

Manufacturing Changes at Windsor North Carolina

By James McQuade, Production Manager.

Each department in our North Carolina facility has worked hard to meet the manufacturing and on time shipping goals of our company, while at the same time turning out a quality product. Over the course of the past few months, we have taken steps to improve our operations and provide better information flow.

The new barcode system has provided everyone with better information on what is being scheduled and on which items need immediate attention. This has reduced the amount of management time dedicated to researching the status of line items and allowing them to focus on other issues.

The Quality Department's effort to document and track defects is providing needed feedback on those issues which need improvement.

The Legend Series production line has been rearranged. The Legend Picture Sash line has been moved; allowing the Double Hung line to become better organized and allow more room for staging windows. We've rearranged the Double Hung line to allow a better work flow for sashes and frames.

The Casement area has successfully begun production of the sequential lock casement. The Half Rounds, Custom, Transom and Parts Department have been instrumental in setting the example for the lowest amount of employee turnover, highest quality, and on time performance.

The Day the Building Shook

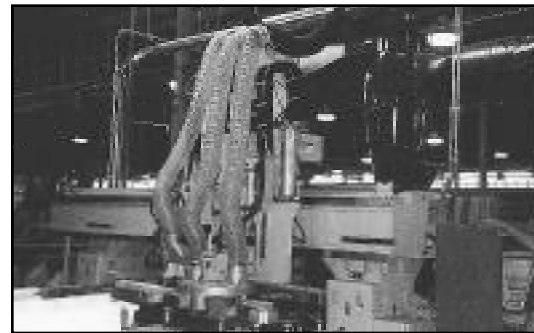
Windows and doors were rolling off the assembly lines the day the building suddenly shook. What was the cause of the commotion? The new CNC (Computer Numerically Controlled) Router, all 18,700 pounds of it, had just been delivered to the Iowa plant.

"The CNC Router will serve two major functions," says Bill Tindell, Plant Manager, "It will do the machining of most of the patio door parts and for the back side of the stops for the new Pinnacle Casement. This machine will replace 13 pieces of equipment, increase quality and improve capacity."

"It's pretty incredible what this machine can all do," said Chris Comito, Patio Door department manager. It can hold over twelve different tools at any given time. It can be programmed to perform a number of operations in an infinite number of ways. Functions that were previously done by hand can now be performed with the precision of the CNC Router."

"One of the major benefits of this router is that the holes for the hardware and the panel can now be drilled at the same time, instead of at two different work stations," said Comito. "Our customers should notice better consistency and uniformity with our patio door products."

Both Chris Comito and Rod Knudsen, Engineering Technician, spent a week with the manufacturer learning about its vast capabilities and how to program the router. This new piece of equipment is sure to be an asset to Windsor's continuing commitment to product quality.



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WINDSOR INTRODUCES NEW PINNACLE CLAD CASEMENT

The new Pinnacle Clad Casement rolled off the assembly line in June to select markets. The Pinnacle features some exciting new changes to our wood clad casement offering including a new extruded sash and frame, wet glazing, single level sequential locks, standard champagne hardware and an adjustable hinge system.

The Pinnacle has received great reviews in the field. During the first week of production, Windows & Kitchens of Indiana received an order for \$45,000 worth of Pinnacle Casements on one house job.

"The builder (who is also the homeowner) originally wanted to use another window brand," says Joe Stoffel, Partner, Windows & Kitchens of Indiana. "After reviewing with him the features of the new Pinnacle, the builder agreed that it was the better window."

"I've spoken with the builder a number of times and he is very pleased with the windows. He thinks they look great!" added Stoffel. "We've all been very pleased with the Pinnacle. We recognize it as an improvement and think it will be very well received in the marketplace."

The introduction of the Pinnacle has been a gradual one. "In addition to the many new design features of this window, the Pinnacle required about \$900,000 in new manufacturing equipment," says Greg Galloway, director of product development for Windsor. "To give our staff and new equipment time to gear up, we planned a slow release to the field." All markets will have order entry availability of the Pinnacle by the end of September.

For more information about the Pinnacle Clad Casement, please contact your Windsor Regional Sales Manager.



The new Pinnacle Casement line.

"We've all been very pleased with the Pinnacle. We recognize it as an improvement and think it will be very well received in the marketplace."

Plans Continue on Legend Casement

By Rick McMillen

Windsor design teams have been hard at work on a new Legend Series Casement. We have developed a design which, we think, will allow you to offer a more complete line of Legend Series products to your builder customers. The Legend Casement will be available in limited sizes during initial product introduction. A full range of sizes will be offered shortly thereafter. Features & benefits of this new window include:

- An extended warranty by utilizing no-rot cPVC materials in the frame and sash components.
- A pre-finished exterior. We've eliminated having to fill nail holes by being able to blind nail a standard Wm 180 brickmould with a nailing fin.
- Sequential Locking Hardware Windsor's upscale option
- Divided Light and narrow Initial positive test results of DP50 structural.

We are looking forward to the sample release of the Legend Casement at the NSDJA Show in October and the Build Boston Show in November.

Up-To-Date Performance Data Found At windsorwindows.com

You can provide your customers with the most current performance data on Windsor products by directing them to the Performance Guide Page on the Windsor website, windsorwindows.com. This guide includes the most current information on air, water and structural ratings, u-values and r-values. With a click of a button, the guide can be printed.

New Rough Opening Guides!

An updated Rough Opening Guide is now available! The 2000 Rough Opening Guide includes many more sizes and the following new sections:



- Primed and Clad Inswing Patio Door
- Primed and Clad Outswing Patio Door
- Primed, Clad and Legend Double Hung Transom
- Primed, Clad and Legend Quarter Round

The cost is \$1.00 (list). It is important this information be communicated to all pertinent individuals within your organization. Please discard all OLD Rough Opening Guide copies to avoid confusion. If you have any questions, please contact your customer assurance representative, or regional sales manager.

Reference Manual Now Available

All registration cards need to be returned for co-op credit.

A revised Architectural Reference Manual is now available for order! This is a companion manual to the updated CD-ROM that we released in April of this year. The manual includes the following new features:



- The NEW Pinnacle Clad Casement
- The Next Dimension Vinyl Double Hung
- Patio Door Transoms
- Design Revisions on Clad Inswing Patio Doors

The cost is \$50.00 list and is eligible for co-op dollars. However, co-op dollars will be credited only upon receipt of the registration card. These cards are necessary to keep a database of CD-ROM and manual owners so update notices can be sent to them.



Exclusive Stationary Connector System Makes Sash Replacement Easy

With the introduction of the new Pinnacle Casement, Windsor also introduced a new stationary connector system. Using an exclusive vinyl connector, the sash of stationary units is attached to the frame without the use of exposed fasteners. This unique system is used on Casement Transoms, Casement Pictures and all Casement Stat units.

We have tested the holding power of the stat connector and the results showed staying power in excess of 200 mph winds. The glass will break before the sash comes out of the frame.

The sash can be replaced by cutting the vinyl connector and used to re-attach the sash. Access to the outside of the window is needed in order to accomplish stationary sash replacement.

The best method for cutting the vinyl connector is by using a knife similar to what is used by the windshield repair industry.

One popular type of knife is the *Small Wonder Urethane Cut/Out Knife* manufactured by Sommer Maca. They can be reached via their toll free number, 1-800-323-9200. The knife retails for around \$11.95.

Windsor supplied each customer with an instructional video showing the replacement process. For additional information or instructions, please contact the Field Service Staff at your respective Windsor plant.

New Sales Manager in Georgia

Windsor Windows & Doors is pleased to welcome Sandra Huebner to the Windsor sales staff. Sandy has joined Windsor as a Regional Sales Manager responsible for the state of Georgia, with primary emphasis on the Atlanta area.

With over 17 years of millwork experience in Kentucky, Illinois and Georgia, Sandy has held a variety of sales, customer service and management positions. Please welcome Sandy!

Gail Reed Steps In As New Customer Assurance Manager

Windsor is pleased to announce two exciting changes to staff at the Iowa Plant which will have significant impact our day-to-day procedures. Gail Reed has assumed the role as Customer Assurance Manager for the Iowa Plant. Gail has been with Windsor for nine years serving in a variety of capacities. Gail's most recent position had been as Business Information Manager.

Todd Rix, who came to Windsor in 1997 with five years of experience within the window & door industry, has stepped in to fill the role of Business Information Manager.

"Both Gail's and Todd's knowledge of our products and our internal processes will make them tremendous assets to their departments," says John Smit, Windsor president. "I know Gail will play a significant role in our continuing efforts to delight our customers with improved customer service."

Assistant Joins Windsor

Shayna Leahy has joined the Windsor team at the Iowa Plant as the new sales and marketing assistant. Shayna worked in a similar position for a software firm for 5 years. She recently received her B.A. from Graceland University.



"Shayna's computer skills and previous marketing background will be extremely helpful to our department," says Kris Winter, Marketing Communications Manager.

Please contact Shayna with any marketing related questions and concerns.

New Training Center for Windsor North Carolina

by Christina Helms, Administrative/Sales Assistant

Windsor-NC is bursting at the seams with pride over the opening of our new Sales/Training Center. We have remodeled 1800 square feet of our maintenance shop into a new Sales/Training Center, giving us over three times the space previously used for Windsor University. This area has three offices for the Sales Department, our Facility's Engineer's office, a reception area, and the new training center.

In addition to Windsor University and individual customer training sessions, this new area will be used for personnel training and orientation, and all staff meetings.

New Vinyl Double Hung Literature

Hot of the press is a Single Sell Sheet for the Next Dimension Vinyl Double Hung. The sheet displays a product shot, an application shot and a full size cross section of a vinyl double hung. The feature and benefits of the window are clearly and precisely pointed out through text and pictures. "We feel our customers will find this an excellent sales tool," says Kris Winter Marketing Communications Manager for Windsor.

The single sell sheet can be ordered through your customer assurance representative. The list price is \$0.20 cents each and it is available in quantities of 100, part #9870-1.



The

Showcase Builder's Supply Puts Pinnacle Marketing Tool Case To Work!

One of the many characteristics that contribute to the success of any new product or service is good marketing support. To help support the release of the new Pinnacle Casement, Windsor developed the Pinnacle Marketing Tool Kit. The kit contains single sell sheets, direct mail pieces, feature & benefit sheets, FAQ's and radio scripts.

A number of customers have used their marketing tools to increase awareness of the new Pinnacle casement. Shelli Roeckle, Office Manager with Showcase Builder's Supply in Springfield, Missouri, recently placed an order for 4000 Pinnacle Casement Single Sell Sheets to use in a direct mail project. "We feel the Pinnacle is going to be a big success in our market once people know about it," says Shelli. "To help increase awareness, we are putting a copy of the Pinnacle Single Sell Sheet in copies of the Springfield Business Journal."

Shelli explained that the cost to place the single sell in the newspapers was only a few hundred dollars, and since they co-oped the cost of the single sell sheets, the total cost for this marketing project was minimal.

This is just one example of how the tools in the kit can be used to support your own marketing efforts.



Project Needed For Project Profile Sheets

Two times a month, projects are selected from around the country to be featured in Windsor's new Project Profile Pages. "This is a new tool we've developed to help showcase how other distributors and their builders around the country are using Windsor products," says Kris Winter, Marketing Communications Manager. "It's a tool we use to help provide additional ideas and help increase sales. However, the tool is only as good as the projects submitted," added Winter.

Projects selected for the profiles are those showing different uses of Windsor product; interesting combinations, big projects, replacement applications, light commercial jobs, etc. To submit your project, please contact your Windsor regional sales manager.

Gilcrest/Jewett Lumber Company Opens New Showroom with Custom Windsor Display

Windsor distributor, Gilcrest/Jewett Lumber Company, after 144 years in Des Moines, was forced to move recently due to a major freeway expansion through their old location. They moved to a new site in Waukee, Iowa, just west of Des Moines.

"This move also made it possible for us to expand," says Brad Schulte, Window & Door Manager for Gilcrest/Jewett. "We went from 7 acres at our old location to 17 acres. Our complex now encompasses four separate buildings with over 160,000 square feet of space."

The move also allowed Gilcrest to expand their showroom space from 1,500 square feet to 12,500 square feet.

Taking up the largest amount of space in Gilcrest's new showroom is a 600 square foot custom designed Windsor Windows & Doors display. "Windsor is our main window line and we wanted to make it a featured focal point of our showroom," says Schulte. "What we created in this display is the ability for our customers to get a hands on feel of the product's features and benefits."

The Windsor display features 15 different types of product, including an 8-foot tall, brick red-clad, bi-hinge, outswing patio door with twelve-inch sidelights featuring custom WDL. An options panel and a panel for corner cut shelves are also included. The panels are light tan with white trim and white headers. The entrance to the display is framed by two faux marble columns and a header reading "Windsor Windows & Doors" in brass letters.

"We are so pleased with this display!" says Schulte, "We sold two of the outswing patio doors in the first four weeks after it was installed! We continue to experience increased interest and sales through this display system. Both customers and other vendors have been impressed with the display."

For more information on similar showroom displays, please contact your Windsor regional sales manager.



Classes Filling Quickly For Fall Windsor University

The immensely popular Windsor University will resume classes in October. For those not familiar with these classes; Windsor University is a two day training course on Windsor products and systems. The classes also feature a plant tour and competitor product comparisons. It's a great education tool for the new sales person or a refresher for experienced sales person. Classes are conducted at both manufacturing plants. Windsor North Carolina will be hosting classes in their recently completed Sales/Training Center. The schedule for each plant follows. Registration materials have already been mailed and classes are filling fast! Don't delay! Sign-up today!

Windsor Iowa Plant

October 10-11, 2000

November 7-8, 2000

December 12-13, 2000

Windsor North Carolina Plant

October 25-26, 2000

November 15-16, 2000

December 6-7, 2000

