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A Dealer Advantage Resource from Weather Shield

ISSUE 3 2004

## Investment & Innovation Result In **PROSHIELD<sup>®</sup> GROWTH**

**Thanks to the rapid growth in the number, sizes and styles that are available,** as well as the types of projects that they are now being specified for, ProShield windows and doors have experienced a complete renaissance. Impressive for a product line that is less than a decade old.

"Over the past two and a half years, we've taken a look at upgrading the look, performance and functionality of virtually every product in the ProShield line," says Peter Lenar, brand manager for ProShield.

Today, the product line has grown from a limited number of styles to include casement, awning, tilt, slide-by, direct-set and circle top windows, as well as sliding and hinged patio doors. The mitered and fusion-welded vinyl exterior frame, sash and panels on the exterior of

the windows and doors provide exceptional durability and resistance to water and air infiltration.

In recent years, the color palette has been expanded beyond White to include Cameo and Tan. Each color is consistent throughout the vinyl extrusion so that nicks and scratches will remain less visible. On the interior, the windows and doors are available primed, prefinished White or in clear pine. Oak and maple interiors are offered now as well.

And as the product line has grown, different parts of the country have become attracted to ProShield windows and doors for different reasons.

Several of the coastal markets in the Southeast portion of the United States have implemented design pressure rating requirements, in many cases a minimum design pressure rating of DP50. Many

windows and doors in the ProShield product line have easily met the new building codes.

In many parts of the country, ProShield has also gained great acceptance by light commercial contractors and developers, as well as in traditionally strong vinyl window markets such as Las Vegas. In fact, the 2003 New American Home that was showcased at the International Builders' Show last year featured ProShield windows and doors.

"The ProShield product will continue to evolve," Lenar concludes. "It's a great example of how Weather Shield continues to extend the reach of the products it offers by adapting them to fit the constantly changing needs of our customers."

### PROSHIELD PRODUCT IMPROVEMENTS TIMELINE

**August, 2004**

Converted to Double Strength Glass

**August, 2004**

Converted the Casement Window to an Adjustable Tie Bar

**June, 2004**

Re-engineered the Hinged Patio Door

**June, 2004**

Re-engineered the Sliding Patio Door

**May, 2004**

Converted to "Warm Edge I" Spacer

**April, 2004**

Added Maple as a Standard Interior Choice

**March, 2003**

Added Cameo as a Standard Color

**January, 2002**

Re-Engineered the Double-Hung Tilt - ProTilt Window

**March, 2001**

Added Oak as a Standard Interior Choice



# VIRGINIA DEALER ADVANCES SALES with CustomQuote™ Program

When Steve Garcia, Vice President of Advanced Window and Door Systems in Springfield, Virginia, was first approached about using the CustomQuote system Weather Shield developed two years ago, he didn't exactly embrace the software program wholeheartedly.

"I haven't always been eager to embrace new technology," Garcia admits. "I really believed that I could price window and door orders much faster with my Weather Shield price catalog. But finally, about six months ago, I started dabbling with the CustomQuote system and realized how easy and effective it could be for me and my sales people."

In addition to saving tremendous amounts of time when putting accurate window and door proposals together, Garcia has also witnessed firsthand how the CustomQuote system can help close sales pitches.

"I recently brought my laptop computer

out to a job site," Garcia explains. "One of our competitors basically had the project sold, but the people who were building the home didn't like the grille patterns that their architect had selected."

With the CustomQuote system, Garcia was able to show the homeowners, window by window, exactly what a different grille pattern would look like.

"I converted that sale to Weather Shield on the spot," says Garcia. "It was amazing how impressed the people were."

Since then, Garcia has purchased laptops for his sales staff, and is in the process of installing a new computer system at Advanced Window and Door Systems. "The reaction from my staff has been great," Garcia concludes. "We're beginning to concentrate more of our efforts on residential architects in this market, and the CustomQuote program will really help us improve our presence in that area."



(Left to right) Carlos Rurak, Larry Neal, Steve Garcia, Hugo Munoz, Willis Moore, Sarah Frazier.

**"One of the nicest aspects of the CustomQuote system is that since it's on my laptop, I can take it with me. The drawings of the windows and doors are big and bold, so it's easy for me to show customers exactly what they're ordering."**

Steve Garcia  
Vice President  
Advanced Window and Door Systems  
Springfield, Virginia

## Keweenaw Glass and Door **KEEPS TRACK** of Out of Town Customers

As Ken Johnson, owner of Keweenaw Glass and Door in Calumet, Michigan, sees it, the Weather Shield Lead Advantage System is much more than a program designed to benefit his business. It offers many advantages to his customers as well.

Calumet, located on Lake Superior in the Upper Peninsula of Michigan, has become a popular place for many people from larger cities such as Detroit and Chicago, who are interested in building retirement and vacation homes. "Before the Lead Advantage System was developed, we really had no idea when people who live outside the immediate area, were interested in Weather Shield," says Johnson.

Now, when people who respond to magazine ads or visit the Weather Shield Web site inquiring about literature or local dealer contact information, Johnson and his sales staff are able to get a head start on their competition with potential customers. This has provided Keweenaw Glass and Door with an abundance of opportunities to turn leads into sales.

"We've become very diligent about



(Left to right) Tom Johnson, Beth Jarvi, Ken Johnson, Dave Lasanen, Vincent Niemela.

**"With Weather Shield, it's always been good to know that if you have issues to resolve, you can get immediate attention. Anybody we deal with knows that they can get in touch with the right person at any time."**

Ken Johnson, Owner  
Keweenaw Glass & door  
Calumet, Michigan

following up on leads because we know that the competition may be getting the same information we are," Johnson says.

"If we're the only dealer that makes that initial call, it gives us a much better chance of getting the business," Johnson concludes. "If our competition isn't doing that, they're missing out."

### LEAD ADVANTAGE SYSTEM NEWLY ENHANCED

The third update of the Lead Advantage System (LAS) is now operational on the Weather Shield Web site. The LAS Version 3.0 makes it simpler than ever for Weather Shield dealers to track and convert leads into sales. Some of the new features of the LAS include:

- Viewing and managing lead pages are now merged under the "Manage Current Leads" link.
- A new main-page layout provides more detailed information and content, which makes it easier to identify qualified leads.
- A new "Download" function has been added so leads can be "downloaded" to a spreadsheet on your hard drive. This allows for mail merge and forwarding options that were previously not available.
- Fewer clicks are required to follow-up on leads that have been segmented into "Outstanding" and "Complete" sections on the Lead Data page.

# ProShield® **VS.** Andersen® 400 Series

## ProShield® Windows vs. Andersen® 400 Series Windows



### WINDOW FEATURES

ProShield casement windows feature a **one-piece 4-9/16 inch wood jamb** that resists warping or splitting. Because the jamb is milled into a single profile, there's no need to attach jamb extensions before you install the window unit. With the Andersen 400 Series casements, window jamb extensions are shipped separately and must be applied on the job site.

For enhanced energy performance, ProShield windows feature a **heavier bulb-type weather strip** around the frame and a **superior pile weather strip** with a mylar fin applied to the sash. By comparison, Andersen 400 Series window sash are constructed with a thin bulb weather strip system alone.

In order to provide greater structural integrity and ease of installation, ProShield windows feature a **rigid integral nailing fin and pre-applied corner gussets**. Andersen 400 Series windows only utilize a factory applied narrow anchoring flange and corner gussets must be applied prior to installation.

Unlike the painted sash with squared-off butt joints on Andersen 400 Series double-hung windows, ProShield double-hung tilt windows feature **extruded vinyl, fusion-welded exterior frame and sash corners**. In addition to providing a more weather-tight barrier to air and water infiltration, the corners provide a much more appealing architectural appearance.



## ProShield® Sliding Patio Doors vs. Andersen® 400 Series Frenchwood® Gliding Patio Doors



### DOOR FEATURES

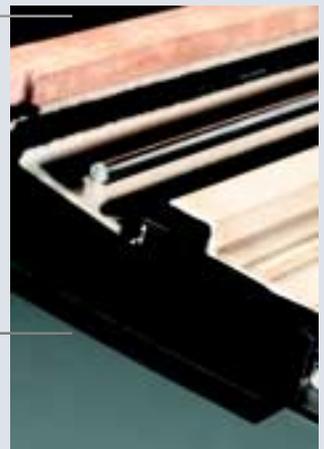
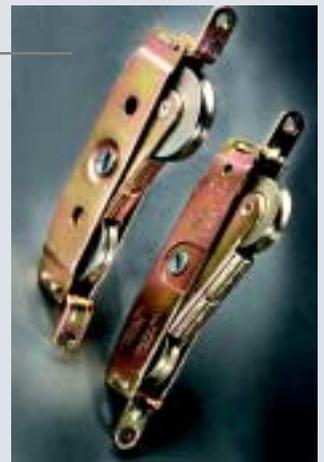
For unparalleled ease of use, ProShield sliding patio doors feature a completely **re-engineered sill channel and larger rollers** than those found on Andersen 400 Series Frenchwood Gliding patio doors. To keep ProShield door panels opening and closing smoothly, roller adjustment is easily accomplished through the bottom rail.

Compared to the narrow vinyl nailing flange available on Andersen 400 Series Frenchwood Gliding patio doors, ProShield sliding patio doors feature a **wider integral nailing fin** for increased structural stability and easier installation.

A heavy-duty door fiberglass pultruded sill features an **internal weep system** and rubber end gaskets that protect the side jambs from soaking up moisture and rotting. **Rubber gaskets** on each end of the sill of ProShield sliding patio doors provide much more durability and longevity than the caulk seals utilized on Andersen 400 Series Frenchwood Gliding patio doors.

Plus, an **optional sill riser dam** measuring less than 2" tall helps ProShield sliding patio doors reach a DP-50 rating.

*Andersen® 400 Series and Andersen Frenchwood® Gliding Patio Doors are registered trademarks of Andersen Corp.*



# WEATHER SHIELD DEALER PERSPECTIVES

With November elections now behind us, architects, contractors and homeowners across the United States appear to have cast their votes for continued growth in the housing market. Weather Shield® Window and Door dealers are reporting a steady demand for new commercial and residential projects.

## JERRY RICHARDSON

General Manager  
Legacy Millwork  
Durham, North Carolina

All of the builders in our area have been going wide open since about April of this year. We're seeing extended lead times for both commercial and residential projects. In the luxury home market, the trend toward outside entertainment continues here. High-end patio appliances and outside fireplaces are included in almost every home design. Elevators are also getting more popular in multiple story homes. I've seen more house plans that include elevators in the last 12 months than I have in the last 12 years. White, Cameo and Desert Tan are the most popular exterior colors for windows and doors. More interior wood species from Weather Shield's Custom Wood Interiors Collection™ are being specified for commercial projects. Oil-rubbed bronze hardware and rustic, distressed hardware has been very popular for about two years now. It's a trend that continues to get stronger and stronger.

## MIKE TIEMEYER

Purchasing & Sales Support  
Williams Distributing  
Grand Rapids, Michigan

Mortgage interest rates are still down in the six to seven percent range in our market. But it seems like people were holding their breath a little, waiting to see what happened with

## MIKE TIEMEYER

Williams Distributing  
Grand Rapids,  
Michigan

## MARC STELZER

American Home  
Renewal  
San Francisco,  
California

## RICK PENDERGRASS

Mill Creek Lumber  
Tulsa, Oklahoma

## STEVE CRAGER

Peak Window  
and Door  
Philadelphia,  
Pennsylvania

## JERRY RICHARDSON

Legacy Millwork  
Durham,  
North Carolina

the election in November. Contractors, especially the production builders, have been very busy. On the upper end of our market, with homes up to \$500,000, custom builders are holding their own. The business is out there. We'd like to get more of our fair share of it. Visions 2000(r) and ProShield(r) are the best selling product lines that we offer from Weather Shield. Brushed nickel and chrome are the most popular choices for window and door hardware. On the exterior, White and Desert Tan are the colors that are specified most often.

## STEVE CRAGER

Sales/Owner  
Peak Window and Door  
Philadelphia, Pennsylvania

Property values have probably doubled in this area over the past five years. Real estate has proven to be a much safer investment for people than the stock market has been. That's encouraging. The custom home market has remained especially strong through 2004, and I don't foresee any slowdown in the near future. The square footage of custom homes has leveled off, but the attention to detail is extraordinary. On the exterior of the windows and doors, Brick Red and Salt Marsh are two colors from the Weather Shield Accentuals™ program that are being ordered to tie in the color of Bucks County stone, a local stone that's often used on homes here. On the interior, alder, cherry, mahogany and maple are being specified from Weather Shield's Custom Wood Interiors Collection™ to match the woodwork in the studies and kitchens.

## MARC STELZER

President  
American Home Renewal  
San Francisco, California

We're primarily involved with window replacement projects. Remodeling has been very strong in this market for several years, and home values continue to rise. Prior to last

year, 95 percent of our sales were vinyl windows. In May 2004, we did more wood window projects than vinyl for the first time ever. The majority of what we sell are Custom Shield® windows with prefinished interiors. On the exterior, Obsidian and anodized finishes have become very popular recently. Oil-rubbed bronze and brushed nickel are far and away the most requested hardware finishes. The majority of people specify folding crank handles on the casement windows. The wood window purchasers in this market are more affluent. People are putting more money into their personal property again. During the dot.com downturn, people only did what they needed to do with the upkeep on their homes. Now, they're doing what they really want to do again.

## RICK PENDERGRASS

Specialty Group Manager  
Mill Creek Lumber  
Tulsa, Oklahoma

In our market, home starts are way ahead of last year's pace. Even though lumber prices are up significantly, you wouldn't know that the economy is somewhat sluggish. Production builders are much busier this year than they were in 2003. Custom home building isn't up, but it is holding its own. Approximately 70 to 75 percent of what we sell are Cameo Visions 2000® windows. A lot of the production builders here specify windows with SDL grilles to enhance the curb appeal of the front of the homes, then install single lite windows on the sides and back of the homes. We also have some large custom subdivisions that are booming right now. For those projects, Weather Shield® and Legacy Series® windows and doors are being used. On the exterior, yellows and bronze colors are becoming more popular. We've also had a few different wood species ordered from the Weather Shield Custom Wood Interiors Collection™. Alder, American fir and oak have been the most popular choices.

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