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GlassBuild 2011
Booth #415

Partnerships Key to Measuring Success for Homeshield

Customer-centric business philosophy helps define company's growth



Operating as a partner to its customers in the fenestration market isn't just something the team at Homeshield says it will do – it lives it every day, a philosophy that has helped to define the company's success for generations. Evidence of this commitment to building solid business partnerships is woven into the fabric of every facet of the company. From product innovation to shipping logistics, quality control to custom orders, Homeshield prides itself on its ability to surpass customer expectations at every turn.

With roots dating back 100 years, Homeshield, established in 2004, is the result of the merger of four companies, Amsco, Colonial Craft, Imperial Products and Homeshield Fabricated Products. Today, the company is owned by Quanex Building Products and operates from seven state-of-the-art manufacturing facilities strategically located through the United States to help cut costs, shorten lead times and simplify purchasing for its customers. Its robust portfolio of products includes window and door screens, grilles, roll-formed products for vinyl windows, wood moldings, thresholds and more.

Beyond innovative products, Homeshield supports its manufacturing partners with services, such as kit packaging for orders sent directly to job sites, sequential sorting and loading, and returnable packaging. The company's lean manufacturing process ensures the product ships and arrives on time.

“Our experienced team understands the pressures our customers face in delivering high-quality products on time and on budget, so we make it our responsibility to ease their burden by anticipating their needs and streamlining their process as much as possible,” said Bill Gribble, VP Sales, Window Components, Quanex. “In some cases, we are able to produce and ship product in the same day. It's this ability to be nimble and responsive that has earned us the trust of our partners and a reputation for customer service unmatched in the industry.”

“The professionalism shown throughout this order is something I will have a great memory of for quite some time. It is a pleasure to do business with a company that says what it can do and then does what it says it can do.”

—Steve Beerbower, Process Engineer,
Simpson Door Company, www.simpsondoor.com

While its manufacturing partners marvel at the company's ability to rise to the next challenge, the Homeshield team sees it as simply the way they do business.

“Building a successful partnership can only be achieved by continuing to deliver on a promise to be there for our customers,” said Gribble. “We've been there for them for more than a century, and we're committed to helping grow their business for the next 100 years and beyond.”

Want to learn how Homeshield can deliver for you?
Visit www.home-shield.com for more information on the company's products and services.





American Vision Gaining Momentum with Social Media



More than 250 million people are on facebook, 4 million of whom “like” a business page every day. Combine these compelling numbers with the fact that 65 percent of Americans spend more time on their computers than with their spouses, and 57 percent of those users are spending that time on social networks – there is an undeniable opportunity for businesses to make an impact with a well done social media program.

American Vision Windows, an Anlin dealer with corporate headquarters in Simi Valley, California, and additional showrooms throughout California and Arizona, is definitely using those numbers to its advantage.

“The realization that we needed to have a social media presence came by observing the successes of other businesses,” said Al Alfieri, president of American Vision Windows. “People voice their opinions and talk about their experiences with companies on facebook. We chose to join in and use social media as another avenue for relaying our message to customers.”

American Vision started its social media program in late 2010, integrating facebook, twitter, YouTube and Yelp into its marketing mix.

“We cross-promote our facebook page on our website, radio ads, print ads, and brochures to drive traffic,” Alfieri said. “If a customer is on the fence, we point them to facebook and Yelp to see firsthand what our customers are saying.”

Marketing director, Brad Cook, is charged with managing the company’s social media program – developing content and updating the page every other day. American Vision has found success by keeping its posts fresh, conversational and educational.

“We’ve become more interactive, focusing on the elements that make our company unique,” Cook said. “From contests and giveaways to how-to videos and tips for maintaining windows, we’re adding value and building long-term relationships.”

Turning challenges into opportunities

For businesses, the prospect of starting a social media program can be daunting, begging questions, such as: How much time will it take? What if I get negative posts on my page? How do I even start a social media program?

According to Alfieri, the benefits of having a social media program outweigh these concerns. “In the window industry, marketing is a necessity. The time you spend updating social media is inexpensive compared to traditional advertising.”

The American Vision team is also experimenting with using iPads on sales calls, rather than carrying large samples and flip books. In the near future, the company will arm its sales team with these devices, along with special software that will enable them to create quotes on the spot.

“By adopting new technologies and joining the world of social networking, we are staying on the leading edge,” Alfieri said. “Our customers need to know that when they come to American Vision Windows, they are getting the best.”

For more information visit www.americanvisionwindows.com

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–Al Alfieri, president of American Vision Windows

Quanex Building Products Offers New EnergyCore™ Options for Regional Customers

Quanex Building Products’ award-winning EnergyCore™ line of fusion-insulated window products is expanding to give window manufacturers even more energy-efficient options to meet the regional design needs of their customers, based on climate and home styles. The EnergyCore line now includes horizontal slider, tilt single hung, side-load single hung and corresponding profile picture window designs. It also offers a wide variety of frame options, including block frames for replacement projects, flush-fin for stucco substrates and a range of nail-fin options for remodel projects, tear-outs and new construction applications.

“Energy-efficient performance continues to be the most important purchase motivation for homeowners,” said Mike Hovan, senior vice president, sales and marketing for the Quanex Engineered Products Group. “These new products complete the EnergyCore line, allowing us to offer an energy-efficient option for any residential architectural style retrofit or remodel application. It is a reflection of our ongoing commitment to deliver value-leading energy savings to our customers.”

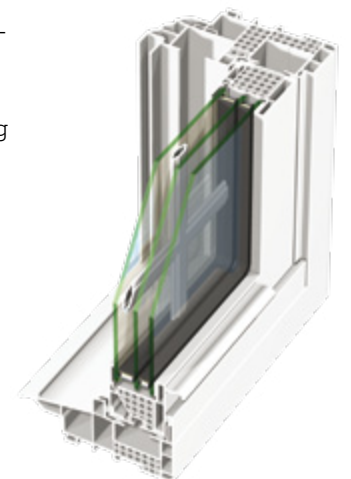
The EnergyCore line is engineered to meet the requirements specific to regional markets. For example, the flush-fin frame options are designed for stucco home applications and the 1 -inch and 1 3/8-inch nail-fin products are well-suited for markets where homes have beveled siding. The new EnergyCore products accept 3/4-inch dual-pane IGs to 1 1/8-inch triple-pane.

How EnergyCore Works

The 100-percent recyclable EnergyCore Fusion Insulated System incorporates AirCell™ technology, which is a patent-pending, fusion-insulated process that provides superior insulation and thermal performance. Unlike manual foam-filling processes, AirCell is a tri-extrusion manufacturing process that ensures 100-percent profile fill.

The EnergyCore system is also available for triple-pane systems, providing the industry’s best full window U-factor and R-value performance.

The expanded EnergyCore product line will be featured at GlassBuild 2011, Booth #415, September 12-14 in Atlanta.



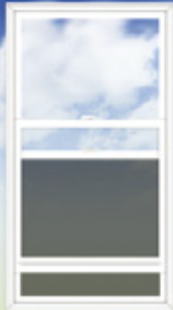
For more information about the full line of EnergyCore products, visit www.energycore-windows.com

ScreenItAgain Streamlines Custom Ordering of Replacement Screens and Grilles



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Custom replacement screens and grilles



Build My Window Screen



Build My Sliding Door Screen



Build My Window Grille

ScreenItAgain website: www.screenitagain.com

Quanex Building Products introduces a new service, ScreenItAgain.com, an easy-to-use online resource designed to provide original equipment manufacturers (OEM) with made-to-order window and door replacement screens and grilles. ScreenItAgain offers a variety of different screen materials, including solar shading, as well as a several frame and profile options and fastener choices to meet manufacturers' unique demands.

ScreenItAgain uses only high quality aluminum and wood products that meet or exceed OEM specifications. With seven state-of-the-art manufacturing facilities located throughout the United States, ScreenItAgain guarantees precision craftsmanship with a fast turnaround for all orders, including custom screens and grilles. Once an order has been confirmed, the ScreenItAgain production team takes over and the product ships within three business days.

"With more than 100 years of industry experience, we understand the needs of our OEM partners and their customers," said Kevin Connor, VP Marketing and Sales Ops for Quanex Building Products. "Through ScreenItAgain.com, we have streamlined the process for ordering replacement screens and grilles, making it easier than ever before to quickly deliver superior, custom products that are the right fit every time."

ScreenItAgain's newest partner is Sun Windows, Inc., a leading supplier of windows that are available through authorized dealers across more than a dozen Midwestern and Southern states.

"Sun Windows, Inc. is excited about the opportunity to best serve our end users through this new innovative and intuitive website for replacement screen products," said Frank Anderson, president of Sun Windows.

For more information about ScreenItAgain, visit www.screenitagain.com

