

17

reasons

and counting...



2015 2014





Window Shopping?

Do you know that Vinyl Window Designs manufactures its products precisely to specifications published by Natural Resources Canada?

Here are the 4 Steps to Getting It Right!

According to Natural Resources Canada!

<https://oee.nrcan.gc.ca/residential/personal/window-doors/heat-loss.cfm>

Heat energy tends to move from warmer areas to colder areas. This influences the rate of heat loss through window components. There is no way to get around this fundamental principle; all we can do is slow down the heat-transfer process.

There are four principal heat-transfer processes in windows.

Radiation – Radiation (the transmission of heat energy through space) causes about two-thirds of the total heat loss in a standard window. Because ordinary glass readily emits heat to colder surfaces, radiation losses can be reduced by lowering the emissivity of the glass.

SEE REASONS #6, #7, #8, #9 and #11

Conduction – Frames and sashes are the primary elements of a window that conducts heat. Advances in materials and designs that more effectively use insulating materials have dramatically reduced losses from these sources.

SEE REASONS #10, #15, and #16

Convection – Air movement in the spaces between panes of glass results in heat loss from convection. If the space is too small, conduction through the air is significant. If the space is too large, the still air rises, as it is heated on the warm interior side and falls as it is cooled on the cold exterior side of the window. This convection movement of the air passes heat to the exterior. The best spacing to minimize convection losses is 12 mm to 16 mm (1/2” to 2/3”) between the glazings. Gases (argon and krypton) are often used to reduce convection heat loss. Optimum spacing for these gases can be different.

SEE REASONS #7, #8, and #11

Air leakage – Air leakage is a significant contributor to energy costs during the heating and cooling seasons. Most of the air leakage of operable windows (windows that can be opened) occurs between the window’s sash and frame. Bigger windows tend to leak less air per unit area. Air leakage can also occur in poorly constructed fixed windows between the insulated glass unit and the frame. Windows that have the lowest leakage rates, regardless of type, tend to be windows that are fixed (i.e., they do not open.)

Air leakage can also be a big problem if the windows are poorly or carelessly installed in the rough opening. If the space between the outside perimeter of the window frame and the opening isn’t sealed properly, air will leak through it. This space should be insulated and sealed before the window trim is attached.

SEE REASONS #10, and #15



reason 1 Best in Class



You know what they say.... Don't see the show, be the show!

When you set out to create a beautiful interior space, windows play an important supporting role. VWD knows that. Windows shine on furniture, flooring, wall coverings and accessories—making the whole room present better.

For eleven consecutive years, more ENERGY STAR® registered window dealers have chosen VWD than any other manufacturer in Canada. This is not just because we've won the 2014 ENERGY STAR award for Sustained Excellence and the 2015 and 2014 ENERGY STAR awards for Promotion of the Year for our promotion of the "Most Efficient" window program and ENERGY STAR overall. Of course we had already been awarded the 2012 coveted Advocate of the Year and 2006 Manufacturer of the Year Awards. It is because of a multitude of reasons — 17 and counting! Please speak to your sales representative to learn more and to find out about any new developments.



Lino D'Uva accepts ENERGY STAR awards on behalf of Vinyl Window Designs Ltd. "I would like to congratulate Vinyl Window Designs on, once again, winning an ENERGY STAR award. This company is clearly committed to the ENERGY STAR Initiative and to the promotion of energy efficiency in Canada. This has contributed to Canadians buying energy efficient windows and doors and enjoying real savings on their energy bills."

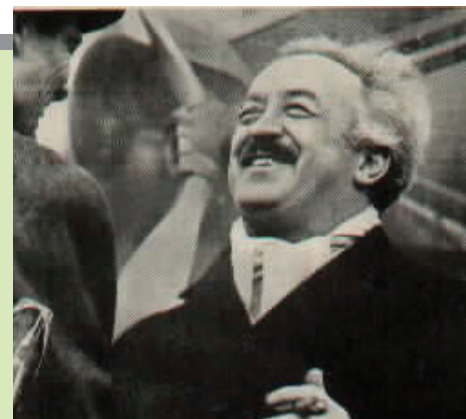
Hon. Greg Rickford - Minister of Natural Resources

nearest and dearest

The Japanese have a word for it. It's judo - the art of conquering by yielding. The Western equivalent of judo is, 'Yes, dear'.

—J. P. McEvoy

VWD Consensus: Smart men don't wait for their 25th anniversary to learn this. The only two words that, when used together, master the art of happiness (and nobody gets hurt).





VWD is an Industry Leader reason 2

VWD is honoured to be one of the Top 100 Manufacturers of 2018.

Its variety of product offerings, commitment to education and loyalty to the future of the environment make Vinyl Window Designs Ltd. (VWD) a company to watch.

—DWM Magazine

How does a homeowner know they can trust the quality and service of a window company when all promise to be the best? The answer is 17 Reasons and counting. VWD's 17 Reasons all add up to one result: COMFORT. With hundreds of window manufacturers in Canada, more registered ENERGY STAR® window dealers choose VWD as their ENERGY STAR® qualified window manufacturer. Comfort is subjective. VWD dealers listen to homeowners.



the route of success

“Coming together is the beginning. Keeping together is progress. Working together is success.” - Henry Ford on the 25th Anniversary of his company.

Nuff said.

reason 3 Patented Hidden Rolling Screen



Available on the patented Ultra Window.

The Ultra Casement and Awning Window System can be ordered with VWD's patented Rolling Screen system. The screen travels along tracks invisible to the eye and is secured by a latch when it closes. The Ultra Rolling Screen is something that needs to be experienced to be appreciated.



Ultra Rolling Screen



no celebration on the greens

George V was King of the United Kingdom and the British Dominions, and Emperor of India, from May 6, 1910 through the First World War (1914–1918) until his death in 1936.

By Royal Proclamation: King George V was quoted as saying: “Golf always makes me so damned angry”. Our sincere apologies for all lovers of the sport, but we highly doubt George celebrated the minting of his 25th anniversary coin on the greens.



The TouchScreen™ magnetic screen system is available on VWD Ultra, Premium and Georgian Casement and Awning Windows.

Lift out the world's easiest screen to remove and install. It's that simple. Replace by placing the screen in the frame and you can feel the screen pulling itself into place.



the royal flush



In 1977, the Queen's Silver Jubilee was almost flushed away by the following events:

- Elvis died, so did Groucho Marx, Charlie Chaplin and Bing Crosby
- Star Wars came out in movie theatres
- The Apple II computer came out (with a colour screen!!)
- Inflation hit 11% (wow)
- The Love Boat aired

reason 5 Quiet Window Technology



No need to shush! Choose VWD's unique approach to sound control for a more peaceful environment.



A combination of glass types with different thicknesses yields a reduction in sound transmission. A large air space between two pieces of glass minimizes frequency bridging of sound and further reduces transmission of noise. A combination of VWD options will make your world quieter so you can concentrate on the important things in your life.



in tune to 1987

According to The Eighties Club, the top five songs of the year were:

5. Shake You Down - Gregory Abbott
4. C'est la Vie - Robbie Nevil
3. I Wanna Dance With Somebody (Who Loves Me) - Whitney Houston
2. Alone - Heart
1. Faith - George Michael

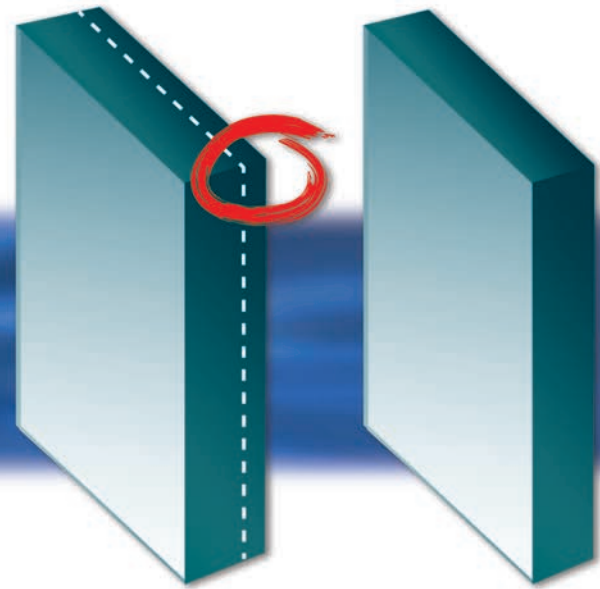


Almost worthy of measuring with carats.

See and hear the difference



Diamond Premium Glass is 33% to 100% thicker than industry standards.



VWD's Diamond Premium Glass is 33% to 100% thicker than industry standards—that's why it's called Diamond Premium Glass! What this means to the consumer is that outside noises stay outside where they belong, truly making your home a sanctuary. A window with Diamond Premium Glass will withstand much greater impact and will be a better insulator.

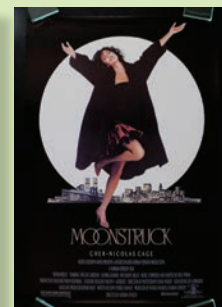
Approximately 85% of your window is its sealed glass unit.

Thicker glass:

- reduces exterior noise
- offers higher insulating value
- is harder to break
- sustains the impact of high winds

the name of the game

Movies of love, dreams, danger and passion from 1987 will never go out of style. They're established and admired, even by the harshest critics, just like VWD.



reason **7** Superior Quality Glass Technologies from Europe!



The Future of Glass... since 1665

Many companies claim to offer the “next generation of glass”.

At VWD we're proud to be the first to offer “glass for the next generation”!

Vinyl Window Designs is proud to lead the residential window industry by offering its customers superior quality glass products from St. Gobain, one of the oldest companies in the world.

Only accept PPG Stainless Spacer - today's industry leading spacer will be tomorrow's standard!



Stainless Spacer Technology
Approved DSE chemically curing
sealant and Dessicant matrix



VWD customers benefit from these commercial quality glass units!



crystals and dragons

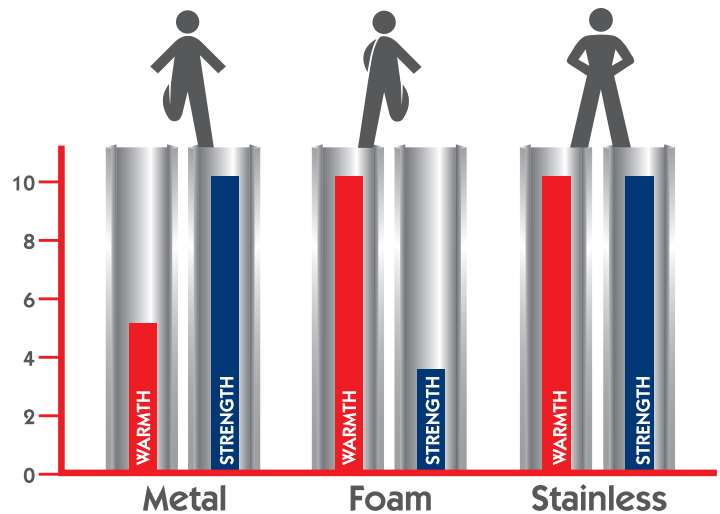
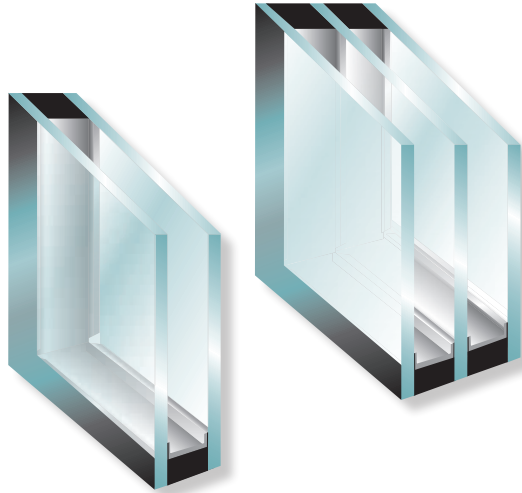
The Swarovski Crystal Society's 25th Anniversary also coincides with VWD's, coinciding with the Chinese year of the Dragon and synonymous with good fortune, passion and energy.

Kristallwelten What? The company runs a crystal-themed indoor park, Swarovski Kristallwelten (Crystal Worlds) at its original Wattens site in Austria. The park is fronted by a glass covered head, the mouth of which is a fountain. The forecast is bright, so you'd better wear your shades!



Finally..... a spacer system that just won't compromise!

- Not to be confused with the antiquated aluminum spacer, the Stainless Spacer is an engineered alloy with the thermal properties of a foam spacer and the strength of steel.
- Maximum strength for longer-lasting windows.
- Higher inside edge-of-glass-temperature reduces condensation.
- Prevents mould build-up by fighting the conditions for mould growth.
- Superior sealant lasts longer.
- A warmer edge means lower energy costs.
- A cleaner looking window without unsightly reflections.



part of its chemical make up



In Chemistry, the number 25 does not represent an anniversary. What it does represent is the atomic number of Manganese. Manganese is often found in combination with iron, and is present in many minerals. It is a metal with important industrial metal alloy uses, particularly in stainless steels.

Test-Tube-Pusher Humour: What do you do with a dead chemist?
Barium.

reason 9 The Right LOW-E Glass



The compass speaketh the truth.

Choose Solar Gain Low-E where you would like to take advantage of natural solar heat in the winter. Choose Solar Shield Low-E Glass where a better insulating value will reduce both heating and air conditioning costs.



man in motion motivates

The Rick Hansen 25th Anniversary Relay traveled through more than 600 communities as it made its nine-month, 12,000-kilometre journey across Canada before concluding in Vancouver on May 22, 2012.

We're almost certain that Rick Hansen's media coverage would be overshadowed by certain reality TV shows of today. VWD is motivated by the character and fortitude of this original kind of "reality TV" coverage.



The genius of simplicity.

- A) Features a true sloped sill.
- B) Drains water, without drain holes.
- C) Exterior glazing means cleaner interior lines.
- D) Energy efficient slim line window maximizes view.

It takes a complex, high tech design to result in a window sill that looks so simple. Compound cutting of material is combined with a multi-purpose wall structure to allow the sloped sill to weld to the more complex design of the jamb.

Get Smart



Optional Smart Locks allow you to both unlock and tilt in your sash with a single piece of hardware, resulting in cleaner sight lines and easier operation.

No unsightly glazing stop to distract your view on the interior of the window.

True Over-The-Sill Drainage: Our High Tech Compound-Cut and welded frame creates a sill without the need for drain holes. This eliminates any cold air return into your home found in traditional drainage systems.

Just compare our technology!



on nursing and world travel



The 2012 Canadian Association for the History of Nursing (CAHN) Conference marked the 25th Anniversary of this fine association's ongoing commitment to stimulate and promote historical scholarship of nursing and health.

You know you're a nurse if...

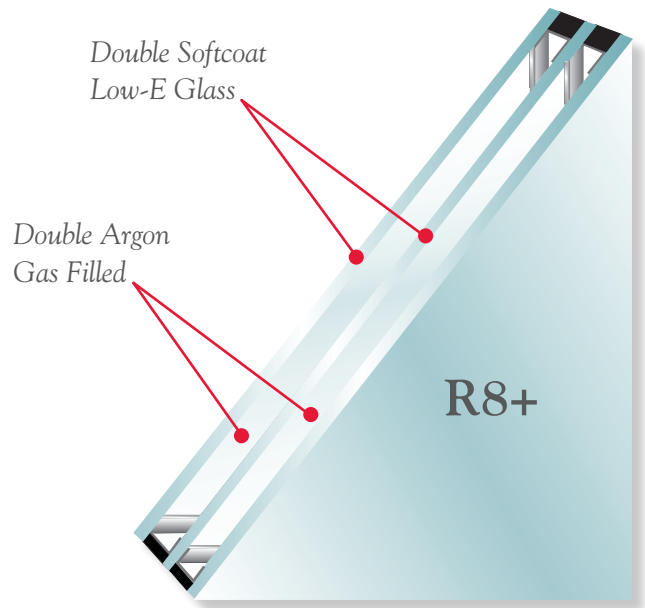
- You believe not all patients are annoying ... some are unconscious
- You do enough charting to navigate around the world.

reason 11 Our Technology Achieves Affordable R8+



Leave it to a Canadian to figure out how to make the most energy efficient windows.

Our 1 3/8" thick triple glazed sealed unit can achieve R8+ with Argon gas fill. Compare with competitive triple glazed, argon filled units 7/8" thick that only achieve R5+ and require Krypton fill to reach R8+! As a homeowner, you demand that your windows will save money on your heating bill and protect the environment without having to overspend.



All "R" numbers generated using official frame computer simulation program for centre-of-glass

- Conserve energy
- Increase comfort
- Reduce heating costs
- Economically priced
- Warmer windows
- Reduce/eliminate condensation
- Reduce health complications
- Reduce UV penetration
- Quieter - reduce noise
- Preserve expensive furniture, draperies, upholstery and artwork

Argon

VWD	Low-E Double Solar Shield-Argon - 1 3/8" OT	R8+
Competitor	Low-E Double Solar Shield-Argon - 7/8" OT	R5+

Krypton

VWD	Low-E Double Solar Shield-Krypton - 1 3/8" OT	R9+
Competitor	Low-E Double Solar Shield-Krypton-7/8" OT	R8+



all the world's a stage

This season, marks the 25th Anniversary of Canadian Stage... during which you'll experience "the best in Canadian and International theatre and dance." If you think the window salespeople you've met could create a mosaic of today's most talented and thrilling theatre artists, give VWD a call (as long as tutus are not required).



A host of decorator-friendly interior and exterior accessories for your home.



VWD offers a wide variety of interior and exterior accessories to enhance the beauty and function of your windows, like snap on casings and rosettes.

VWD's exclusive Exterior Colour 10-Year Warranty will give you the confidence of knowing the decorator finish on your new window is designed to last!

Smooth Operator



VWD's Ultra Operating hardware adds beauty, elegance and simplicity and won't interfere with your drapes and blinds. (Ultra and Premium Casements and Awnings.)

Get Smart



Separate locking and tilting functions are a thing of the past with the Smart Locks option.



humour of the cy-fi kind

"Spaceballs", released in June 1987, is a science fiction parody has become a cult classic among connoisseurs of the whacky. Its plot and characters parody the original "Star Wars" trilogy, as well as other sci-fi franchises including "Star Trek", "Alien", and "The Planet of the Apes" films.

Quote from Barf (Barfolomew), played by Canadian John Candy:
"I'm a mog: half man, half dog. I'm my own best friend!" Oh yeah, Cy is VWD's I.T. guru.

reason 13 Colours are the smiles of nature



A rainbow of standard colours available.

Most companies only carry one white because of inventory limitations. Homeowners are told that one white is better than another because of its chemical composition. Malarkey.

The fact is, VWD makes both bright white and antique white using high quality resins, offering you more choices without compromising quality for the sake of colour.

Our Enviro coating is water-based and contains no harmful solvents or dangerous chemicals. It is field applicable so repairs and touch-ups are a snap.

Our coating is warranted for 10 years against blistering, peeling, flaking or corrosion. See your VWD Warranty Card for details on coverages and limitations, including VWD's 10-Year industry leading warranty against excessive fading.



the name of the game

Whether you like him or not, Sidney Crosby is one of the best players in the world. He's Canadian and the same age as VWD.

Comments from the Peanut Gallery: This fiercely passionate athlete started playing hockey in his family basement when he was two, using the clothes dryer to shoot against. At least the windows got a break for a few years (pun intended).



Choices, options, styles—pick yours.

Grills are available in a variety of exterior colours and styles, VWD offers:

- traditional colonial flat bar grills.
- contour grills.
- distinct narrow grills in elegant pewter, brass and white.
- as well as three different simulated divided lite styles.

Regardless of the look you want for your home, VWD carries the appropriate decorative grills.



Available in 2"
1 1/4" and 1"

Jesus, take the wheel

The Automobile Journalists Association of Canada's Car of the Year in 1987 was the Pontiac Bonneville. Unfortunately, you rarely see one any more, but your VWD Windows are with you... for life.

Have You Heard the Joke: What kind of motor vehicles are in the Bible?
Honda ... because the apostles were all in one accord.



reason **15** The Technology is Built Right In



What you don't see *does* make a difference.



Double-glazed Ultra and Premium Casement, Awning, Fixed and Picture Windows utilize a commercial quality full perimeter bead of glazing silicone.

This is a technology specified by engineers for high-rise windows. An additional seal around the glass connects the inner glass lite to the sash or frame of the window. This design:

- helps prevent heat loss.
- prevents moisture from penetrating the glass cavity.
- eliminates air and water infiltration.
- makes the unit structurally superior.

VWD's coveted Bay/Bow windows are manufactured by only the most skilled professionals. The only way to build Windows for Life™ is to pay attention to all details, even the ones you don't see. Welcome to VWD!



Aluminum reinforcement in our casement frame ensures the operating hardware is securely anchored to aluminum, as well as the frame.

for your eyes only

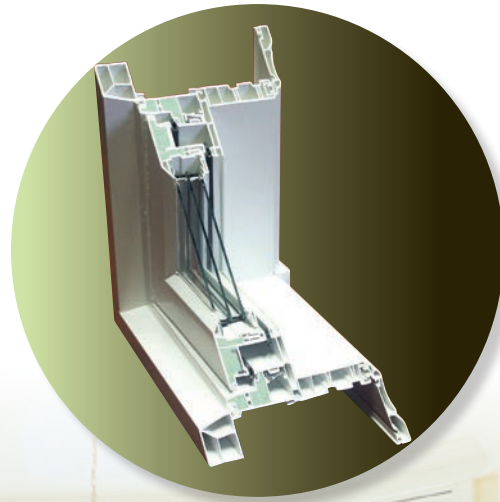
Disposable contact lenses were first commercially available in 1987, making glasses for nerds a fashion accessory.

Can You Believe It?: In 1508, Leonardo daVinci described and sketched the first ideas for contact lenses. If this genius had lived long enough, he would've invented everything, no doubt. Except for coloured toilet paper of the 60s and 70s, which civilization could surely have done without.



For people who *really* dislike winter.

Offered as an option, expanding polyurethane foam is injected into the frame. The result? Superior insulation and warmth.



**Stanley Cup Champions
Edmonton Oilers**

bring in the barbarians

It was after 1987 when the late George Carlin said:

“Hockey is not sport. Hockey is three activities going on at the same time: ice skating, playing with a puck, and beating the sh** out of somebody. If these guys were intelligent at all, they would do these things one at a time. First you go ice-skating, then you play with a puck, then you go to the bar and beat the sh** out of somebody. The day would last a lot longer, and these guys would have a whole lot more fun.”

reason 17 Windows for Life™



Your personal comfort—guaranteed.

Vinyl Window Designs Ltd. began production in 1987 with five employees in a five thousand square foot facility. Today, it employs close to 400 people in six manufacturing facilities — nearly half a million square feet — with annual revenues approaching \$100 million.

VWD and its sister companies manufacture:

- PVC (vinyl) Extrusions
- Replacement windows for renovations
- Windows for new homes
- Certified Insulating Glass Units
- Aluminum windows for commercial and high-rise residential buildings

One of very few manufacturers, VWD controls the process and quality of manufacturing right from raw materials to finished products. VWD extrudes its own vinyl and manufactures its own insulating glass units. In other words, VWD *actually manufactures* its own windows.



everyone loves a loonie

In 1987, the loonie replaced the \$1 bill.

Salesclerk: "...and your change is \$3.64. You have a wonderful day."

Customer: "Excuse me, you didn't give me the right change. You only gave me coins, no paper."

Salesclerk: "Ma'am, we're in Canada, and here we use coins."
(holding up \$1 coin) "This is a loonie, and it's worth \$1."

Customer: "What's a Canada?"



