



Gold Mettle

Custom Window Systems takes great “panes” to make sure you have the best window options — options that are safer, more energy efficient, most cost efficient and substantially better suited for the Florida home. All you have to do is ask.

BUILDERS PRESENT homeowners with an enormous amount of questions and options. Ceramic tile or porcelain? Marble countertops or granite? Satin or semi-gloss? Plush or Berber?

But something they almost never ask about is a homeowner’s preference for windows. In fact, most homeowners aren’t even aware that they can have preferences or options or upgrades that are significantly superior to builders’ grade windows.

“You have every right to make the decisions about what goes into your home and to know what benefits are available,” says Lou Andresino, General Manager of Custom Windows Systems (CWS) in Ocala. “But you’re not given that right all the time. Builders or contractors won’t always offer you the options [on windows], because it might cost them more money, and they’re afraid of losing the sale. So, they just make the decision for you.”

When builders take that path of least resistance, as they so often do, customers miss out on quality products from which their homes and families could really benefit. You, as the homeowner, can prevent that outcome by asking a few questions of your own: What’s out there? Where can I get it? And the answer to both those questions is Custom Windows Systems.

CWS offers the industry’s latest technology: impact windows with energy-efficient vinyl PVC frames. Compared to the more commonly used aluminum frame impact window, the benefits of the new design are endless, but the concept is relatively new in Florida. The energy-efficient PVC frame is actually a northern innovation, so most vinyl frame impact windows are manufactured using northern components. But not at CWS.

“[Other companies] will take the window they’ve manufactured up north for years, bring it to the south and just adapt the glass to that profile,” says Ron Goins, Director of Sales Development for Custom Windows Systems. “But our impact windows are Florida-made for the Florida

trade. All the components we use have been designed to work well against salt and sand.”

In producing their Florida-made windows, CWS has also addressed a problem caused by a common feature on northern-made windows: the tilt-in component. Windows manufactured in the north often have a bottom panel that tilts in, so you can clean both sides of the window without having to go outside. But when your window is made with high-quality impact glass (which can weigh up to 65 pounds), you’re going to have a lot more weight to support when attempting to lift and tilt that window in — dangerous amounts of weight.

“When you think about why you spend the money on impact windows, it’s not because you want something that’s going to be easy to clean. It’s because you want something that’s going to protect you,” Goins says.



For added value, all windows are fitted with CARDINAL IG insulated, LoE² with Argon Gas for Energy Efficiency and come with Cardinal's protective Preserve™ (plastic coating applied to both the inside and outside of the glass to protect your glass until the installation is complete). Call (888) 329-2705 between 8 a.m. - 5 p.m. Monday - Friday for your local contractor information.

PROMOTIONAL FEATURE

And protection is something you can definitely expect from the glass used at CWS. The company uses products made by Cardinal Glass, the world's largest manufacturer of insulated, coated glass. Cardinal glass not only comes with a better warranty (20 years on seal failure across the board), but it's virtually impossible to break through — even after several blows with a sledgehammer — and it's twice as energy efficient as competing products.

Cardinal offers a product called LoE² (low emissions-squared) glass, which has a patented metallic coating designed to reduce solar heat gain and put less strain on your air conditioning system. So, not only will you enjoy a more comfortable room temperature, you'll actually pay less on your power and utilities bill. And while the purchase of (or upgrade to) a window with this type of glass quality may cost you a little more initially, from the time that window is installed, you are actually saving money — even if that window breaks.

"If you just buy the standard window, you're never getting anything back; it can only do so much," Andresino says. "But when you upgrade to a LoE², the difference you pay over the regular glass has a payback in just two to five years."

Those energy savings are even higher if that LoE² glass is installed in a PVC frame. Vinyl, unlike aluminum, is not a conductor of heat. It adds insulating value and it also enhances the electricity-payment-reducing abilities of the window — especially in a subtropical climate like Florida.

"You'll replace your air conditioner on the beach every five to 10 years, but you may never have to replace your windows once you put in our PVC window with LoE²," says John Cwik, owner of Customs Windows Systems.

Cwik recognized adopting a vinyl PVC frame had other advantages as well. For instance, PVC is a fully welded product that uses absolutely no caulking. This feature allows less potential for leakage and contributes to a more aesthetically attractive, maintenance-free window. The PVC frame doesn't fade like aluminum because it has the same pigment all the way through, and because its vinyl design requires no extra parts for assembly, you won't get the wear and tear you would with an aluminum frame.

"On the coastline, builders will use zinc or stainless steel screws to put the aluminum window together, and when you have two different types of material going together it's going to cause erosion," Cwik explains. "But that's no longer an issue with PVC."

Strength is another important benefit of the PVC window. Multiple internal cavities in the vinyl frame provide added support, making the window strong enough to withstand the High Velocity (HVH²) Hurricane Zone Requirements of Dade County testing with high design pressures exceeding aluminum windows.

So as you can see, understanding the advantages of choosing a particular type of window is powerful knowledge for a homeowner to have. Because whether you're building a new home or just looking for ways to improve your existing home, it's important to consider all of your options. Be sure to ask the questions that will allow you to make the best decisions for your home. And keep in mind that Custom Windows Systems has many of the answers you're looking for. ●



WHEN THE NEXT HURRICANE HITS, WILL YOU BE READY?

10 Questions A Homeowner Should Ask When Choosing A Window

1. Will they help prevent home invasions?
2. Will they replace hurricane shutters and plywood that leave you living in the dark?
3. Will they help prevent window break outs that could result in losing your roof during a hurricane?
4. Does it have energy-efficient PVC frames?
5. Does the PVC frame have multiple cavities for support?
6. Does the window use Cardinal Glass?
7. Is the glass LoE² impact?
8. What's the difference between LoE glass and LoE² glass?
9. Is it Florida made for the Florida trade?
10. Do you know the dangers of installing windows with a tilt-in component?

For More Information Contact:

Eco-Smart, Inc.
 Phone: (888) 329-2705
 Email: info@eco-smart.com
 Website: www.eco-smart.com