

### 12-year Super Spacer User is Named Canadian Energy Star Manufacturer of The Year

It's a rare achievement when a regional company shares a national reputation for *Energy Efficiency Excellence* with an internationally famous industrial giant.



**Terry Lee, President, and George Warren, Operations Manager, receive national 2004 Canadian Energy Star® Manufacturer of the Year award.**

Centennial Windows Ltd. and Panasonic (Matsushita) recently shared the limelight as winners of the prestigious Canadian Energy Star® Manufacturers of the Year Award presented last spring in Montreal. In 2003, the southwestern Ontario manufacturer's PVC windows were the first to carry the new Canadian Energy Star label. Many years before, Centennial windows were the first, and remain among the very few, to carry Canadian Standards Association (CSA) certification labels.

A growing company with many firsts, Centennial was also one of the first users of Super Spacer® back in 1992, and has remained a loyal Edgetech customer. "Right from the start of our relationship," says Centennial's president Terry Lee, who started the company as a contracting firm run from his kitchen table, "Edgetech shares our vision of focusing on energy efficiency and quality."

Lee points out that Super Spacer is not only a key reason for their products' superior thermal and condensation performance picture, it contributes significantly to the company's marketing posture. "Our lifetime transferable product warranty includes 100% coverage on sealed

glass. That wouldn't be possible without our long track record together—virtually without seal failures. Super Spacer is an important component in Centennial marketing programs and Edgetech's marketing support is exceptional."

Centennial Windows makes its own Super Spacer I.G. units with manual equipment, but leaves the door open to adding various levels of automation as the company continues to grow.



**Centennial's energy package includes Low-E glass, Super Spacer, Argon gas and insulated PVC frames.**

Ever the "energy savings" marketer, Centennial has recently joined forces with Ontario's Union Gas in a program that offers homeowners a \$50 credit on natural gas for each installed Centennial window purchased during the promotion period. Statement stuffers mailed to Union Gas customers will carry the offer at no charge to the window manufacturer.

Centennial employs 80 and sells exclusively through five company-owned showrooms in western Ontario. Company headquarters and all manufacturing are centered in London, with satellite retail showrooms in Kitchener, Brantford, Sarnia and Windsor. A new 33,000 sq. ft. manufacturing facility will open in December, effectively doubling its production capacity, says Lee.



**New manufacturing facility scheduled to open in December 2004**

Back in 1987, Centennial became one of the first Canadian window manufacturers to engage installers as true employees, not subcontractors. "Our earlier experience as a home improvement contractor," explains Lee, "left us exposed to callbacks from sometimes improper installations by subcontractors we used. We resolved that problem by hiring our own installers. Centennial is still one of the few window manufacturers we know that has made this commitment."

This move allowed for important image advantages including professional uniforms and lettered trucks, but more importantly, gives Centennial vital control over installations. Says Lee, "We've internalized installation training and support systems so that our quality control is far higher than industry averages for installed products."



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