

# Outlook



see the light.

A Dealer Advantage Resource from Weather Shield

## New Weather Shield Products Create Excitement At International Builders' Show



Top Photo: Weather Shield demonstrated at the IBS that its products are fit for a king. Or at the very least, a fairly reasonable look-alike. Bottom Photo: A prototype of a six-panel telescoping sliding patio door drew a constant stream of visitors to the Weather Shield booth.



With more than 92,000 building trade professionals from 95 countries, the International Builders' Show (IBS) held in Las Vegas, Nevada from January 21 through January 24, 2003 was a huge success.

Highlighted by large combinations of windows and doors, the Weather Shield booth garnered its fair share of attention from the thousands of people in attendance. And for lots of good reasons, too.

Among the products on display at the Weather Shield booth was a prototype of a six-panel telescoping sliding patio door that had architects and contractors alike clamoring for more information.

A new Weather Shield® Double-Hung Tilt window design with a new exterior profile featuring a face-applied accessory channel was also unveiled. Originally introduced in Legacy Series® Double-Hung Tilt windows, the new profile provides more contemporary styling and improved sight lines.

A prototype of a new Weather Shield ELS™ window was also shown. This will be positioned as the highest quality vinyl window available in the Weather Shield line.

Other new items at IBS included new anodized aluminum finishes and the Accentuals™ Distinctive Colors & Finishes program. Developed in conjunction with Sherwin-Williams®, Weather Shield will now offer 48 designer color options in

addition to seven standard colors that are now available for interior and exterior applications in the Legacy Series, Weather Shield, Custom Shield® as well as HR175™ Historic Renovation product lines.

Activities outside the Weather Shield booth were highlighted by a reception for architects at The New American Home® (TNAH) project. The three attached homes that comprise TNAH feature very dramatic combinations of ProShield windows and doors throughout the rooms of each individual home.

## Don Simon Homes Wins "America's Best Builder" Award

Not only is Don Simon Homes the largest builder of single family homes in Wisconsin, now it can also lay claim to being among the very finest builders in the country.

On January 23 at the International Builders' Show held in Las Vegas, Don Simon Homes of Madison, Wisconsin was honored as "America's Best Builder." The award, which is sponsored by Builder magazine and the National Association of Home Builders, was bestowed upon just four builders nationwide.

"We build all of our homes to the highest quality standards and take pride in our high levels of customer satisfaction," said David Simon, president of Don Simon Homes. "For the past ten years, we have been committed to implementing higher quality standards and procedures to ensure that we provide the best homes for our customers."

Don Simon Homes was selected for the honor of "America's Best Builder" by a panel of nine building experts. The company uses Weather Shield Visions 2000® and ProShield® windows and patio doors exclusively in the homes it builds.

## Weather Shield Dealer Perspectives From Around the Country

- **Andy Knebel, Co-Owner**  
**Knebel Windows**  
**Iowa City, Iowa**

We've enjoyed steady growth in sales over the past six or seven years. I look forward to 2003 being a good year for us as well. For window replacement or building addition projects, higher-end products are specified more often than not in our market. The Legacy Series® has become very popular with our customers.

- **Valerie Peisner,**  
**Sales Representative**  
**San Diego Door & Window**  
**San Diego, California**

It seems like everyone is refinancing in our market. People want to upgrade their homes, so there are tons of new construction and remodeling projects taking place. Attendance at local home shows has been incredible lately. The Weather Shield® French doors with cherry interiors that we had on display were the hit of the show that we participated in recently.

- **Jonathan Miron, Vice President**  
**Feldman Lumber**  
**Brooklyn, New York**

The weather has created some problems this winter, but the low interest rates are helping to keep contractors busy. Right now there seems to be plenty of new construction on the high end with homes costing \$3 million and up. Legacy Series® is very popular in this market.



## Lights, Camera, Action. Virginia Home Ready For HGTV

Living through a remodeling project can be difficult enough. Having a television crew on hand to record the process could add significantly to the level of stress involved. But for Bruce and Wilma Bowers, the exposure that their business will receive was well worth it.

"My husband Bruce is the president of Bowers Construction Group," Wilma explained. "We've had three houses featured on the *Before and After* program on HGTV during the past year, but because it's our own home, this experience was a lot different."

"We'd just purchased the home and it was in such bad shape that other people were intimidated to buy it," says Wilma. "But when we looked at it, all we saw was charm."

To breathe new life into their home, the Bowers had Weather Shield Legacy Series® windows installed throughout. Apparently, the producers at HGTV weren't the only people impressed with how well the project went.

As a result of their remodeling efforts, Bowers Construction Group was named the Regional Contractor of the Year for the 12 state region of the Southeastern United States. This was awarded by the National Association of Remodelers. This home was selected by the Washington DC chapter of this organization as the whole house remodel winner. In April, the Bowers will find out how their home fared in national competition.

The *Before and After* program featuring this remodeling project is scheduled to be broadcast on HGTV sometime in April. Tune in to see how the Bowers completely transformed their new home. And lived to tell about it.

*"We highly recommend Weather Shield windows. We think the brand is superior to any other product line on the market. The service we get from our dealer, Scott Shafer at Opus Sash & Door, is also wonderful. We don't have any worries. And in the building business, the fewer worries the better."*



Wilma Bowers, Bowers Construction Group  
McClellan, Virginia

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