

Royal Windows: New name, new plant, 700 dealers in eight states.

"Sometimes a company outgrows its name," explains Dennis Northcutt, sales manager of the residential window manufacturer, founded in 1981 as North Texas Windows. "Although we're still located near Ft. Worth, our customer base now exceeds 700 dealers, served by some 30 distributors, in Oklahoma, Arkansas, Louisiana, Mississippi, Tennessee, Alabama and New Mexico, as well as the Lone Star State. But we'll never outgrow our business philosophy: *quality and service without compromise.*"

The name change to "Royal" occurred only a year ago when the owners, Gary Ray and Danny Fergusson, decided that the "North Texas" handle no longer seemed appropriate for an \$8 million company that sells in eight states. Royal's new 75,000 sq. ft. plant opens in June and replaces a 50,000 sq. ft. facility. The company employs 90, including eight salespeople.

Royal expects future growth to be organic, by building market share within its present geography. "We support our distributors and their dealers with cooperative advertising programs," says Northcutt, "to help them grow and build loyalty to our product lines." Programs include newspaper advertising, yellow pages, radio and TV. "We are also developing interlinks between our website and theirs to help educate their customers on Royal products and close more sales."

"We offer our customers a 'good, better, best' choice of products in both vinyl and aluminum product lines, including builder products as well as for replacement," says Northcutt, "though 95% of our sales are to the replacement market."

Because Sunbelt products must perform year round,

Royal Windows offers value-added IG that controls solar gain as well as keeping out cold. Guardian ClimaGuard RLE 70/36 glass provides excellent solar heat blocking capability designed for regions where air conditioning is used most of the year. The company also uses Chelsea vinyl extrusions and proprietary aluminum extrusions made by Royal Aluminum of Ft. Worth.

North Texas Windows began using Super Spacer® in 1998, when the company switched from aluminum spacer to meet growing customer demand for thermally improved aluminum and vinyl windows. "The company also looked at Intercept® and Swiggle® back then, but

was more impressed with the performance numbers of Edgetech's NO-Metal spacer," says Northcutt. Other reasons for choosing Super Spacer included "the longevity of the product, the ease of manufacturing IG with Super Spacer, plus the strong technical and marketing support we receive from Edgetech."

Royal Windows has found that its expectations have not only been met - working exclusively with Super Spacer IG - they have been exceeded. "We feel our IG products have more visual appeal than competitive units," says Northcutt,



Last year, more Royal dealers promoted Edgetech's Health Smart protection against mold.

"and since switching to Super Spacer, former problems like stress cracks and seal failures have faded from memory." Royal offers home owners a lifetime warranty on all IG products, both aluminum and vinyl. "Our customers and

their customers count on Super Spacer IG to live up that lifetime standard. And it gives the dealers confidence to ask for referrals."

Northcutt says Royal makes 400-500 Super Spacer IG units a day on a horizontal line that was recently upgraded with a larger glass washer, purchased from Edgetech.

"With mold an important issue in our part of the country," observes Northcutt, "we have promoted the Health Smart benefit very aggressively in our own literature, and to the dealers. Edgetech's marketing support is matched only by its excellent technical support, making them more than a key vendor to Royal Windows — they are a partner." 

Owners, Danny Fergusson (left) & Gary Ray (2nd from left), and the staff that really makes things happen at Royal.



Royal Windows runs eight trucks and trailers that reinforce the name, creating thousands of impressions every day.

