



OUT WITH THE OLD, IN WITH THE NEW INSTALLATION VIDEO!

Custom Windows has a new video to assist our customers with the removal of older aluminum windows and the installation of new PVC windows. Our experience with service calls and installation questions led CWS to realize that there were some problems with installation that might be solved by actually seeing how to do it right. Since we couldn't host everyone for a class here in Ocala, we decided to put it on film.



Many contractors are now getting into the business of replacing old aluminum windows with new energy efficient PVC windows. This is quite different than installing windows in a new home. This video is aimed at helping our customers achieve a code-compliant and leak-free installation that is smooth and pleasing to the homeowner. Proper installation is also a requirement for maintaining the warranty on new windows.

In the video, CWS Sales Engineer Charlie Quick and CWS Service Manager Russell Peck first demonstrate how to correctly remove old windows in both frame and masonry construction walls. That is followed by instructions on the factory-recommended method to install new PVC vinyl windows.

The video deals with single-hung and horizontal sliding windows, but most of the techniques also apply to casement and awning windows. We even show how easy it is to install the new "Side by Side" continuous head and sill windows (see related newsletter article inside).

We would like to thank Jeff Hall of Florida TV Productions, who did a great job of creating a professional how-to video.

The video can be viewed on the CWS website (www.cws.cc) or you can request your own DVD copy from Ron Goins or Lorena Barrett at CWS.



THE PREZ SAYS



Someone asked me the other day about the state of CWS in the wake of the challenging business climate and my immediate response was that we've survived. To be more specific, I credit our survival to switching to developing PVC products five years ago. The end result being that we now produce the strongest and most-energy efficient PVC window and door products in the industry.

And when the train wreck that was the new housing construction market collapse bore down on us, we were ready to switch tracks. I've always believed in being at least two years ahead of the business curve or you'll get left behind. Innovation should be a business mantra, even in the best of times. Standing still is not a good business model because if you do, you'll get run over.

And as we continued to develop new innovative products, we also didn't sit waiting and hoping that the new housing market would rebound. Instead, we began to focus on new markets: remodeling, luxury housing and condo replacement.

During this time, we also became a lean cost-conscious company. We had to make tough business decisions in order to keep the doors, or in this case, the windows open. But at this juncture, I'd say it's all paid off.

We have a line of new products that in my mind are second to none in the industry, including both a bronze PVC window and patio door. We now also offer a side-by-side PVC window. We have our own liquid argon machine, which is used to fill and extend the life of all our PVC windows and doors.

On December 1, 2001, we were the first window manufacturer in the Southeast to be Energy Star® approved. This has allowed us to team up with Cardinal Glass, Truseal Technologies and Mikron Vinyl to offer a complete line of window and doors that comply with Green Building standards.

Our customers' needs are always on our minds. To that end, we now offer a new modified 30-year warranty on all our PVC windows and patio doors. And since our customers have had to become diversified as well, we have just released a new CD on the removal of older aluminum windows and the installation of new PVC windows.

With a new year ahead of us, the plan is for CWS to continue to use innovation to build our future.

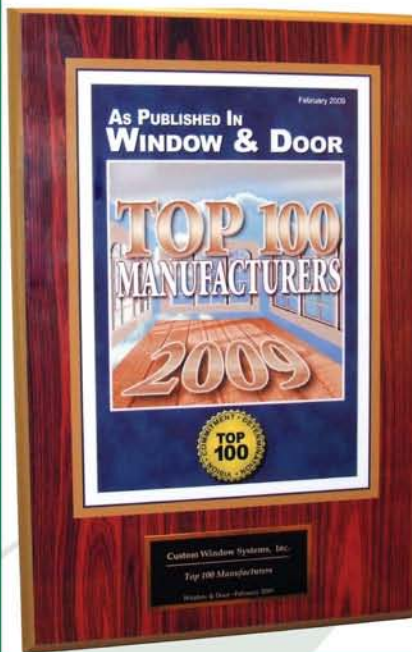
I want to personally thank all of our customers and CWS employees for remaining loyal during these past challenges. I look forward to us growing and prospering in the new year!

Sincerely,

John
President/CEO

THE SECRET IS OUT

CWS makes the "Top 100 Manufacturers"



CWS is no longer the best kept secret when it comes to windows and doors. Custom Window Systems Inc. was once again recognized by Window & Door magazine's "Top 100 Manufacturers" of North America in 2009. CWS has made the Top 100 list, which is based on a company's annual sales, consecutively every year since 2003.

"While a company's sales is only one measure of a company's quality, it is an important one," says Window & Door's editor and associate publisher John Swanson. "For a company to be in the Top 100 is indeed an accomplishment and one to be proud of."

The significance of being named to the Top 100 is indeed recognized by John Cwik, CWS president and CEO.

"To achieve this in 2009 was no easy feat and would not have been possible without our loyal customers and employees," says John. "Together we made this happen and we were able to actually grow our business over 2008. While several of our competitors were less fortunate and some closed their business, we were increasing our production staff and avoiding layoffs."

John's mandate for the year was: "Don't let them see you sweat." So in 2009, CWS was represented at all of the trade shows with our normal full-sized booth spaces and it paid off. Our competitors were either not present or cut back and we were able to increase our market share.

We are looking forward to further sales growth in 2010 with the introduction of new products and once again helping our loyal customers grow their business as well.

CWS & ARC: Working Hand in Hand

You could say that the members of the Advocacy Resource Center (ARC) take care of the little things so Custom Window Systems can focus on the big things.

Every two weeks, CWS delivers supplies to ARC for the assembly of garage door come-along-kits and PVC window screw kits. ARC members assemble the kits and package them into plastic bags, which are attached to all CWS garage doors and windows. By ARC doing this invaluable service, CWS is able to maintain its inventory for this necessary customer product.

"The service that ARC does for CWS allows us to do what we do best and that is make windows and doors," says Ginny Campbell of the CWS purchasing department. "They take care of one of the very important little things and that lets us take care of the big things."

The 12-year relationship between CWS and ARC is a beneficial one for both parties.

"Without corporate sponsors like Custom Windows, our clients would not have the opportunity to learn basic work skills," says Troy Stawder, ARC chief executive officer. "The assembly process allows our clients to focus on a goal and maintain a workforce environment. This will hopefully give them an opportunity to enter into a true working environment. Doing the work and receiving a weekly paycheck also gives our clients a great sense of accomplishment and fulfillment."

ARC is a 501 (c) (3) organization with the mission to create opportunities for persons with disabilities to live, work and play to the fullest of their capabilities in Marion County. ARC Marion currently serves more than 250 clients annually and is governed by a volunteer Board of Directors.

On November 20, 2009, ARC recognized CWS with an award for Top Corporate Sponsor.



DID YOU KNOW?!

- CWS was the first to have a liquid Argon Gas machine in Florida.
- CWS now offers window demo sales kits and the famous window-in-a-bag. Ask your sales rep for more details and cost.
- CWS offers the only by-pass, impact and non-impact vinyl frame door in North America. Sizes available up to 16080.
- CWS offers more sizes and selections of aluminum and PVC windows and doors than any other window manufacturer in the Southeast United States.
- CWS PVC impact windows and doors are HVHZ-ASTM approved, PLUS now we have NOA's on the 8100 (SH) and 8900 (SGD).



Above: CWS Liquid Argon Gas Machine

CWS Introduces The New "Side by Side" Window (Impact or Non-Impact)

It's two windows with one continuous head and sill.

You asked for it, so CWS listened and responded with designing the new "Side by Side" all-PVC impact and non-impact single-hung window.

When two windows are required to be mulled together the "Side by Side" is the perfect window. Currently the "Side by Side" has been tested up to a double 26 or DLO size, (72 7/8" x 70 3/4"), with a 70 dp.

The benefits of installing this window are many, including:

- Less time to install
(You're installing 1 window instead of 2 windows and a mull bar)
- Less chance of water intrusion at the mull bar application
- Fewer windows to unload or transport to job site
- Less complicated installation
- Less chance of failed inspection with factory mull

The new "Side by Side" could be an installer's dream come true! It's available now at Custom Window Systems.



DATES TO REMEMBER IN 2010

July 22nd, 23rd & 24th:

What: SEBC-Southeast Building Conference & Green Building Show
Where: Orlando Convention Center (booth 1383-1389)

September 16th & 17th:

What: 21st Century Building Show
Where: Charlotte Convention Center

Last Tuesday of every month:

What: "Wind-Pact Plus" class & Cardinal Glass plant tour
Where: Custom Window Systems, Inc.

NEW IMPROVED PVC WELDS

Custom Windows has just completed installing new state-of-the-art tooling to minimize the weld seam on our single hung (SH) and Horizontal Roller (HR) windows. This has reduced the visible weld seam by over 75%. This process makes a dramatic cosmetic improvement while not affecting the structural weld integrity.



EIS: "EXCEL IN SALES"

If you're not closing, you're not selling

Did you know?

60% of sales are closed by only 4% of sales professionals

- 46% ask once
- 24% ask twice
- 14% ask three times
- 12% ask 4 times
- 96%

However, 60% of consumers don't say yes until the 5th time, leaving only 4% of you closing 60% of the sales! How many times are you asking? Ask and you shall receive.

It's been reported that the future success of the home remodeling business, (window replacement and porch enclosures) cannot rely on craftsmanship alone, but will require strong selling techniques. Therefore CWS is excited to introduce a new Sales Training class titled EIS: "EXCEL IN SALES" that will be offered to all of our customers and Master Distributors.

The purpose of this class is to take our customers to the next level by taking advantage of every lead that they generate. "Excel In Sales" is a no-nonsense common sense approach to selling that can be adapted to every salesperson's presentation. It's simple, easy and best of all it works.

The class date will soon be announced by your CWS sales representative, and remember, if you're not closing, you're not selling!

By Ron Goins

Director of Sales Development



What's better than standard screen? BetterVue® Insect Screen



BetterVue® Insect Screen is now standard on all Custom Window System's PVC and aluminum windows.

A better insect screen with a good view, providing:

- 10% better insect protection
- 20% better airflow
- 10% clearer view

BetterVue® Insect Screen is woven from small, refined yarns that improve the screen's openness, making visibility sharper and more brilliant. Although the fiberglass screen also provides enhanced light transmittance and airflow, the mesh's aperture opening is 30 percent smaller than standard fiberglass insect screens to increase insect protection.

BetterVue® Insect Screen, manufactured by Phifer Inc., is a GREENGUARD certified product. Phifer fiberglass flame-retardant screening is woven from permanent glass yarn, which has been coated with a protective vinyl to ensure lasting beauty, color and flexibility. It is produced under the most exacting conditions to meet rigid specifications. Phifer fiberglass screening will not rust, corrode or stain.





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