

## Soft-Lite Launches Best 'Elements' of a Quality Window System

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"Today, consumers are really doing their homework before buying windows," says Tom Italiano, director of Sales and Marketing, Soft-Lite LLC. "You must differentiate yourself and help educate the consumer about what makes a quality window system."

Streetsboro, Ohio-based Soft-Lite Windows has earned recognition in the Midwest and up and down the East Coast as a quality supplier of high end window systems and doors. With \$40 million in sales annually, Soft-Lite has its eye on expanding.

> > This year the company added a new high-end window line – Elements® – that utilizes Super Spacer® technology exclusively. Achieving the highest AAMA and NFRC ratings were paramount with this product line that contains only the highest quality materials available.

According to Soft-Lite, Elements windows meet the following INDUSTRY-BEST combination of performance standards:

- U-Value/Thermal Rating

– Fitted with triple-pane Ultimate Glass, Elements has an astoundingly low U-Value of .16.

- Air Leakage Rating – Elements Windows are air tight, with air loss of .01 cubic feet per minute.

- Water Penetration – Elements Windows keep homes dry as they fight off severe conditions of 8" of rain per hour at driving 59 MPH winds.

- Design Pressure – The higher the number, the more durable the window. With a DP70, Elements can withstand winds of 203 MPH.

Soft-Lite company data also shows that there is a .01 - .02 improvement in U-Factors between windows made with Super Spacer versus the leading metal spacer.

"As all of the numbers show, using the best materials, including Super Spacer, makes a great impact on the overall performance of the window system," said Roy Anderson, owner and CEO of Soft-Lite.



"Elements windows are designed to meet the needs of homeowners that want nothing but the best for their homes and families."

Available in Classic Double-Hung, Double and Triple Slide and Picture Windows, customizing a home with style and functionality using Elements has never been easier. Elements also allows customers to express themselves through a variety of finishes, colors and options that best fit quality homes and quality tastes.

"Elements is a work of art both from its beautiful design and unique operation," Anderson said. "It is fabricated on robotic automated lines to eliminate human error and deliver

consistent quality. Elements Windows deliver beauty, energy efficiency, year-round comfort and security."

### **Made with Super Spacer**

"In our niche of high-end and specialty windows ranging from bays, bows, shapes and patio doors, customers understand the benefits of a non-metal spacer," Italiano added. "The benefits of Super Spacer are an easy sell."

Additionally, Soft-Lite takes full advantage of Edgetech's marketing service group, which provides customized brochures, giveaways, fliers and more, geared toward

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helping the company sell the benefits of Super Spacer to dealers and consumers.

“Our literature has a certain look and feel that combines technical information with a more ‘lifestyle’ approach to selling our products. We wanted our Elements literature and others to match the same look and feel, but contain information about Super Spacer. The Edgetech team did an absolutely fantastic job of delivering exactly what were looking for. They are so easy to work with,” Italiano said.

Soft-Lite currently outsources its IG from AFG Glass,

who uses a fully-automated Bystronic line and both Super Spacer S-Class and E-Class.

“The automated machinery adds great confidence in the end product,” Italiano said. “Fewer hands on the IG equates to fewer opportunities for errors – and this provides important marketing symmetry when we promote our Elements fabrication automation. We are confident in the quality consistency of our products and we offer a lifetime warranty against defects in materials and workmanship.”

And finally, when asked why Soft-Lite uses Super Spacer,

Italiano quickly listed five reasons:

1. Condensation resistance
2. Overall U-Factor improvement
3. Longevity of the unit
4. Enhanced Sound attenuation
5. No metal

“It’s a great product, with a solid team behind it,” Italiano concluded. “Our dealers differentiate themselves in the marketplace with Soft-Lite and Super Spacer.”

Owned by Roy Anderson since 1996, Soft-Lite was established in 1934



**Soft-Lite - located in Streetsboro, Ohio**

and currently occupies a 200,000 square foot facility in Streetsboro, Ohio. The company manufactures an extensive line of replacement windows, specialty windows and accessories to fit any home, region or climate. Their AAMA Gold Label Certified product lines include Elements™, Imperial™ LS, and Barrington™ Windows.

For more information, visit [www.soft-lite.com](http://www.soft-lite.com). 