

Higher Learning Hits Show Floor at GlassBuild America

> > It's official. The National Fenestration Ratings Council (NFRC) and Department of Energy (DOE) are putting mandates into effect by July 2010 that will require IG Certification for any products that don't have the ENERGY STAR® label, leaving many manufacturers with questions:

“How do I certify? Who do I call? What is the process?”

For months, Edgetech sales reps have been in the field answering questions and helping customers ensure they can continue using the ENERGY STAR® label. According to Erin Johnson, Edgetech's Marketing Director, "We were definitely seeing a need for comprehensive materials to help our customers certify their IG in time for the mandate. GlassBuild was a perfect time to bring



that value to our customers in one convenient place." Edgetech's main theme at

GlassBuild was 'Edgetech University,' a program that brought industry experts from ATI, IGMA and NFRC to the booth to speak with customers about the certification process. Expert resources for ENERGY STAR® updates in the U.S. and Canada were also on hand to answer questions.

"Edgetech University was a huge hit among manufacturers at the show," Johnson said. "We had steady booth traffic and customers really took away a lot of knowledge about the IG certification process that they could apply when they returned home."

To "graduate" from Edgetech University, customers and non-customers alike simply registered at the reception



desk where they received a report card listing all of the available classes, which included ATI, IGMA, NFRC, Edgetech MythBusters, Eco Coat Glass Protection, Hands-on Training and the Campus Bookstore. They also received pledge pins and a copy of Edgetech's comprehensive "IG Certification Manual," which includes step-by-step instructions to IG Certification, timelines, a glossary of related terms and a full list of IG Certification test labs.

To qualify for prize drawings, attendees needed to be

Edgetech customers and attend three classes. Throughout the show Edgetech gave away four \$500 gift cards, the ever popular golf shirt/golf clubs give away, which this year included a trip to Firestone Golf Club in Akron, Ohio, and two grand prizes of \$2,000 toward IG Certification.

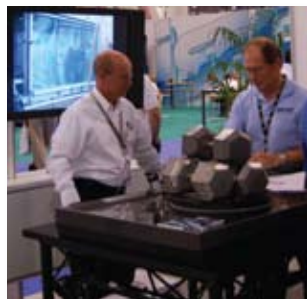
For the convenience of customers, the IG Certification manual is available for download in its entirety at www.certifyyourig.com, the company's dedicated Web page for IG Certification information.

>> Customers received crash course in IG Certification at Edgetech University

Edgetech I.G. would like to extend very special thanks to our industry experts – Marg Webb of IGMA, Rich Biscoe of ATI and Mike Thoman of NFRC, who provided their knowledge and helped make the booth so successful.



>> Edgetech's booth was adjacent to sister company, Lauren Manufacturing, which produces custom weather stripping and seals for the window and door industry. The companies have embarked on a cross-selling initiative that leverages their common sales and distribution channels, providing customers with a convenient one-stop shop for value-added products and services.



More show highlights ...

Our very own MythBusters

Myth: It has to be metal to be strong. That was an easy one for Edgetech to debunk with its MythBuster demonstration, which proves Super Spacer's all-foam technology stands strong in wind load testing. Edgetech's Brian Kress and Joe Erb manned the demonstration, which simulates wind load with weights and scales. The end result? Super Spacer TriSeal™ has the strength to withstand structural pressures of 155 psf, equivalent to a 246 mile per hour wind load. A video and third-party test report are available online at www.edgetech360.com/Architects/StructuralTesting.aspx.

Eco Coat® Glass Protection System

Who's to blame for those windows that needed to be replaced because of construction debris? The Eco Coat Glass Protection System can put an end to the "he said, she said" at construction sites by providing an environmentally friendly, yet effective way to protect windows from construction debris and freight damage. GlassBuild attendees were provided with a



demonstration of the product, courtesy of product manager Bob Mecomonaco. Contact Bob at rmecomonaco@edgetechig.com or visit www.edgetech360.com/Products/EcoCoat.aspx to learn more.

A new Edgetech360.com unveiled

Edgetech's Web site, www.edgetech360.com, has received a complete facelift to provide customers with easy access to sought-after information in two clicks or less. The complete redesign features a Flash animation on the homepage, directing Architects, Dealers, Manufacturers and Builders to customized information suited specifically to each audience.

"Our entire focus at this year's GlassBuild was on education and knowledge sharing," Erin Johnson said. "Our new Web site is a continuation of this theme as we continue our commitment to arming customers with easy access to information that will help them take their businesses to the next level."

SustainaView™ Window Technology Campaign

Also new to this year's booth was Edgetech's SustainaView™ Window Technology campaign, which demonstrates that "going GREEN" is more than buying energy efficient products. It's about buying products with proven performance that will not only save energy now, but will continue to perform for many years – keeping windows in place longer and out of landfills. The SustainaView campaign features a brochure, DVD,



Winner of day 1 Certification/Gift Card: Roberto Mora, West Coast Glass Products



Winner of day 2 Certification/Gift Card: Matt Imfeld, Anlin Industries



Winner of Golf Clubs and Firestone trip: Chris Parker, KML Windows

handouts, banner, chandelier sign, window display sign, yard sign, window label and coloring book. Learn more at www.sustainaview.com.

Super Spacer® - Always the show-stopper!

For more than 20 years, Super Spacer® has reigned superior for its thermal performance, long-term durability and ease of use. Now, it's helping manufacturers achieve IG certification with its all foam, NO-Metal true dual seal design. Worried your system won't stand up to the new, stringent regulations? Visit www.edgetechig.com today. 