



GERKIN™
WINDOWS & DOORS

Shooting The Breeze



VOLUME:
05

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02

SPRING:
17

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YEARS
SINCE 1932

85 YEARS!

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Oh Ya! The Web Got A Lot Cooler!

Gerkin Windows and Doors is excited to announce that we now have a completely new website. After recently announcing the rebranding of Gerkin Windows and Doors with a new logo, we are now launching our new website which will continue with the new branding look. The new website will offer easy to use functions for searching our site. We have also updated our promotional videos in high definition, which are designed to be easily navigated with all portable electronic devices such as cell phones, tablets and I-Pads. Our promotional videos have been updated with new content to give our customers a better view of our company's strengths, philosophies and culture. Take a look at the new www.gerkin.com website and see all the new features this terrific electronic tool has to offer.

EIGHTY FIVE YEARS

85th Anniversary Great Window Giveaway

GERKIN WINDOWS AND DOORS GREAT WINDOW

GIVEAWAY



WIN

A FREE HOUSE FULL OF GERKIN
WINDOWS AND PATIO DOORS

85 YEARS SINCE 1932

Win a free house full of Gerkin windows and patio doors for your single family Home, Condo, or Townhouse.

Buy a complete house full of windows and patio doors for your home (new construction or replacement project) with Gerkin Comfort Series Vinyl windows and patio doors or Rhino Aluminum windows and patio doors and designate "85th Anniversary Great Window Giveaway" on your order. You will automatically be entered into the window give away drawing.

We will give away one house full of windows and patio doors each quarter during the 2017 calendar year (Giveaway value not to exceed \$10,000.00). Your window and patio door order will be eligible for our promotion in the quarter they are shipped from the factory. (ie. All designated orders shipped in the first quarter Jan. 1st, 2017 To March 31st, 2017 will be entered in the promotion. At 5:00 p.m. March 31st, 2017 we will draw a winner from all entrants for the 1st quarter "85th Anniversary Great Window Giveaway".

and so on for the 2nd, 3rd, and 4th quarters of 2017.) Winners will be notified the day after each quarterly drawing and then the residence must be verified. Winners of each quarterly drawing will receive a check for the cost of the windows and patio doors at the contractor level. Whatever the contractor paid for the windows from the lumber yard, one-step distributor or window store becomes the benchmark for the cash prize. All windows and patio doors in a new construction or a replacement project must be Gerkin Comfort Series or Rhino products to qualify for the "85th Anniversary Great Window Giveaway".

If a non-Gerkin window or patio door product is used in a project because it's not available from GWD, that particular product is excluded from the "85th Anniversary Great Window Giveaway" promotion. A check to the verified winner of each quarterly drawing will be issued to the owner of the property (builder or homeowner) at that time.

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 2017! (Up to a \$10,000 value per house job) 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 2017. We will be sending out promotional counter top displays for all dealers. This marketing display will help to bring some excitement and awareness to this promotion. If you didn'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 "85th Anniversary Great Window Giveaway". The window package can be either Comfort Series Vinyl Windows and Doors or Rhino Windows and Doors. 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 or \$10,000, whichever is less. 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!



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Comfort Series Dark Bronze Vinyl Exterior

In May of last year, Gerkin Windows and Doors introduced a new dark bronze exterior color for our Comfort Series vinyl casements, awnings, horizontal sliders, sliding patio doors and fixed windows. The reviews have been outstanding and our sales have been strong.

We wanted a color that mimicked the popular dark modern color architects and homeowners are looking for. We also wanted a color that was highly resistant to fading, would reflect heat and would be very tough against scratching. Our acrylic based printed film is the key to such a high quality dark color product. We offer a 10 year product warranty on our dark bronze film against cracking, chipping, peeling and fading. Contact your Gerkin representative for more information.

Modern Home Sales Gaining Strength In All Regions

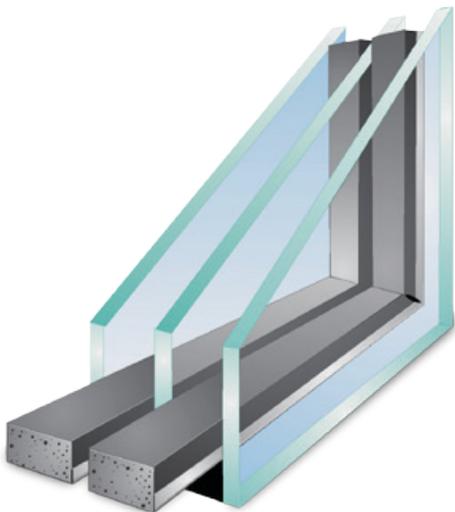
Over ten years ago our sales team saw a new niche for our Rhino aluminum windows in the modern home market. While this was a small market for us initially and with only regional interest in California and Texas, it has grown into a very significant market. It is no longer a niche market for us. It has become a focus for our sales staff and our company to pursue the modern home market. Our photo gallery on our website continues to grow with beautiful modern home examples of what we can offer with our Rhino windows. The modern market is making its' mark in nearly every state, which has added to the growth and excitement with our Rhino line. During the last year we have increased our Rhino product offerings through patio doors, fixed window configuration options and increased fixed window sizes.



Gerkin earns certification to build triple glazed glass units

In 2013, Gerkin Windows and Doors started offering triple glazing for our Comfort Series vinyl casements, awnings and fixed windows. Earlier this year we received our certification to start building our own triple glazed glass units. With this certification, we will be using our highly coveted SuperSpacer system for optimum performance. Now that we can build these units in house, our customers will see some impressive cost savings that we will be able to pass along.

Our casement and awning windows can achieve a u-value as low as .17 when using triple glazing with a double Low E combination. With u-values this good, these windows meet the much discussed R-5 window performance. R-5 performance requires a u-value to be at a .20 or less. We have achieved this performance with the use of 1 3/8" insulated glass and Low E on two glass surfaces. Casement windows are available in sizes up to 36 x72 and fixed windows are available up to 28 square feet. Contact your Gerkin representative for all of the triple glaze performance options. New lower pricing is now available.



NEW PRODUCT

Sandstone extension jamb added

In 2016, we added a prefinished sandstone extension jamb to our offering, which will match our popular sandstone vinyl windows. Our current moisture resistant veneered jamb options are: Prime Paper, White Vinyl, Pine, Unfinished Oak, Poplar, Tan Vinyl and Sandstone Vinyl



Energy Star Update

On January 1, 2016, Energy Star made some significant changes to their rating requirements, especially for the northern zone. In the northern zone the u-value requirement changed from a .30 to a .27 maximum. This is an improvement of 10%. The other very notable change for all zones is the addition of an air infiltration minimum. Gerkin has advocated the promotion of low air infiltration rates for years.

Gerkin Comfort Series Vinyl Windows and Doors can meet all Energy Star requirements in all climate zones. Ask your Gerkin representative for assistance in meeting Energy Star in your region.

Detailing the new air infiltration standard: Energy Star has placed restrictions on what could be published on their label. Energy Star has adopted a pass/fail stance on air infiltration performance. Their requirement is to have an air infiltration maximum of .30 cft/sqft, however no manufacturer is allowed to use anything other than a .30 value on the Energy Star label.

Gerkin Comfort Series Vinyl Windows and Doors offering averages a .04 air infiltration rate which is 750% better than what is required, yet the consumer is not allowed to view that on the Energy Star label.

The buyer needs to be made aware that even though the Energy Star label may show the same performance between two windows, there may be a significant true performance difference. Competitors who offer a .27 u-value and a true air infiltration rate that leaks 7 ½ times more air than Gerkin would be a considerably inferior product. Energy Star describes these two windows as equal on their label. Leaky windows are a large drain on energy consumption so we at Gerkin will keep beating the air infiltration drum to help educate dealers and customers about overall window performance. While an improvement in thermal performance of 10% is good, look to Gerkin for air infiltration performance that is great! For more detailed information, view our air infiltration video on our website at <http://gerkin.com/promotional-videos.php>.

OUR COMMITMENT

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.



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