement and window hardware, the X-Drive® system. The operators are available in a variety of architectural finishes and have an optional removable cover. In addition to the aesthetic advantages, X-Drive offers patented ease of installation through features such as self-locating guides and strikers and preassembled lock bars, according to the company. The Roto Frank two-bar hinge, which is part of the X-Drive line, is designed with large and heavy sashes in mind.

**MACHINERY**  
**Stürtz Expands LinearPro Line**

Stürtz Machinery recently expanded its LinearPro line to include the LinearPro 3D-Fab door-processing center. The new SMI-LinearPro 3D-Fab accepts cut parts and performs all required fabrication for typical door systems. The system requires only one operator and can fully fabricate pre-cut vinyl profiles and reinforcements.

Sturtz also offers the LinearPro Fabrication saw as part of the line. The saw can be outfitted with different cut configurations for sash, pocket sill or sloped sill requirements, and options include the flying bridge system, which allows flexible, programmable fabrication to be performed concurrently with cutting and notching.

Both the fabrication saws and the machining center feature a linear motor-driven feed system.
DOORS AND WINDOWS

A Green Vinyl Window: Ecoshield

Kasson Keller’s new Ecoshield line of vinyl windows is designed to be energy-efficient, while also integrating the properties of ecology, comfort and economy into a high-performance design. The windows are available with an ST glazing package that company officials say offers thermal efficiency and can lower the average home energy bill by 30 to 40 percent and can cut carbon dioxide output by 1,600 pounds per year.

Two Windows: One Continuous Header

The newest window solution from CWS is the “Side-by-Side” all PVC impact and non-impact single-hung window, designed for instances in which two windows need to be mullled together, offering two windows, but with one continuous header and sill.

ON DISPLAY

Exhibitors Showcase New Products at Win-door North America

Win-door North America was held in November in Toronto, and, as usual, it attracted many exhibitors launching new products. Below are a few of the highlights. Win-door 2010 will be held November 16-18.

Get the Woodgrain Look

AquaSurTech OEM introduced a new technology that will give manufacturers the opportunity to offer a woodgrain look on vinyl profiles. NuGrain™ is a paint-based application that offers a “non-repeating” pattern just like real wood. It can be used in both interior and exterior applications. The product also offers a textured feel with raised grain that creates a 3D look. There is a minimal set up and start-up waste, making small runs cost effective, according to the company. In fact, the company’s Michael Braeuel reports that it has sold three machines in two months.

The Ultimate in Weatherseal: Tri-Fin

ULTRAFAB displayed its Tri-Fin, an ultimate pile weatherseal to be used for minimizing air and water infiltration. Tests indicate a 25 percent improvement in air infiltration compared to a single fin, according to the company, and adds that customers are reporting less water leakage.

The windows are easy to install, offer little chance of water intrusion at the mull bar application, and require you to transport and unload fewer windows to the job site.

Estate Quality

CGI Windows and Doors Inc. in Miami has launched a new collection of luxury doors, “Estate Entrances.” The Estate Entrances are designed to offer the beauty of wood with the security, durability, quality and strength of heavy-gauge aluminum. The line includes a wide selection of options, including raised colonial muntins, solid aluminum panels, painted wood grain finishes and custom colors. Doors come in a variety of configurations and come standard with CGI’s patented 3-point security locking system.

ADHESIVES

Strengthen Your Steel

Bavarian Polymers has introduced a new Polymeric Reinforcement System (PRES), a lightweight material with high insulation properties, resulting in low U-values. The company says the new product can be used as a stiffener to replace aluminum or steel, while it provides high flexibility with profile design in combination with strength, rigidity and low weight.
im Lett, owner of Abe Windows and Doors in Allentown, Pa., has a big problem facing his business. The bright spot is that he knows a big industry change is coming and at least he can try to prepare for it. Unfortunately, the thousands of door and window dealers across the country are facing the same dilemma as Lett and many don’t even know it.

“I was completely unaware of the lead abatement issue until a week ago,” says David Steele, president of the Window Gallery. “I heard a discussion about it and it caught me totally off guard.”

What many other dealers like Steele don’t know is that according to a the December 2008 Small Entity Compliance Guide to Renovate Right, EPA’s Lead-Based Paint Renovation, Repair and Painting Program that contractors (including those who replace windows) who disturb painted surfaces in pre-1978 homes are required to be certified before these regulations become effective in 2010?

“So what if dealers don’t comply? Not a big deal, right? Actually, the fine for non-compliance is $32,500 per violation, per day.

Now this issue facing dealers across the country at first wasn’t as big of a problem as when this rule came out more than a year ago. Here’s what changed. After some pressure from industry groups, the EPA decided to propose a rule that would remove the opt-out clause. So, before home-owners who didn’t have a child under six living in the home, or a pregnant women could opt-out of the lead paint requirements.

“By the EPA’s own estimate, the proposed elimination of the opt-out rule is expected to cost approximately $500 million in the first year alone.”

—Window and Door Manufacturers Association

“If they didn’t get rid of the opt-out, it wouldn’t be as much of an issue,” says Lett. “But to remove it is horrible for a company my size. We’re estimating 35 to 40 percent additional labor costs.”

That’s what has Lett, and other dealers so distraught and worried about the devastating impact this can have on their businesses.

Removing the Opt-Out

On October 28, 2009, the EPA proposed a few revisions to the RRP. One is to eliminate the “opt-out” provision that currently exempts a renovation firm from the training and work practice requirements of the rule where the firm obtains a certification from the owner of a residence he or she occupies that no child under age six nor pregnant women resides in the home and the home is not a child-occupied facility.

In an EPA press release dated October 22, Steve Owens, assistant administrator for the Office of Prevention, Pesticides and Toxic Substances, said the proposed rule will further increase protections for children and their families from lead-based paint hazards associated with home renovation and repair. In the press release, the EPA said it will take comment on the proposal for 30 days and expects to finalize the rule by April 2010.

Comments were due on November 27, and the Window and Door Manufacturers Association (WDMA) was one group that weighed in on behalf of its membership.

“WDMA is opposed to this proposal for a variety of reasons. For one, removing the opt-out provision is a complete reversal of EPA’s determination to include it in the final rule and their reason for doing so,” says Jeff Inks, vice president, codes and regulatory affairs for the WDMA.
By some WDMA members estimates, the added cost of complying with the rule on a window replacement project is approximately $60 per window opening.

"By the EPA’s own estimate, the proposed elimination of the opt-out rule is expected to cost approximately $500 million in the first year alone, which is burdensome on an industry and consumers that are already suffering from the effects of a severe economic recession," according to the WDMA’s comments to the EPA.

In addition, Inks says the EPA going back on its original decision would be particularly exasperating because it was "clearly reasoned and substantiated by EPA … and that … "EPA has provided no new relevant data, information or analysis establishing the need or justification for this complete reversal in its original determination and significant expansion in the scope of applicability."

Another thing the EPA is considering is possibly delaying the effective date of the rule. The WDMA firmly supports the delay for two main reasons. First is the concern is that there won’t be enough certified renovators by April, according to Inks.

According to Inks, EPA estimated that approximately 190,000 certified renovators would be needed and only approximately 4,000 to 4,500 have been certified to date.

"Should we consider extending this? Absolutely," he says. Another reason relates to the availability of test kits to test for the presence of lead.

"Cost-effective, reliable pre- and post-test kits must be widely available before a rule like this comes into play," says Inks, who adds that this isn’t currently the case.

What the Window Industry is Doing

Many door and window companies, including manufacturers and suppliers, are doing what they can to inform their customers of what’s coming so they can be prepared. For example, Chelsea Building Products sent an e-mail to all of its window fabricators to inform them of the proposed rule and encouraged them to comment, and also provided them with a copy of the compliance guide.

"Communicating this information to your customers and mounting a grassroots campaign to get this modified is important.

"We saw this coming and we’re trying to be proactive and get metal products that contain lead out of our windows as soon as possible."

—Ken Barman, ViWinTech

continued on page 37
Prepare Yourself
The Lead Facts You Need to Know

The Lead-Based Paint Renovation, Repair and Painting Program (RRP) applies to residential houses, apartments and child-occupied facilities such as schools and daycare centers built before 1978. It includes pre-renovation education requirements as well as training, certification and work practice requirements. According to the RRP it applies to "anyone who is paid to perform work that disturbs paint."

"Renovation is broadly defined as any activity that disturbs painted surfaces and includes most repair, remodeling and maintenance activities, including window replacement," according to the RRP. The program excludes the following:

- Housing for elderly persons, unless children under six reside or are expected to reside there;
- Zero-bedroom dwellings;
- Housing or components declared lead-free by a certified inspector or risk assessor; and
- Minor repair and maintenance activities that disturb six square feet or less of paint per room inside, or 20 square feet or less on the exterior. According to the RRP, "Minor repair and maintenance activities do not include window replacement and projects involving demolition or prohibited practices."

Rules at a Glance
Beginning April 22, 2010, the following rules apply:

- Firms must be certified;
- Renovators must be trained;
- Lead-safe work practices must be followed. Examples of these practices include:
  - Work area containment to prevent dust and debris from leaving the work area; and
  - Thorough cleanup followed by a certification procedure to minimize exposure to lead-based paint hazards.

Responsibilities of a Certified Firm
Firms performing renovations must ensure that:

1. All individuals performing activities that disturb painted surfaces on behalf of the firm are either certified renovators or have been trained by a certified renovator;
2. A certified renovator is assigned to each renovation and performs all of the certified renovator responsibilities;
3. All renovations performed by the firm are performed in accordance with the work practice standards of the Lead-Based Paint Renovation, Repair and Painting Program;
4. Pre-renovation education requirements of the Lead-Based Paint Renovation, Repair and Painting Program are performed;
5. The program’s recordkeeping requirements are met.

Responsibilities of a Certified Renovator
To become a certified renovator an individual must successfully complete an eight-hour initial renovator training course offered by an accredited training provider (training providers are accredited by EPA, or by an authorized state or tribal program). The course completion certificate serves as proof of certification.

According to the RRP, certified renovators are responsible for ensuring overall compliance with the RRP’s requirements for lead-safe work practices at renovations they are assigned. A certified renovator must do the following:

1. Use a test kit acceptable to EPA, when requested by the party contracting for renovation services, to determine whether components to be affected by the renovation contain lead-based paint (EPA will announce which test kits are acceptable prior to April 2010 at www.epa.gov/ lead);
2. Provide on-the-job training to workers on the work practices they will be using in performing their assigned tasks;
3. Be physically present at the work site when warning signs are posted, while the work-area containment is being established, and while the work-area cleaning is performed;
4. Regularly direct work being performed by other individuals to ensure that the work practices are being followed, including maintaining the integrity of the containment barriers and ensuring that dust or debris does not spread beyond the work area;
5. Be available, either on-site or by telephone, at all times while the renovations are being conducted;
6. Perform project cleaning verification;
7. Have with them at the work site copies of their initial course completion certificate and their most recent refresher course completion certificate; and
8. Prepare required records. In addition, all documents must be retained for three years following the completion of a renovation. Records that must be retained include:
   - Reports certifying that lead-based paint is not present;
   - Records relating to the distribution of the lead pamphlet; and
   - Any signed and dated statements received from owner-occupants documenting that the requirements do not apply (i.e., there are neither any children under age six nor pregnant women residing at the home, and it is not a child-occupied facility); and
   - Documentation of compliance with the requirements of the Lead-Based Paint Renovation, Repair and Painting Program.
to our industry and I encourage you to act immediately by commenting and forwarding to your replacement window dealers and contractors,” said Terry Abels, vice president of sales and marketing, in the e-mail.

Wayne Gorell, president of Gorell Industries, says this rule will have a huge impact on the window replacement industry. “As I see it this could virtually eliminate small window jobs of fewer than seven or so units, to allow the additional cost to not make the selling price prohibitive to the homeowner,” he says. “In an economy where credit is still almost non-existent, this will have a devastating impact to dealers’ ability to make sales.”

Lett agrees, pointing out that for large remodeling companies the rule will not have as much of an impact, but for smaller companies like his, it “is a huge issue.” “It will kill the small jobs,” he says.

But even though this will have such a profound impact on window dealers, many are unaware these rules are even coming.

“The contractors I talk to aren’t even aware of it,” says Lett. “They don’t even know they were supposed to be passing out these pamphlets for years. They take a cavalier attitude. They are trying to skirt the law … They don’t think it applies to windows.”

Barman heard bits and pieces about the RRP in early 2009 and didn’t think much of it until he heard more about it. Barman has been working to become more educated as dealers will be looking to their manufacturers to answer questions. He did report that some of his customers’ customers have been certified.

At window manufacturer BF Rich, Van Sias, territory manager, completed the training with the goal of becoming educated so he in turn can provide information to the dealers. Like other manufacturers, BF Rich has notified dealers through e-mail newsletters, face-to-face conversations and other means. A few dealers have taken the training, but Sias agrees that many are unaware that the rules are even coming.

“The ones who are aware are taking it seriously,” he says. “Some people just don’t know.”

At Lawrence Industries, a supplier of lead-free composite locks, employees have completed the RRP/EPA training, so they will be able to answer questions their window manufacturer customers may have.

“We tell the window manufacturers to take this class,” says Brandon Lawrence, vice president of marketing. “Because you’re going to get questions and inquiriues from dealers so you have to be the expert. That’s why we took it.”

Differences of Opinion

Just as some dealers take a laissez faire attitude, while dealers such as Abe Windows and Doors have all their staff trained, differences of opinion occur in other areas as well.

“You hear the word lead and a lot of people get nervous,” says Sias. “We wanted to be fully prepared to tell dealers what would be required of them. It’s not lead abatement, which seems scary. It’s just taking precautions—working around lead.”

He admits that it will involve more labor and a little more materials but “it won’t be extravagant. As long as the certified renovator trained the crew, he just has to be there for tear down and set up.”

But, according to Lett, when one person takes the class and then trains an employee, and then that employee trains another employee, and so on, information can get lost in translation.

“Technically only one person has to be certified,” says Lett. “If you’ve only got one person you don’t recall everything. If you have everyone trained, two, three or even four heads are better than one. For example, you teach me, and you forget a few things.”

He adds that employees who take the class take this issue more seriously. That’s why at his company 15 people have been trained as of January 2009.

Lett adds that while training is a good idea, instructors in the certified renovator courses convey the information differently and sometimes send mixed messages.
“One said the procedures were more commonsense [while] another gave specifics,” says Lett. “What are you supposed to do? If it’s open to interpretation, it’s very confusing for the dealer. If you go to a class and the instructor says you don’t have to put plastic down and mine tells me I do, we both think we are following the law and my competitor is doing it with way less expense.”

There are also differences of opinion as to exactly how many jobs this will affect. “The main thing dealers have to realize is it’s for homes before 1978,” says Sias. He believes this will be a big issue mainly for homes built before 1960.

Lett believes this will affect most of the projects he works on. “I’m all for protecting my employees, my customer, the environment, etc. But to put in replacement windows you’re not doing a whole lot of cutting, etc. You’re not out there with saws, etc.” he says.

One area on which many in the increase in lawsuits that undoubtedly will spring up. “I’ve never heard a claim that anyone has ever been injured by lead paint during window replacements, but we will certainly be seeing claims in the future,” says Gorell.

Lett says he can hear the ads now. “Do you have a home built before 1978? Do you have a child under the age of 6 residing in your home? …” Lett also wonders if the EPA took under consideration some of the environmental effects that the procedures bring along with it. For example, Lett says window contractors have to put down 6-mil plastic for 250 square feet per opening and on the second floor you must go 20 feet out with the plastic. “Has anyone given any thought to where all that plastic is going to go?” he asks.

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**Lead Paint**

“‘I’ve never heard a claim that anyone has ever been injured by lead paint during window replacements, but we will certainly be seeing claims in the future.’”

—Wayne Gorell, president, Gorell Windows and Doors

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**Fenestration Day**

March 16, 2010

If you’re an owner, plant manager or marketing manager you’ll want to attend the educational sessions tailored specifically for fenestration manufacturers on Tuesday, March 16.

- **Specific Steps to Take Toward Being Green**
- **Avoiding “Green” Liability Issues**
- **Lobbying Your Legislators: What You Need to Know**
- **DOE to Reveal Latest Updates**
- **How Window Manufacturers Can Overcome the Challenges of Today’s Market**
- **Special Session: Learn How to Manage All Ages – From Youth to Golden Agers**
- **Learn How the Lead Paint Regulations Will Affect You and Your Dealers**

For more information on the event visit [www.glassexpomidwest.com/fenday](http://www.glassexpomidwest.com/fenday)
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(Anthony Puntel, Director of Operations, Polaris Technologies)

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GLASS
Booth C4453:
PPG Expands Residential Low-E Glass Portfolio

PPG Industries will showcase its expanded residential low-E glass portfolio, including two new residential glass products, Solarban 65 and Sungate 400. Solarban 65 is a double-silver, solar control, low-E glass that the company says helps window manufacturers achieve the .30/.30 requirement for energy-efficient windows as defined in the American Recovery and Reinvestment Act (ARRA) of 2009.

Sungate 400 glass is a passive low-E glass developed for window makers seeking to meet Canadian ENERGY STAR® statutes. It is ideal for use in northern U.S. climates as well, according to PPG.

DOORS
Booth C809:
Clark Hall Introduces New Wrought Iron Doors

Clark Hall Iron Doors, based in Charlotte, N.C., will launch its line of hand-forged wrought-iron doors during the International Builders’ Show. “We offer the only iron doors that have a smooth hand finish, upgraded construction features, and custom designs delivered in just eight weeks,” says Tricia Kesling, an owner of the privately held company.

The smooth hand-finished, maintenance-free doors are built for easy installation just like a traditional wood door and provide fully insulated panels, stiles, rails and jambs, according to the company. In addition to the design features, QLon Kerf weatherstripping is utilized around the door and glass openings and an adjustable threshold provides a weathertight fit. The designer ball bearing hinges has concealed grease fittings mortised into the door and frame. A five-step automotive paint process provides rust inhibitors.

Building Blocks
International Builders’ Show Will Feature Products to Help Build Your Business

Despite another rough year in the residential building market, many manufacturers of door, window, moulding and millwork and related products will launch new options and features at the upcoming International Builders’ Show. The annual event will be held January 19-22 at the Las Vegas Convention Center.

Read on for a sneak peek of what will be on display.

For more information on the event, visit www.buildersshow.com.
Booth C3374:
Simpson® Introduces Simulated Divided Lite Doors

S i m p s o n Door Company is expanding options for its exterior French and sash doors and sidelites by introducing the Simulated Divided Lite (SDL). Simpson SDL doors capture the elegance of a true-divided lite with a single insulating glass unit, allowing the doors to achieve high energy efficiency ratings and meet hurricane and design pressure requirements, according to the company.

To obtain the divided-lite look, Simpson manufactures its SDL doors and sidelites by inserting a “shadow spacer” between the two lites of glass and then permanently affixing decorative bars to both of the outward-facing sides of the glass. The bars are 7⁄8 inches thick and come in two profiles—ViewSaver® and Shaker—and multiple wood species or PVC for use with Simpson WaterBarrier® Technology. [www.simpsondoor.com](http://www.simpsondoor.com)

Booth N1825:
Green Doors from CraftMaster

CraftMaster’s new line of green doors is made with sustainable materials, recycled content and low-VOC primers and adhesives. In addition, the company says they produce low-formaldehyde emissions.

The environmentally friendly doors are available in all of the company’s raised panel, molded door designs from the original six-panel Colonist® and four-panel, square-top Coventry® to the two-panel, square top Carrara®, arched-top, two-panel plank Cashal™ and others. In addition to standard hollow core construction, CMI offers CraftMaster Green Doors with a solid GreenLite™ fiberboard door core. The rigid, lightweight core provides the heft, weight and sound-deadening properties of a solid wood door, according to the company, and is made using wood obtained from forests that are certified by the Sustainable Forestry Initiative. [www.cmicompany.com](http://www.cmicompany.com)

International Builders’ Show Schedule at a Glance

Tuesday, January 19
8 a.m. – 5 p.m. Educational Seminars
9:30 a.m. – 5 p.m. Exhibits Open

Wednesday, January 20
8 a.m. – 5 p.m. Educational Seminars
9:30 a.m. – 5 p.m. Exhibits Open

Thursday, January 21
8 a.m. – 5 p.m. Educational Seminars
9:30 a.m. – 5 p.m. Exhibits Open

Friday, January 22
8 a.m. – 12 p.m. Educational Seminars
9:30 a.m. – 2 p.m. Exhibits Open

Booth C3557:
Andersen 100 Series Features Recycled Materials, SmartSun Glass

Andersen Windows’ new 100 Series patio doors and windows feature environmentally responsible and third-party certified construction, an economical price and energy-saving performance, according to the company.

Officials say the overall amount of recycled content in the series is certified by Scientific Certification Systems (SCS) and ranges from a minimum of 18 to 24 percent pre-consumer recycled glass and wood fiber content based on the National Fenestration Rating Council-rated standard window size in single-hung, casement, awning, picture and gliding window styles.

The windows are framed with the company’s Fibrex® material, a sustainable structural composite that blends the attributes of sawdust and polymer. According to Andersen, Fibrex has a low thermal

continued on page 42
expansion and contraction rate, is resistant to rotting and termites, and retains its rigidity and stability in high temperatures.

The windows are available in single-hung, gliding, casement, awning and specialty fixed styles in more than 1,200 sizes and can be specified in more than 20,000 combinations.

**SCREENS**

**Booth C5263:**
Get Motorized

Phantom Screens® now offers a Small, Motorized Executive retractable screen. The screen has a housing size of 4 by 4 inches, compared with its larger, standard size of 5 ½ by 7 inches.

The Small Executive retractable screen is designed to address applications where subtlety is paramount, according to the company, and can accommodate small cavities in the case of recessed applications. In applications where only a surface mount is possible, the Small Executive comes with a variety of finish options and can be custom-matched to blend with unique colors and even wood grain.

**COMPONENTS**

**Booth N1809:**
Reduce Callbacks with Jamsill Guard®

Jamsill’s Guard® adjustable sill pan flashing works with nearly all types of doors and windows and doesn’t require any adjustment to standard rough opening sizes. Company officials say the flashing is simple, effective, easy to use and affordable.

**WINDOWS**

**Booth C4143:**
Triple the Glazing with Milgard Products

Milgard Windows & Doors has added triple-glazing as an option for both its vinyl new Tuscany® Series replacement line of patio doors and

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**Building Blocks continued from page 41**
windows, as well as its fiberglass Ultra™ and WoodClad™ Series patio doors and windows. The company says the triple glazing provides extra insulation, without compromising the products’ interior style or exterior curb appeal.

STAIRS
Booth C5089: Go Retro

The new Young RetroTread™ makes it easy to renovate any stair from carpeted to premium hardwood, according to its manufacturer. The RetroTread from Young Manufacturing is made of solid hardwood and has numerous other features and benefits.

To complete the remodeled hardwood stair system, the company’s RetroTread reversible return nosing also is available.

The RetroTread family of products is offered in red oak, white oak, poplar, hard maple, hickory and Brazilian cherry.

EDUCATION
Booth N1072:
AMD Launches New Site

The Association of Millwork Distributors (AMD) will tell IBS attendees about its new website launched in late 2009. The association has converted its current, text-based “Millwork Principles and Practices” course into a totally interactive online program. In 2010, AMD plans to develop several online courses on topics of interest for the millwork industry and the construction industry as a whole.

Sponsored by the Texas Glass Association and DWM, USGlass, and AGRR magazines.
Attend Fenestration Day and Learn About Issues of Importance to Door and Window Manufacturers

For manufacturers who want to take an entire day to attend educational sessions tailored specifically to them, the first-ever Fenestration Day, to be held on March 16, has a lot to offer. It is geared specifically toward owners, plant managers or marketing managers who want to increase their industry knowledge and network with others.

The event will be held March 16 in Schaumburg, Ill, in conjunction with Glass Expo Midwest, a long-standing event, managed by Key Communications Inc., publisher of DWM magazine.

Michael Collins of Jordan Kanuaff and Co., says he is looking forward to the event. Collins will be speaking on March 16 about how window manufacturers can overcome the challenges of today’s market.

“Every time I attend an industry function, three things happen: I learn new things, I meet important new contacts and I come away with ideas that can help my business. I have no doubt that Fenestration Day will deliver all three, particularly for the door and window manufacturers who attend,” says Collins.

Where else can you get the DOE’s Marc LaFrance, Collins, and representatives from leading door and window manufacturers together to share their knowledge with attendees? Nowhere. Below is a list of the sessions as well as industry sponsors who thought it was important to take part in this educational event.

Hotel Reservations

The Renaissance Schaumburg Hotel & Convention Center is offering a discounted room rate of $139 per single/double, plus tax. To book your room, call 800/468-3571 and make sure to mention you are with the Glass Expo Midwest. The discounted room rate offer ends on February 26, 2010.
Specific Steps to Take Toward Being Green – Sponsored by Truseal

Everyone in the industry talks about green and environmental responsibility, but this panel discussion will offer specific examples of what some door and window manufacturers are doing to achieve this goal. Speakers include representatives from the following companies two of whom were nominated in DWM magazine’s green awards as green manufacturers.

Speakers: Northeast Building Products operations manager, Eric Gerstenbacher; Mike Gilkey, owner, Gilkey Window Co., a company representative from BF Rich, Wilmington, Del.

Avoiding “Green” Liability Issues

With everyone throwing around words like green and recycled content, what many may not know is the Federal Trade Commission (FTC) is actually watching. Learn what you can and cannot say in your promotional materials. Learn valuable information as to what is and is not acceptable when it comes to promoting your company’s green attributes.

Lobbying Your Legislators: What You Need to Know

It’s always been important to get to know your elected officials, no matter what your profession, but never has that been as important for the fenestration industry as it is now. With energy issues taking a higher priority and manufacturers facing more and more challenges, you’ll learn how to launch and/or lobby for effective results.

Speakers: DWM editor and publisher Tara Taffera; Daryl Huber, president of the Northeast Window and Door Association, who also works for BF Rich in Wilmington, Del. and has met with Sen. Olympia Snowe’s office concerning the .30/.30 requirements as outlined in the American Recovery and Reinvestment Act.

DOE to Reveal Latest Updates – Sponsored by PPG

Never before has energy played such a key role for door and window manufacturers. Hear the DOE’s latest activities as it pertains to DOE research as well as the latest updates regarding ENERGY STAR®, and the DOE’s integrated programs to transform the market to triple pane (RS) windows to achieve zero energy buildings in mixed and cold climates. Updates on the stimulus activity will also be provided.

Speaker: Marc LaFrance, Department of Energy.

How Window Manufacturers Can Overcome the Challenges of Today’s Market – Sponsored by WTS Paradigm

Be sure to attend this event to hear from noted industry expert Michael Collins on how manufacturers can survive in today’s competitive market with a special emphasis on the next 18 months. Economic forecasts and the strategies some companies are using will be discussed.


Special Session: Learn How to Manage All Ages – From Youth to Golden Agers

This session will educate attendees regarding the five age groups in the workplace, their traditional values and their differing views on the role of managers, employer/employee loyalty, etc. Learn ways of communicating that deliver the same message in ways that each group understands and responds to. Be sure to capitalize on this chance to help cultivate the employees you have by understanding what motivates them.


Learn How the Lead Paint Regulations Will Affect You and Your Dealers

The EPA’s new lead paint regulations mean major changes to door and window dealers. Manufacturers need to learn the facts of this program so when dealers ask questions you can be prepared to answer them. This session will give details of the program as well as tips for disseminating the information.

For more information on the event visit www.glassexpomidwest.com/fenday
With energy costs skyrocketing and consumers looking for ways to save money, most businesses have added “green” lines to their business inventories. Consumer demand has led to the widespread development and production of green products. But with those products comes risk. Growing consumer demand for information about new, innovative “green” products is forcing manufacturers and dealers to accelerate marketing well before final products hit the marketplace.

The founders and employees of OKNA Windows share a long-standing commitment to building the best window at the best price for their customers. One of their dealers, Window Wizards, sells various OKNA product lines. Recently, you may have heard about a situation that should come as a lesson to everyone in the door and window industry.

Don’t Let This Happen to You

OKNA Windows is an established East Coast manufacturer based out of Bristol, Pa. Formed in 1994, the company has grown from 12 to more than 100 employees and has two manufacturing facilities spanning more than 80,000 square feet. Understanding that consumers wanted energy-efficient windows available in a range of prices as well as a range of energy efficiency, OKNA designed and manufactured windows that were both aesthetically satisfying and energy-efficient. In doing so, OKNA’s dealer network was able to use the energy-efficient qualities of OKNA windows as a major sales point. Verified by a national testing laboratory, OKNA consistently met the demand for energy-efficient windows by providing windows with U-values of 0.27 and lower. However, in offering such efficient products, OKNA ran into a situation where its concept for a new, energy-efficient “green” window created a public relations headache.

In July of 2009, a FOX affiliate in Pennsylvania ran an investigative report on a new line of OKNA windows that contained foam insulation to achieve greater efficiency ratings (see September DWM, page 16). In the report, a subcontractor who had previously installed win-
dows for Window Wizards showed customers that the frames were not completely insulated with foam, contrary to a photo of a corner cut from a window prototype in sales brochures. The sales brochures were used by Window Wizards to further market and sell OKNA’s products.

The investigative report spun the story, asserting that the consumers were getting a raw deal because they bought foam insulating windows that were not completely filled. What Fox 29 failed to tell its audience was that the windows contained enough foam to achieve, in essence, the same energy efficiency ratings as were advertised in the sales brochures.

In the ethos of today’s “gotcha” journalism, the investigative report picked up on the slight visual difference between the finished product and the promotional materials, and ran with it. In reality, the windows provided are still top-of-the-line, provide the same energy efficiency as was promised in the literature, and remain backed by the same solid guarantee OKNA provides with all of its products. OKNA is working with its dealer, Window Wizards, to make service calls to customers and correct any concerns. Unfortunately, OKNA’s good faith efforts and willingness to stand behind its products has not stopped lawyers from seizing upon the opportunity to sue, given what was reported on the Fox News story (One customer filed a putative class action suit against both Window Wizards and OKNA.) OKNA, like many manufacturers, is equipped with a technologically advanced range of energy-efficient products, a manufacturing facility, and a brand that dealers and consumers want and trust.

Another challenge that manufacturers must face when their products and marketing efforts are called into question is aggressive dealers, such dealers, competing for business and selling competitive products from other manufacturers, may use the spun story to garner more market share. These dealers may jump on industry blogs or send out mass e-mails telling purchasers to not buy from the manufacturer under fire. The “guilty-until-proven-innocent” concept seems to be the driving force behind such action.

When it comes to innovation, industry leaders understand offering energy-efficient green products is becoming a requirement rather than an option. Dealers market and sell the products. Dealers understand customers are willing to pay for green products. When innovators like OKNA fear best practices, they will no longer be able to meet the public’s growing demand for more energy-efficient products at a lower cost. If manufacturers and dealers are scared of “litigation against innovation,” then consumers will be denied the most energy-efficient and cost-efficient products. Competition between manufacturers to build the best product and dealers to sell them leads to more innovation. At its extreme, we may never solve our nation’s energy crisis if fear from change rules the day versus striving to meet consumer demand for green products. The bottom line is: Check your advertising, check your warranties, and double-check everything with your attorney.

Chip Gentry is an attorney with Carson & Coil P.C. in Jefferson City, Mo. Gentry focuses on many cases involving door and window manufacturers and is currently representing OKNA Windows. His opinions are solely his own and not necessarily those of this magazine.
Get Ready for the City
Canada’s Window City Enters U.S. Market

by Tara Taffera

“I’ve had customers who have wanted to give us all their business at once. I’ve said, ‘Let’s talk and see how we can work together.’”

This statement, made by Jeff Sadr, president of Window City Industries in Toronto, exemplifies the company’s “walk-before-we-run” philosophy—a philosophy that has served it well—very well. While many companies are struggling, this Toronto-based company grew by 40 percent in 2009 and 80 percent of that growth came from existing customers.

“Never has Jeff asked for all of a company’s business,” adds Pete Yuhas, national sales manager. “We’re not over-promising. That’s why we’ve seen growth.”

“To watch a world economy go where it went and to see us grow is amazing,” he adds.

Fulfilling a Vision

If you’re in Canada, specifically Toronto, you are probably aware of Window City. As is true of hundreds of window manufacturers in the Toronto area alone, Window City has spent time and money making their name, and mainly their products, stand out. But if you’re in the United States you may not be as familiar with the company. That likely will change as Window City is about to embark on a plan to expand its distribution in the United States—and it is armed with a new and unique product that Jeff Sadr says will gain the interest of select U.S. companies in search of something different.

Jeff Sadr runs the 19-year-old privately held family business along with his brother, Matthew who serves as vice president. The two have grown the company to include a highly automated 500,000-square-foot production plant in Toronto and another 100,000-square-foot facility less than a mile away. The plant has the capacity to run several thousand windows per shift. Although they are happy with the current production numbers “we still have room for additional business” says Yuhas.

“In 1998 he [Jeff] told me about this facility and what he wanted to do here,” says Yuhas “In 2007 he did it.”

Jeff Sadr says another expansion is likely coming in another five years. Eighty percent of the company’s business is tied to renovation, a huge market in Toronto. The company sells custom products to fit any architectural style and complement any size home and has dealerships set up across Canada. In fact, Window City recently expanded into Western Canada in 2009 and Yuhas says there is still “a lot of room to grow in the Canadian market.”

The Toronto facility also has a showroom where a large number of local builders and contractors in come and order products.

“This helps keep us close to the customer and know what the customer wants,” says Yuhas.

Heading into the U.S. with New Products

Jeff Sadr explains that the U.S. expansion was planned years ago as it required a lot of investment in terms of design, etc. He says, “We needed to be ready,” and jokes, “We didn’t miss too much in the U.S. market.”

He acknowledges that some companies may find it odd that, at a time, when many Canadian companies are exiting the U.S. market, Window City is making its entrance.

“I’m not competing with what’s already there,” he says. “I’m offering something different.”

This something different includes a variety of factors, which, in total, account for much of the company's success. For one Window City offers 3-mil double strength glass with...
Cardinal Low E2 coatings as standard on its windows.

“What we do standard, most people charge as an upgrade,” says Yuhas. “Our dealers realize it.”

Yuhas explains that with its unique Heritage Maximum casement window series, the vinyl profile reduces frame obstruction by 40 percent compared to most standard vinyl profiles.

“That gives us a competitive edge,” he says.

And while the company has focused mainly on windows, it is entering the U.S market with a new swing door system that has been five years in the making.

The Lifetime Entry Door System will be available to all Window City customers and the company will take steps to ensure that those who install it are trained, and this will include an installation training video.

“There is an amount of training that has to be done on a high-quality product to keep it a high-quality product,” says Yuhas.

And everything about it is high-quality, he says, including the standard European-style multi-point hardware supplied by Winkhaus.

He points out that Window City used to buy its sliding patio doors from another supplier and sold approximately 5,000 per year, then decided to bring its sliding door production in house. The result has been exponential sales increases, according to Yuhas.

According to the company, a dealer can purchase a Lifetime Entry Door System and have the choice of using an all uPVC panel or choose from a fiberglass and even wood panel option. It will be available in standard or custom sizes without any extra lead time required.

“We want to fit the need of the dealer who can’t offer customization,” says Yuhas.

He knows some may be skeptical, but once they see the product these doubts will fade. The Ultra Sliding Patio door is available assembled or in a knock down form for easier handling and offers transportation and warehousing options.

‘A dealer said, ‘I don’t want a knock-down door.’ On a bet I said I could give the sales pitch and install it in 15 minutes, which I did and he bought it,” says Yuhas.

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Get Ready for the City
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Though opportunities abound, Window City still is working out some challenges such as packing and shipping these products but is working with a large door manufacturer that has a great deal of expertise in this area.

“Doors are always a challenge,” says Jeff Sadr.

Window City says this new product may be of great interest to some window manufacturers that may want to offer a door product, but don’t want to manufacture the doors themselves.

“We’re looking at opening this up to other vinyl manufacturers,” says Yuhas. “We’re willing to talk with the right partner. We would sell them a finished product that they can sell. We want to be able to produce 100 to 500 custom doors a day.”

Committed to Automation/Controlling the Process

“Part of the long-term vision [of Window City] is [that] quality begins with commitment,” says Yuhas. “If you’re not committed, you have a 50-50 chance of surviving. It comes down to your mindset and you’re willingness to invest.”

Window City has invested in all this automation because the company believes in controlling all aspects of the window manufacturing process without having to rely on outside sources. It makes its own extrusions, screens and laminated glass just to name a few.

As far as making its own compound, Yuhas says, “This is unheard of for a window company of our size.”

The compound is automatically fed to the extruders, which Yuhas describes as one giant Play-Doh machine, and the co-extruded cap stock color material is bonded to the profile.

“The extrusion process is very unique to our product, we introduced this process to Canada 15 years ago and it has been extremely successful for us” adds Yuhas.

The company relies on Edgetech to supply its Super Spacer product, which is standard on all its products. The spacer is applied using an automated process, which results in less error than if it were applied on a table, according to the company.

The machine used to apply the spacer, as well as a myriad of other steps in the window process, is one of the two Lisec fully automated glass lines found in the plant. (Window City is in the process of considering a third to manufacture quad units with an R-value of 13 or 14).

This extremely automated machine also fills the argon or krypton gas content right on the line and prints the content on spacer, and Yuhas says Window City is the only company in North America that can make that statement.

The reason they do it is simple. “We want to make sure the consumer gets what the dealer sold them,” says Yuhas.

Some manufacturers krypton-fill to meet advanced energy efficiency requirements. Some do it in lieu of triple glazing and some combine the two. Sixty to seventy percent of Window City’s products are triple-glazed as the company strives to exceed Canada’s ENERGY STAR® standards, which are becoming more stringent than U.S. standards. In June 2010, for example, Canada’s ENERGY STAR program is putting new guidelines in place making their guidelines more stringent than the United States.

“In the prairies, double-pane is pretty much eliminated,” says Yuhas.

While many window companies in the United States are reluctant to move toward triples, that’s not the case at Window City where even quad units are manufactured on the Lisec lines.

But the company cautions other manufacturers to not just take an existing design and put heavier glass in it.

“We’ve designed windows to carry it [due to reinforcements put in the windows],” says Yuhas.

“Some companies put in heavier glass, but the window wasn’t designed to carry it and the windows will fail over time.”

In addition to glass production, other automated machines found in the plant include a series of welders to operate multiple profiles from suppliers such as Sturtz and Urban. The machines weld the sash and frame in a stack situation. In fact, the company has a Sturtz machine dedicated to welding Window City’s Heritage line of products.

Again, Yuhas points out how these automated machines make the company’s products stand out.

“You don’t see a lot of contours in the vinyl window industry because you can’t do it by hand,” he says. “The machine has already calculated how much “squeeze out” there will be, etc., and it accounts for that.”

Screen production is another challenging part of the window manufacturing process.

“You can get a lot of callbacks on screens,” says Yuhas, who says Window City brought this process in-house about a year ago to again control the process.

The company uses a Winpro roll-forming machine, then the roll-formed screen is cut to length.

With Window City so highly automated it would only make sense that the company’s software is as well. The company uses the
Window City is one of the few manufacturers who manufactures its own extrusions in house.

Cantor software from Albat and Wirsam and all software components in the plant were created directly for them. “Because of a scanner we can track the whole process,” says Jeff Sadr. “There is no guesswork.”

**Selling through the Supply Chain**

When it comes to selling their products, Window City works with dealers who realize the quality of their products and processes. “We have focused on capital investments and our dealers know that,” says Jeff Sadr. “People aren’t coming to us for the lowest price.”

The company is also very focused on working with the “right dealers” to sell their products. “With one-step distributors you have an opportunity to develop a relationship with them and get the right people selling the right products,” says Jeff Sadr.

This allows the company to then sell a customized set of solutions to the end consumer. For example, Window City has a program called Solar Solutions where the dealer can customize the solutions for a home. For example, a residence can have four different glass options in a house to account for different exposures, and other issues, such as sound abatement, etc.

This is a win-win for Window City and the dealer. The dealer also has the option of ordering window size or brick mould size. “Dealers have said their success is due to their affiliation with us,” says Jeff Sadr. “We have grown with our established customers. This will allow us to grow more in 2010 in Canada and the United States.”

The company even ships a lot of products internationally, such as Trinidad and Africa.

**Not Finished Yet**

With such a high degree of plant automation and commitment to producing products that exceed energy standards, it may seem that there’s not much more for Window City to conquer. But the company still has big plans and the patience to achieve them.

Jeff Sadr says investing millions in door production is the company’s next steps. “We know we have to do this to go to the next level,” he says.

But Yuhas says company management realizes that sometimes patience is needed. “Success takes time and you have to do a lot of things right,” says Yuhas. “Patience has proven to be successful.”

“I’m setting the table,” says Jeff Sadr. “If they like it, they will come back.”

Tara Taffera is the editor/publisher of DWM magazine.
I gave ABC Supply Co. in Fredericksburg, Va., credit for being contractor-oriented—even if, as a retail customer, I was put off by the customer service. I am in the process of shopping for a new patio door and window for my den, and my contractor had suggested visiting ABC for products. So one Saturday morning I headed down the road to a nearby industrial park. While the way to the building was clearly marked, upon reaching it, I couldn’t figure out where to park. The lot, crowded with heavy equipment, turned out to be the correct side, unfortunately, but there weren’t any parking spots.

Inside I found ABC to have a very orderly showroom with several Atrium and CertainTeed window products on display. A customer was waiting while the man behind the desk spoke on the telephone, so I went to browse the window displays. There were five display windows installed into sample walls of siding products. Each window carried an ENERGY STAR® label and proclaimed in a sticker at the top that it was available in glass packages that qualified for the tax credit. Alongside each sample wall were racks of literature, including a range of brochures from the manufacturers whose products ABC offered and a detailed glossy on the ARRA tax credit, stamped with ABC’s logo. I thought that was a clever touch, and when I headed up to the cash register I found they were scattered throughout the store.

Once the other customer left the store the salesperson at the front desk asked what he could do for me. I explained I was looking for a new door and window and he stared at me for a moment and then went to retrieve a thick yellow binder.

“Steel or fiberglass?” he asked.

“Fiberglass,” I said.

“You going to put something on it, like some lace, or something else like that?” he asked, his face scrunching up at the word lace.

“Yeah, I’ll probably install blinds,” I replied.

“How much sun does it get?” the
salesperson asked.

“Just a couple hours of morning sun,” I answered. “Nothing direct for very long.”

“Ok,” the salesperson said, “then you don’t need anything like the low-E or argon-filled if you agree you don’t get much sun over there. I’ve got this problem in my house where the sun’s coming through my front door pretty much all day and burning through the door.”

I didn’t think he believed my answer, but I considered it a good sign that we were edging toward a real conversation.

The salesperson flipped to a page of Therma-Tru patio doors.

“Something like this?” he asked, pointing to an open glass door. I pointed to the one next to it with divided lites.

“You want the grids on the outside, the removable grids or the inside grids?” he asked.

Explaining that I wasn’t thrilled with the removable grilles or the other windows in my house, I suggested attached outside grilles.

“The inside grids are for easy cleaning,” he explained with a motion of wiping the glass. “Oh sure, why not, the interior grilles are nice,” I said.

After deciding on the handing he pointed to the product he would offer. “Do you have any options I can take a look at?” I asked.

The sales guy got on the loudspeaker and called for his assistant to come out. Knowing how long I’d been waiting initially I was a little frustrated to know there was another helper lurking in the back. But when I saw said helper, I understood why he’d been hiding.

Now, I understood that this place was geared toward contractors and the usual customers might have found the inappropriate logo on the guy’s shirt amusing. But if you have a showroom and there’s the least chance you’re going to be doing retail business—I’d advise you to leave the risqué logos at home.

Sighing, I began to explain the size and style of the window I wanted to match the others in my home but when I said the word “wood” the salesperson shook his head and smiled grimly. I pushed him to offer a quote on a comparable vinyl product so that I could get a sense of the price difference.

At that point another customer walked in, obviously a regular as the second salesperson greeted him. In a place geared toward contractors, I could appreciate putting the regular customer first … but it still ticked me off.

After the other customer disappeared, the salesperson took me back into the warehouse to look at products. It was reasonably clean in the area where we walked, with wide open aisles of wood, siding, doors and windows. He pulled out an example of the door he’d guided me toward and I agreed that’s what I was looking for. Based on the price I figured I’d likely come back to make a purchase—but not before examining my other options first.

Next we walked over to a window display. As he showed me the size options, I couldn’t help but think that the large cardboard boxes scattered in front of it were a slip hazard.

And that was that. No writing down quotes. No business card. The sales guy explained that the following Friday he’d be leaving for a month but that anyone at the front could help me with my order. While I supposed that explained his abrupt demeanor it certainly didn’t bring me any closer to finding all of the products I needed.

**Looking Back**

Ultimately, especially when times are tough, the price tag speaks. The relative low cost of the patio door was too irresistible to pass up, especially as further shopping around led me to find the product quality to be relatively comparable to other products. Despite ABC’s good advertisement of the available tax credit, I passed that up, although it was nice to have information on that option available.

For that window, I ultimately made my purchase from the local Home Depot—where there were plenty of options on display and the customer service for this retail customer was top-notch.

Megan Headley is a contributing editor for DWM magazine.
COMINGS AND GOINGS

Builders FirstSource Appoints New Chief Financial Officer

Builders FirstSource Inc. announced that its Board of Directors has appointed M. Chad Crow as the company’s new chief financial officer (CFO). Crow had served previously as the company’s vice president and controller since May 2000. The company also announced that Charles Horn, the company’s previous CFO, has resigned to take a position as CFO of a technology company.

“I want to thank Charles Horn for his invaluable contributions to our Company over his many years of service. Since Charles joined the Company in 1999, we have acquired and successfully integrated 25 companies, become a public company and endured the worst housing downturn since the Depression,” said Builders FirstSource Chief Executive Officer Floyd Sherman. ‘Charles’ leadership and experience as CFO helped position our Company to accomplish its extraordinary growth and to weather the ensuing downturn. Charles has built a financial department with a wealth of talent and he leaves the Company well positioned for the future.”

Crow joined the company in September 1999 as assistant controller. Prior to that, he served in a variety of positions at Pier One Imports, most recently as director of accounting. Prior to Pier One, he spent four years at PriceWaterhouse. He is a C.P.A. and received his B.B.A. degree from Texas Tech University.

Hurd Names Porter Channel Manager of R&R

HWD Acquisition Inc. (formerly Hurd Windows) has named David Porter as the new channel manager of its remodel and renovation (R&R) segment. Porter has more than three decades of sales and marketing experience in the fenestration industry and previously held the role of central region sales manager for the company.

In Porter’s new role, he will oversee the development of all products, marketing, distribution and programs focused on the R&R segment.

ABC Supply Co. Promotes 15 Managers to Partner; Names New Controller

ABC Supply Co. Inc. in Beloit, Wis., has promoted 15 branch managers from around the country to the position of managing partner.

Steve Barnhart of Murfreesboro, Tenn.; Brannon Clark of Augusta, Ga.; Jim Colligan of Buffalo, N.Y.; Shae Garrett of Albuquerque, N.M.; Greg Lanphear of El Cajon, Calif.; Laura McCray of Lexington, Ky.; Peter Meyer of Springfield, Mass.; Bruce Neisse of Goleta, Calif.; Billy Parks of Tulsa, Okla.; Roger Propst of Nashville, Tenn.; Craig Rupert of Nederland, Texas; Tony Schalliol of Durham, N.C.; Adriel Sheridan of Portland, Ore.; Jeremy Willetts of Conroe, Texas; and John Yelden of Waterloo, Iowa, have all been promoted.

As managing partners, the 15 will continue to oversee their respective branches and also will become members of ABC Supply’s national branch advisory board.

In addition, the company has named Sean K. Tully controller for its Midwest region.

Wincore Promotes Holden to CEO

Randall Holden, one of the original founding members of Wincore Windows based in Parkersburg, WV., is moving from the position of executive vice president to president.

Sterling Simonton has been promoted to the position as executive vice president of operations.
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1. Please check the ONE category that BEST describes the business activity of your company:
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   6500 □ Building Contractors
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2. Please check ALL the products or materials your company manufactures:
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   D □ Vinyl  E □ Other Metals
   F □ Other

3. Please check ALL the types of work your company performs:
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4. Classification by title (choose the best):
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   C □ Plant manager or engineer  D □ Designer

5. Number of employees at this location: A 1-4  B 5-9  C 10-19  D 20-49

6. What other publications do you receive?
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Nationwide housing production fell 10.6 percent to a seasonally adjusted annual rate of 529,000 units in October, according to the latest reports from the U.S. Commerce Department.

“As of October, the deadline for starting a home that could be completed in time for purchasers to take advantage of the $8,000 first-time home buyer tax credit had come and gone, and builders had no clear sign of whether Congress would extend the credit beyond the end of November,” says Joe Robson, chairperson of the National Association of Home Builders (NAHB) and a home builder from Tulsa, Okla. “However, now that Congress has wisely moved to extend the tax credit into next year and expand its eligibility to more buyers, we hope and expect that this will have a substantial stimulative effect on home sales and help keep the housing market solidly on the road to recovery.”

Single-family housing starts declined 6.8 percent in October to a seasonally adjusted annual rate of 476,000 units, the slowest pace since May of this year. Meanwhile, multifamily housing starts fell by a dramatic 34.6 percent to a seasonally adjusted annual rate of just 53,000 units—the slowest pace on record.

Combined starts activity fell across the board in October, with the Northeast posting an 18.8 percent decline, the Midwest a 10.6 percent decline, the South a 9.6 percent decline and the West an 8.5 percent decline, respectively.
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### COMPARABLE LAB TESTS OF STANDARD HIGH PROFILE SPACERS

<table>
<thead>
<tr>
<th>Superspacer®</th>
<th>Alumet™ Structural Insulseam™</th>
<th>Swigle®</th>
<th>Thermal Edge™</th>
<th>Standard Aluminum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Degree °C (°F)</td>
<td>4.1 (39.4)</td>
<td>2.8 (37.1)</td>
<td>2.1 (35.8)</td>
<td>1.7 (35.1)</td>
</tr>
</tbody>
</table>

Temperature °C (°F) at the interior sightline of the window frame. Based on LAB testing.

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