

# WARM EDGE

## DIGEST

### Super Spacer® makes friends in Silicon Valley

The bedroom communities of California's Silicon Valley are very friendly turf for Edgetech Super Spacer®—not the least of which because of consulting, sales and installation operators, like The Window Specialist of Oakland, who just won't work with anything else.

Nine years an installer of warm-edge windows, its president, Thomas From, is quite straightforward in his reasoning why. "I've always used Super Spacer to avoid seal failures"

"Seal failures are the number one reason most windows fail and we're too small a company to have to do servicing." Tom states. "We run lean and mean specifically for a reason," he adds, pointing to the work of "just three guys last year — 2,500 windows, 190 patio doors and 60 French patio doors."

\$2.5 million in sales and no needless overhead is a winning commercial formula, one Tom is proud of — and it's all based on the philosophy, that "I'd rather pay for a high-end product to avoid going back, because once I do that my numbers just plummet."

The Window Specialist, now a seven-man operation, doesn't just avoid the overhead of a service department. The San Francisco area seller/installer of California-built "high end" vinyl windows from Amerimax in Sacramento and Prima Polubau in Hayward doesn't have any sales staff either.

"Our market is a highly informed market," notes From. "First of all, we've got a lot of clients with PhDs and secondly, they come with a pretty clear understanding of technology."

Edgetech has the type of technology that Silicon Valley window consumers pay attention to and feel comfortable with because believe it or not condensation protection has meaning in California, too.

"We deal a lot with cold," notes From's business partner Alan Zweig "just not

the blistering cold of Minnesota or Colorado. But once you get into that high humidity and temperatures start dropping, then that's when our warm-edge really does its job."

Business is excellent at The Window Specialist, these days, and will probably stay that way, even though its president admits, "I know of at least four other companies in the last year, who've started using Super Spacer."

Thomas From and his team have led the way, though, and will undoubtedly continue to do so, because in his own words, "It's really rare to have a job, where you change people's lives and get thanked every day — I like it."



Silicon Valley Housing



Photo credit: Katie Zweig



Thomas From, President  
The Window Specialist

