

# Shooting The Breeze

Volume: 05  
Issue: 01

summer 12

**Gerkin**  
WINDOWS & DOORS

## Comfort Series wi Introduced

THE BEAUTY OF  
**Wood**

**wi**

**COMFORT SERIES**  
VINYL WINDOWS

Gerkin is one of the industries most respected manufacturers of vinyl window and door products. We blend new material technology with innovative manufacturing processes allowing us to create thermally efficient, low maintenance, window and door products that enhance the beauty of your home or building project.

We are continually looking for ways to improve our product line through the addition of new product options and enhancements. That being said, we are pleased to announce the addition of our new Comfort Series wi. This hi-bred product offers customers a product that has the durability, efficiency and the warmth of vinyl with the beauty of a real wood veneer interior. We have chosen a select species of poplar wood for the interior of our wi windows. This real wood option allows customers to stain or paint their windows for a beautiful custom interior look.

Gerkin Comfort Series windows have always been among the best performing windows in the industry, but now with the look of wood, we can add beauty to all that performance with wi. The Comfort Series wi will impress even the most discriminating customer and add a touch of designer elegance to your home or building project.

Gerkin truly customizes each order to fit the unique needs of each job. You would think that words like “custom” and “unique” would mean high costs, but our costs are very competitive with the rest of the industry and offer a great value. Whether it’s a small remodel job or a large new construction job, Gerkin is the perfect fit.

At Gerkin, we go to great extremes to make sure our window and door products are the best they can be. We design and test all of our products for strength, durability, energy efficiency and overall performance. And with air infiltration numbers up to 15 times higher than architectural standards, our products will keep energy bills down and money in your pocket. Our windows and doors are tested, rated and certified by two independent organizations. The American Architectural Manufacturers Association (AAMA) and the National Fenestration Rating Council (NFRC). Our Gerkin vinyl windows also carry the Energy Star label from the Environmental Protection Agency and the U.S. Department of Energy.

Literature is now available online @ [gerkin.com](http://gerkin.com) or contact your sales representative.

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quality since 1932

# 80th Anniversary Giveaway Promotion

Since 1932, Gerkin Windows & Doors has been building great quality windows and doors. We want to celebrate this milestone by offering a fun and profitable promotion to our customers. This promotion will be funded by Gerkin Windows & Doors alone as our way to say thank you for your business!

Gerkin Windows & Doors will be giving away four house jobs of windows in 2012! After the completion of each quarter, we will be randomly drawing for a winner of a house full of windows which was delivered in that quarter of 2012.

We have promotional counter top displays for all dealers. This marketing display will help to bring some excitement and awareness to this promotion. If you don't receive a display or need additional displays, please contact us and we will be happy to make sure you receive this counter top display.

To be eligible to win a house job of windows, the order placed must be marked as "80th Anniversary Great Window Giveaway". The window package can be either Comfort Series Vinyl Windows and Doors or Rhino Windows. All eligible jobs must be a single

family home, individual townhome or an individual condo. (Commercial projects or multi-family jobs are not included) These homes can be either new construction or remodel projects. The winning new construction project must be completed with all Gerkin window and patio door products. A combination of Gerkin products and competitor products will not qualify unless Gerkin does not manufacture a product in which the competitor's product was used. Remodel projects must have all windows and doors replaced with Gerkin products and follow the same rules as new construction. (Partial replacement jobs do not qualify)

After a drawing has been made, a Gerkin representative will inspect the winning project to make sure it is eligible for the promotion. After verification, the winner will be announced. Gerkin Windows & Doors will write a check to the owner of the home. The check amount will be at the contractors verified purchase price of the window and door package. The winner of this promotion is the one who owns the home at the time of the drawing.

Thank you for supporting Gerkin Windows & Doors and good luck!

## GERKIN WINDOWS AND DOORS GREAT WINDOW GIVEAWAY



# WIN A FREE HOUSE FULL OF WINDOWS



**Congratulations to Midway Wholesale in Manhattan, Kansas our first quarter winner.**



visit us online @ [www.gerkin.com](http://www.gerkin.com)

ground breaking news

# Gerkin Commences with Plant Expansion

Gerkin is breaking ground on a new plant addition that will allow the company to boost its production of insulated glass. The 30,000-square-foot structure will be built across the street from Gerkin Windows and Doors' existing 170,000-square-foot plant in South Sioux City, NE. The multi-million dollar expansion also includes additional automated machinery. Moving the insulated glass production to a separate facility will free up space in the existing plant, allowing us to keep pace with growing demand for our vinyl and aluminum doors and windows.

The new factory addition is scheduled for completion later this summer and will have space for a second automated glass line as demand warrants down the road. Gerkin, which has shown consistent growth for the past two decades, currently has around 162 employees.

While the building material industry has struggled during the recent national economic downturn, we have experienced steady growth due to a number of factors, including the company's longstanding reputation for quality and diversification in making both residential and commercial products.



product innovations

# Rhino Sliding Glass Doors Coming Soon

Later this summer Gerkin Windows & Doors will be introducing a new sliding glass door system for the commercial market as well as the modern home market. This door will offer some very unique features. One of the most unique features is that the door will be fully factory assembled to ensure the best possible workmanship and to save on installation time. This door is being made to mate with our popular 58F fixed window, which has been a great alternative to storefront. As we get closer to our introduction date, we will offer all of the finer details of this exciting door.



visit us online @ [www.gerkin.com](http://www.gerkin.com)

# customer spotlight

## Welcome to Midway Wholesale in Kansas

Midway Wholesale is a one stop exterior building products supplier for home and commercial buildings. Midway has been a Gerkin dealer since 2005 but over the past three years has become one of Gerkins top dealers in Comfort Series windows and doors.

For builder or homeowner, new construction projects, visit Midway Wholesale at one of nine locations in Kansas.



## So why is Gerkin better at air infiltration and what does that mean for me?



Why do we have an air infiltration rating on a horizontal slider that is tighter than most of our competitors casements in the wood window industry? First of all, we design product to meet all the needs of our customers with an emphasis on performance. Others choose to build for beauty or price and market their product that way. They focus more on cosmetics and cost of the product and not the performance and durability.

We came from a commercial background so we are used to having product with structural integrity. We developed a process that allowed us to create a vinyl product with structural integrity by adding special stiffeners into the multiple locations of each window, which created the structure of an aluminum window with the warmth of vinyl. Utilizing this process and strategically placing quality weather-stripping where needed allows our windows to remain connected to the weather-stripping in adverse conditions.

Window performance needs to be evaluated based on air infiltration, thermal efficiency, structural integrity and resistance to water. Gerkin windows are designed to excel in all of these areas.

Some manufacturers in our industry concentrate on the wrong things when it comes to the performance of windows. When customers choose to buy a replacement window it is normally because the old window is cold and drafty, proving that air infiltration is the most important factor for energy efficiency. Government agencies are currently considering making air infiltration part of the NFRC labels so that people will know more about the quality level of the product they are purchasing regarding energy efficiency. It's what's on the inside of the window that makes a better window.

Please take a moment and view our air infiltration video @ [gerkin.com](http://gerkin.com) for more energy efficiency information.

## Quality since 1932

Our mission is to manufacture high quality window and door products that are value priced, thermally efficient and low maintenance. Throughout our history we have established ourselves as an innovator in the design and manufacturing capability of insulated windows and doors. Stringent product testing and innovative design has allowed our products to evolve as market and consumer needs change, bringing you the quality, maintenance-free products you desire. We also publish our AAMA test results to back up our claims of product performance and quality.

our commitment



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