

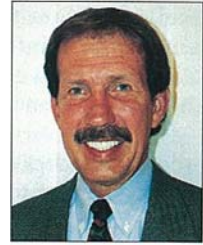
# Midwest/Northeast opportunities "tremendous" say new Super Spacer reps

Areas of "tremendous opportunity" are opening up for Edgetech with the addition of new sales representatives in the Midwest and Northeast — two of America's top-3 window-producing regions.

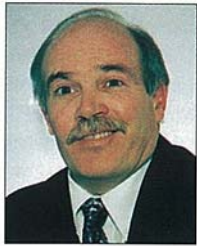
Almost as one, spokesmen for both Glass & Components Inc. (GCI), headquartered in the Minneapolis suburb of Eden Prairie, and

Industrial Sales Corp. (ISC) in Southport, Conn., echo a common and optimistic refrain.

Architectural shapes and warm-edge markets offer tremendous new "large-market" opportunities for Edgetech, and the company is poised with both the product and the price to take it all away. "We have the predominance of America's wood sash industry here," says GCI founder and president, Jack Lidinsky. "The physical facilities are enormous and they have whole separate departments devoted exclusively to shapes," he explains.



Jack Lidinsky



Tom Waldron

To date, though, they have strongly resisted butyl-based edge-seal systems, a product whose hot-melt version works very well with

## Newsletter readers want lots more of everything

A recent survey of U.S. and overseas readers of the Edgetech Newsletter revealed a high degree of satisfaction with the publication and general desire for more information on just about all the topics currently covered.



Reader's happy

As a result, Edgetech has responded by doubling the number of pages to eight — a move it is hoped will serve to augment even further the growth in demand for information about the company and its products.

Some 10,000 copies of each newsletter are regularly printed and distributed worldwide. Occasional press runs of 30,000 are undertaken for magazine insertions.

Sales reps and North American distributors receive small bulk quantities of the newsletter, while 1,000 each are sent to Edgetech's U.K. office and its European distributor, Chemie Uetikon in Switzerland.

Super Spacer. Lidinsky now points to a new non-butyl "high-performance hot-melt" from Bostik — one he thinks will melt the hearts of a lot of potential new Super Spacer

users too, wood-sash and vinyl manufacturers alike.

Both GCI and ISC are long-time sealant representatives for Bostik. The G&C partnership of Lidinsky and Tom Waldron recently began representing Edgetech products in the midwest states of Missouri, Kansas, Iowa, Wisconsin, Minnesota, and South and North Dakota.

In the Northeast, ISC's Connecticut operation is a close knit, high-tech, family-run company, with eight inside sales people and four on the road.

"We feel we represent the highest



ISC's Jim Dickensheets, Jimmy, Bobby & Don Hornung

quality suppliers in the industry," says company vice-president, Bobby Hornung, "and took on Super Spacer because we felt it was the kind of product and the kind of company we wanted to be associated with."

Upgrading is a major industry focus in the '90s, notes ISC president, Jimmy Hornung. "For both product and production equipment," he says, pointing to the fact that "people have gotten into a lot of glass and lineal optimization. As well, they're all upgrading their glass, whether it's low-e or argon or looking at the thermal performance of their spacers."

Founded in 1979 but still-going-strong, 32-year, industry veteran, Don Hornung, ISC is Edgetech's representative throughout New England, plus New York, eastern Pennsylvania, New Jersey and Delaware.

## Inside Sales

### PR, marketing, sales and tech support keep things hopping

With a new emphasis on matching Edgetech's sales and marketing effort with that of production and engineering, an inside sales team led by marketing co-ordinator, Erin Milarcik, has now been established and is already quite busy.

"New marketing aids are in the works," says Milarcik. "We're producing a video to teach dealer salesmen all the benefits of Super Spacer — one from which they can add tools to their in home presentation to sell the high-end window, which in the end creates a higher profit margin for both salesmen and dealers."

"Sales presentation books and visual aid kits will be provided with the video's. Pamphlets and flyers for dealer showrooms are being created, as well as a consumer piece for the home.

"The dealer network potential is tremendous for Super Spacer," Milarcik adds, "and we plan to take full advantage of supporting their sales efforts."

"Manufacturers producing large volumes of shaped units are key," she continues, "and with ease of application being one of the its



Marketing Coordinator, Erin Milarcik

biggest benefits, our goal is to convince manufacturers that switching to Super Spacer is easy."

"We'll accomplish this distributing Super spacer application equipment ourselves and responding quickly with comprehensive, individualized equipment-proposals for companies."

Customer service and technical support are also high day-to-day priorities. "We're clearly here to support the sales rep force," Erin states, "particularly when they're on the road and need proposals faxed and sample requests Federal Expressed."

Her previous Edgetech post, customer service and order entry, is now the responsibility of Sherry Cox, who finds this, her first stint in the window industry, "like having a new toy."

"I love my job," she says, "especially the variety. When I get calls, they can be from anywhere Pennsylvania, Mexico, even China."

A lot of admin-assisting is needed in a complex job like this, a task Wendy Jinks has jumped into enthusiastically. Wendy "most definitely" feels Edgetech's a great company to be with. "Everyone's very willing to go out of their way to work with you."



Sherry Cox



Wendy Jinks