

Oran's dealer family, in it for the long run with Super Spacer

New dealer acquisition is not the only way to grow a successful window manufacturing business, says Kevin Lev, VP of Sales and Marketing for Oran Industries Ltd., Woodridge, Ontario, located near Toronto. And he says he can prove it.



Jerry Lev, President; Kevin Lev, VP Sales and Marketing; Vince Beradi, VP Operations

Dealer retention, based on uncommon dealer support and loyalty, has been the key to Oran's steady - if not spectacular - growth since the custom vinyl window manufacturer began PVC production in 1988. "Our annual sales growth is 5-7 percent," says Kevin, who grew up in the window business. "We have always believed in steady, controlled growth. Oran sells custom vinyl windows and doors through over 200 very loyal dealers who, together, serve all of Ontario. Each of our dealers are treated like family, given personal attention and unconditional support through custom marketing, a unique premium product line, complimented by unmatched service."

In return, Oran dealers must be long-term businesses, have involved owners and field their own crews.

Kevin, head of Oran's sales and marketing since 1996, claims he personally talks with all of his dealers on a regular basis, and refuses to hide behind voice-mail. When an Oran dealer encounters a customer problem it can't easily handle,

the factory sends out a dedicated field service specialist.

Oran's fleet of tractor trailers delivers a mix of replacement and new construction windows direct to dealers or jobsites across the province. The company also ships product to New York State, Australia, Japan and the Middle East.

According to Kevin, Oran's unique products have helped cement dealer relationships. Says he, "We provide our dealers with a market appropriate price point, high-quality line of vinyl windows and doors in a choice of 4-5/8" or 3-1/4" frame depths. We focus on making the best window we can for the dollar value."

Oran combines Royal custom PVC profiles, fabricated on a semi-automated straight-line production layout, using stainless steel hardware and fasteners complimented by high-end operating hardware. IG units are argon-filled and use LOF hard-coat Low-E glass or double-surface, soft-coat AFG TIR in a 7/8" glazing pocket. The company expects to market a 1-1/8" triple-glazed Super Spacer® IG later this year.



Oran Industries operates from this 54,000 sq. ft. facility, employing 100. A new 10,000 sq. ft. plant addition was added in 2001

Oran windows and patio doors meet certified performance criteria of Canadian Energy Star, CSA, NFRC and AAMA. "We also pride ourselves in

architectural details such as simulated divided lite muntins in 5/8", 7/8" and 2-1/4" widths. No competitor comes even close to our many color options made possible by a custom paint line and co-extrusion capabilities. Arch-top operating windows are an Oran specialty, and are available in both casement and tilt double-hung configurations."



SDL window with red exterior

Oran has been building IG units with Super Spacer exclusively since it opened its IG plant addition in 2001. "With our prior IG system, seal failures were once a concern, but not since Super Spacer, allowing us to offer a 20-year, non-prorated, fully-transferable warranty on all Oran glazing systems."

Another point of product differentiation is Oran's exclusive use of Premium Super Spacer, Edgetech's 100% silicone product that features a narrow sightline. "We use a special pure white color," says Kevin, "that flows with the white of our windows." Oran produces up to 500 IG units per day on a semi-automated horizontal line. "We call 'S' Class Premium Super Spacer our 'all in one' spacer because it combines top thermal performance with excellent structural integrity, and has 33% more desiccant - for a marketing edge our dealers are trained to capitalize on." 

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