

# Wardco Takes Business to Next Level

>> **Family-owned company is serious about quality products and customer service.**

Rick and Gary Ward know windows. The brothers spent more than 20 years in the window and door industry prior to the launch of Burlington, Ontario-based Wardco Window Manufacturing. Rick, Wardco president, was principal of his own window and door retail/installation company, The Door Dudes, while Gary, Wardco vice president, owned his own installation business, serving customers across the Golden Triangle.

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Four years ago, Rick launched Wardco to try his hand at manufacturing, while maintaining his retail unit. Gary joined the company last year. Today, with several family members on board performing functions instrumental to the company’s success, Wardco is situated in a 30,000 sq-foot building, has 40 employees, an output capacity of up to 300 IG units per day and has doubled its business in the past 12 months.

The Wards attribute their success to several factors: a positive working environment, a consistently quick turn around, custom design solutions -- and its recent transition from a competitor’s

spacer system to exclusively Super Spacer® technology from Edgetech IG.

“Super Spacer is a household name in the window industry and people come into the showroom and ask if we use it,” Gary said. “Customers are more educated now and do their research. They know what the best product is and they want energy efficiency. You can’t go wrong with it.”

Last year, as a relatively small, young company, the men had not planned to add a glass line for at least another 12 months. Wardco knew windows and doors, but little about manufacturing sealed units. After meeting with Edgetech, however, the Wards were convinced the time was right. “Edgetech made it affordable and provided the support to make it a reality a year earlier,” Gary said. “Edgetech’s technical support, particularly technician Ken Wayman, was instrumental in that process. It’s outstanding support. If we have a problem Edgetech makes it their problem. They treat us the way we want to treat our customers.”

Now, with the ability to manufacture the entire IG unit on site, Wardco is experiencing a stronger bottom line and its customers are enjoying even shorter delivery times. “From order to production, we can have it out in a week if we choose to,” Gary said.



Wardco’s primary customers are dealers and distributors throughout southern Ontario. They know if another manufacturer has a problem with an order, Wardco will come through and make it right, Gary said. They know they’re getting superior products, reasonably priced with a life-time warranty. And, the transition to Super Spacer has made those warranties a much more cost effective value-add for Wardco, he said.

Also setting Wardco apart from competitors is its special design capability; a benefit of keeping a small woodworking shop for custom kitchens, which transitions well when special window and door designs are requested. From Colonial contours to trapezoids, all custom jobs are crafted in house with Super Spacer. “We don’t say no very often,” Gary said.

Energy efficient Super Spacer provides additional advantages for Wardco dealers and distributors. According to Gary, they literally can close a sale by informing prospects that all

their IG units are made with an Edgetech performance spacer.

Currently, Wardco is seeking ENERGY STAR® certification. To achieve this distinction, IG units are put through rigorous testing by the Canadian Standards Association in conjunction with the Insulating Glass Manufacturers Association of Canada. But the Wards are confident their products will perform well with Super Spacer and expect to have their energy rating in hand by year’s end.

As part of its recent growth phase, Wardco has received several offers to do business with large national firms. The Wards’ plan for the future is to enjoy well-planned growth that includes adding staff and capacity as needed. But that doesn’t mean they’re not planning for steady expansion and solid growth. “Our goal is to be so successful, they have to put a stop light in front of our building,” Gary said.

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