

## **Market Leadership**

### **Family Owned and Operated -**

- Financial stability (no debt leveraging).
- 55-Year experience in the modern luxury home market.
- Passion and concern for the “little things” instead of a pursuit of lower costs and owner profit.
- [Lifetime warranty](#) compared to a few years.

### **Modern Design Integrity -**

- Linear, firm extrusion lines compared to soft, round edges.
- Slim sliding door vertical sight-line @ 2 1/8”.
- Hinged door [levers by FSB](#) compared to market knock offs.

### **Fit and Finish -**

- Proprietary pre-finish to reduce extruded cooling lines compared to commercial strip center quality.
- Designs & manufactures hardware
  - [Archetype Hardware](#) & [Archetype Narrow Hardware](#) (Patented)
  - [A3 & A2 Rollers](#)
  - Sliding/Single Hung Latching System
  - Over 20 other components
- [Mortised hardware](#) instead of surface applied.
- Hidden fixed panel blocks instead of exposed clips and screws.
- Hidden installation screws (head, jamb and sill fillers) instead of rows of screw heads.
- [Double leg MS door bottom rail](#) compared to a single leg design resulting in unsightly gaps.
- Extruded screen frames instead of roll formed aluminum frames with a different finish than the extruded frames.
- [UltraVue screen mesh](#) instead of typical tract home window mesh.
- Stainless steel screen clips instead of cheap material clips or swivels that penetrate the frame.
- Narrow stainless steel butt hinges versus aluminum.



### Engineering Infrastructure -

- Engineered staggered [Sub Sillpan](#) compared to “on slab.”
- Test chambers = R&D instead of blind designs.
- Test Results: hurricane & frost climates.
- Massive Sizes:
  - 8’ tall casements
  - 18’ tall sliding doors
  - 12’ tall folding doors
  - 30’ tall window-walls
- Proprietary software - Sales/Production integration versus off-the-shelf software.
- Cutting edge technology, e.g. struts, 3D modeling, [Simulated Performance Alternative Energy Reports...](#)
- Craft fabrication using modern tooling versus mass production automated tooling.

### Maintenance -

- [Adjustable hinged doors](#) opposed to static hinges.
- Class I anodizing instead of Class II.
- Genuine Kynar™ finishes instead of powder coated, polyester or acrylic.
- 316 alloy stainless steel on exposed hardware instead of plated/painted zinc, brass or steel.

### Intangibles -

- Lowest number of callbacks in the industry.
- Continuity of design on all products for seamless transition from room to room.
- [The most experienced window dealers/specialists.](#)
- Packaging second to none.
- Largest glass (70+ square feet) with a warranty.
- Multiple QC layers instead of one final inspection.
- "Big 3" glass manufacturers instead of limited offerings.