



Homeowners Prefer Durabuilt Windows and Doors

> > **For six years running, Durabuilt Windows and Doors of Western Canada has won the Consumers' Choice Award – an honor bestowed by the Consumers' Choice Institute of Canada on behalf of homeowners.**

"This is a unique award because there is no panel of judges; the winners come directly from polling consumers about their experiences and preferences," said Mark Halabi, director of marketing for Durabuilt. "It's rewarding to know how highly our customers think of us, and that pushes us to continue raising the bar. We are always looking for ways to improve our products and add more value for our customers."

> > Durabuilt is a 20-year-old company that started humbly with a handful of employees who had a vision to build the best windows and doors Western Canada had seen. Less than 10 years ago, the company still only consisted of 10 employees. Today, that number has grown to approximately 450, and the company operates from a 170,000 square-foot facility in Edmonton, Alberta, Canada. While its operations are now state-of-the-art – producing between 700-1,000 insulating glass units per day – the company still maintains its family-run culture by treating its employees as another form of customer.

"We definitely think of each other as our 'internal customers,'" Halabi said. "We have some of the hardest working, dedicated employees in the industry. We know that if we treat one another with respect, it will show through in our customer service as well. The unity and willingness to help is a company wide philosophy



that makes this a truly unique place to work." It is this philosophy and dedication to customer service that has helped Durabuilt become one of Western Canada's leading manufacturers of windows and doors. Serving dealers, homeowners and light-commercial builders, the company offers one of the largest selections of products



Durabuilt Windows & Doors, Edmonton, Alberta, Canada

in the region, including PVC, aluminum, wood hybrid windows and sliding patio doors, as well as steel and fiberglass entry systems. The company also offers made-to-order custom window creations through its design centers in Lethbridge, Winnipeg, Saskatoon and, coming soon, Calgary.

Durabuilt products are both ENERGY STAR® and CSA® certified, so energy efficiency is also a top priority for the company.

"The weather in Western Canada is unpredictable," Halabi said. "Our winters are long and bitter cold and our summer thunderstorms can produce very high winds and large hail. Windows here need to be built strong so they will be energy efficient and stand the test of time in our often harsh climate."

More than 90 percent of

Durabuilt's products are custom designed. Its product offerings include double- and triple-pane windows with Solarban 60 and Sungate 500 Low-e coatings and argon filling – all options are made with Super Spacer®.

"I don't know how else to put it – Super Spacer is God sent," Halabi said. "It's flexible enough to easily form to a variety of shapes; it provides us with the extreme durability needed in our area; it eliminates condensation; and Edgetech is a fantastic company to work with. It's an all-around winning situation for us."

Halabi continued, "With Super Spacer, if a customer can dream it, we can make it – and we know it will last. We offer a great warranty on our products as callbacks on our products are extremely rare."

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The quality of Durabuilt’s products can also be attributed to the company’s stringent quality control measures. It uses both manual and automated spacer application with frequent check-points for quality.

“Every single window we manufacture is checked and rechecked for quality,” Halabi

said. “And every month we do an audit of our quality control measures to ensure we are shipping nothing but the best every time. The fact that we do everything in-house from building the IG, to installation into homes, gives us the ultimate control over quality.”

Halabi also mentioned that this hands-on production approach gives the company

added flexibility with lead-times. “We have the best lead-times in the region because we are able to act quickly and build-to-order,” he said.

Durabuilt has expert design teams staffed at all of its locations so that customers will get exactly what they need, when they need it. It’s no wonder the company

has continuously earned the Consumers’ Choice Award.

“We look forward to earning many more and are appreciative of our customers who demand nothing but the best,” Halabi said.

For more information on Durabuilt Windows and Doors, visit www.durabuiltwindows.com.

