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## Centra Takes ‘360’ Approach to Customer Service

>> **From manufacture to installation, employee-owned company controls quality every step of the way**

**A**s general manager of British Columbia’s Centra Windows, John Larche receives two to three phone calls a week from homeowners praising the service his team provides. They comment on the cleanliness of the site, the friendliness of the crew and the impeccable aesthetics of their new windows. But that’s just the end result of a long line of professionalism that begins with selecting the right materials, careful fabrication and a sales team that goes above and beyond to help make purchasing new windows



**Peter Thiessen, Vice President, and  
John Larche, General Manager**

a pleasant experience for all involved.

“We control the process and are fully accountable every step of the way to ensure 100 percent customer satisfaction in the end,” Larche said. “As

an employee-owned company, there is also a lot of pride in the work we do at all levels. It’s more than just a job – Centra is a legacy that will carry on for future generations of employees.”

Celebrating more than 25 years of service, Centra Contracting Group was founded in 1984 as a siding insulation business with a vision to provide excellent products and exceptional service. Today, the company has three divisions, including Centra Windows, that work

collaboratively to offer value-added services to British Columbia’s builders, renovators and homeowners – while continuing to live the vision of its founder and president, John Tilstra, who is still at the helm. The company has grown significantly since 1996 and is comprised of more than 100 owners.

With expertise in building envelope remediation, exteriors, ventilation, insulation, air sealing and windows and

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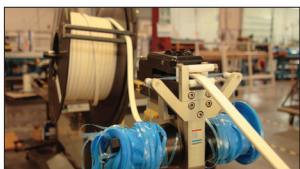
# Centra Takes '360' Approach to Customer Service, ...continued

doors, a consultation with Centra Windows involves more than just an assessment of the openings. It's a 360-degree view of the structure's efficiency and safety they call the "House as a System" approach.

"Not only do builders and renovators benefit from our expertise on a larger scale, but Mr. and Mrs. Smith down the street get the added benefit of a building envelope specialist doing their installation," Larche said. "Regardless of who you are, you will get the same high level service when you work with Centra. For this reason, our word-of-mouth referrals are off the charts and have helped us see 15 to 20 percent growth every year over the last five years."

Larche continued, "We look at how air-sealing a home can affect safety. We can recommend ventilation, combustion safety, and gas detection solutions. All of our installers are trained in 'House as a System' upgrades and building envelope practices so they can handle a full gamut of products that contribute to the energy efficiency and safety in the home."

But the exceptional service that Centra Windows provides to homeowners starts with the company's high-quality products that are always a



step above ENERGY STAR® requirements, according to VP of manufacturing Peter Thiessen.

"We set the standard in our region with our warranty," Thiessen said. "Our lifetime warranty is transferrable for 20 years and also includes labor should the unit need to be replaced – this is virtually unheard of. We carefully engineer our windows and select only the best components so that we can offer such an aggressive warranty with complete confidence."

Part of that confidence comes from the company's use of Super Spacer® in 100 percent of the windows it manufactures – a tradition that dates back to 1996 when Centra first started manufacturing its own windows. Having worked with all the other spacers in the market for over 15 years, Thiessen saw the benefits of Super Spacer immediately.

"Super Spacer is the ultimate spacer on the market and we use it exclusively," Thiessen said. "Whether it's stainless or aluminum, metal is metal and it is still conductive. Super Spacer is non-conductive, energy efficient and provides superior condensation resistance to help prevent mold growth in the home. But it also has superior sound abatement qualities and is flexible so that stress cracks and seal failures are virtually eliminated. In fact, we have maybe one failure per year."

According to Thiessen, Super Spacer is also extremely



aesthetically pleasing. Centra Windows uses white Super Spacer so that it blends with the white PVC framing for a superior overall appearance.

"Homeowners want windows that perform, but it's also highly important that they look nice," Thiessen said. "The white Super Spacer provides a seamless look that our customers appreciate. It's a great selling feature."

Centra also prides itself on manufacturing excellence, using several pieces of Edgetech's equipment, and is dedicated to research and development that includes its own in-house testing chambers.

"All of our products go through rigorous quality control measures, and we frequently do random testing to ensure our products meet the highest standards," Thiessen said. "We've also sent some units to Edgetech for testing; they put them in their P1 chamber and our units lasted so long that, eventually, we had to take them out to make room for other units. These windows are that strong."

And, like many manufacturers who are looking ahead to increasingly stringent codes

and regulations, Centra has developed triple-pane product offerings using Super Spacer.

"Our triples with Super Spacer easily passed the necessary testing," Thiessen added. "Triples are the future, and we expect to see continued growth for this product line for years to come."

Centra Construction Group is the parent company for Centra Windows, Centra Restoration and Centra Exteriors. The company has a history and future of partnering with local utility companies to promote energy-efficient upgrades in homes and buildings in British Columbia. With more than 175 employees, Centra operates and manufactures out of a 35,000 square-foot facility and offers five convenient showrooms in Langley, Kelowna, Kamloops, Nanaimo and Victoria. Centra also has plans to open another showroom in Vancouver in the near future.

As Centra continues its growth, it still remains true to its roots to make the window-buying process a pleasant one for all involved. For more information, visit [www.centrawindows.com](http://www.centrawindows.com).