

Purchase of third line heats up Warm Edge Insulating Glass production

Sustained double-digit growth is a benchmark for measuring a company's long-term success.

"It's hard to imagine our continuous growth record over the last five years without thinking about the contribution of Super Spacer[®]," says Pat Serrao, V.P. Marketing at Vinylbilt Window Systems, Inc., located in Concord, Ontario, near Toronto. Now the company's longtime relationship with Edgetech's NO-Metal spacer is warming up again with semi-automated Insulating Glass (I.G.) production.



Vinylbilt management team (clockwise from top left): Tony DeMarco, President; Lou Delellis, VP Operations; Pat Serrao, VP Marketing and Marcel Daoust, GM

Vinylbilt has been using Super Spacer since 1999. The company purchased its Willian/Spadix I.G. line in early 2005, giving the company a total of three semi-automated glass lines.

Vinylbilt makes a full complement of high-performance vinyl replacement windows from over 165,000 square feet of manufacturing space plus a separate, dedicated thermal glazing manufacturing facility. The company utilizes the latest computerized manufacturing and quality control systems to monitor production procedures and expedite delivery



Vinylbilt garden and greenhouse windows are available in widths from 48" to 135".

systems. "Our mission is to help make the dreams of our ultimate customers, the homeowners, come true with custom-built windows that are better by design," says Serrao.

The company uses Super Spacer Premium Plus in both its Platinum and Gold product lines which takes in the industry's broadest line of thermal garden windows, including a "greenhouse" projecting window that measures up to 135 inches wide. "We use 5/8" Super Spacer, made exclusively for us in a special off-white color that has become an important visual distinction of premium quality products in Vinylbilt window marketing," notes Serrao.

Vinylbilt bends its own shapes, and makes radial I.G. units with Super Spacer that meet the same, strict Canadian CSA certification standards met by its other windows, including requirements for air and water infiltration, wind-load resistance and forced entry prevention. Cardinal LowE² glass is standard; with patterned, obscure, bronze, grey-litte, tempered and laminated glass also available. Vinylbilt can custom-make I.G. units to very specific U-values by offering Argon and

Krypton filled units, including blends of both gases. Low-maintenance, *Simply-Clean* dirt-repelling surface coating is another important marketing tool and product option, according to Pat Serrao. Another important marketing advantage is Vinylbilt's industry-leading warranty, a lifetime warranty that is fully transferable and covers vinyl parts, hardware and glass. In addition, the Vinylbilt product warranty includes 15 years protection for its optional solar bond, heat-reflective paint option, available in six standard and custom colors. "Offering a lifetime warranty on our I.G. takes no great leap of faith, when it's backed by the outstanding condensation-resistance of Super Spacer," notes Serrao.

Vinylbilt sells through more than 600 independent dealers from Ontario to New York State to Michigan. The company is also represented by Boncor Building Products, a distributor with 11 branches across Canada. Products are delivered on a fleet of company-owned trucks.



"Looking ahead, we see room for expansion in Ohio and Illinois," says Serrao, "and there's more room to grow in New York State and in Michigan." 