



# Window Design Center

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www.windowcenter.com

# Partners' Update

Early spring 2003

## The view from here:

After eighteen years in business I'm still excited when a project stands completed or a customer raves about our service. The excitement of watching our windows become a part of functioning and aesthetically-pleasing homes and offices doesn't get old. And neither does the comraderie that comes from working together on a well-done project.

Speaking of working together, Window Design Center's staff continues to grow. **Scott Hogland** came on board in residential and commercial sales about 18 months ago, focusing on the Milwaukee market. He's in the middle of managing a complex residential job he closed featuring Pozzi windows for an 18,000 sq. ft. home.

**Cory Divine** joined our staff eight months ago, and focuses on providing our clients with helpful and friendly showroom attention. He also works on commercial projects and has had great success providing best-solution window and door packages to commercial contractors around Wisconsin.

Finally, **John Estes** has been on board for three months as Senior Commercial Project Manager. John has his hands full managing two large projects in downtown Madison, as well as broadening and deepening Window Design Center's ability to serve the architectural and commercial community with window and door answers, solutions, and products.

More great people fitting into a staff focused on making sure our clients and their customers get the best products, value, and service possible. We mean it when we say, "World Class Windows & Doors. . .Home-Town Service!"

Craig A. Patchin, Pres.  
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Pozzi Windows® were chosen for the City Lofts condo project in downtown Milwaukee based on versatility, style, and functionality.

## WAREHOUSE TO CONDO

When architect **Dennis Burgener, of McWilliams Burgener Architects**, contacted Window Design Center he requested quality windows and doors that would allow him to design and specify large assemblies. Crafting bright, pleasing condos out of former warehouse space required high performance windows.

Many window and door sketches were done, and consultations between Dennis and Window Design Center's commercial department allowed for preliminary analysis of pricing, aesthetics, function and ventilation, as well as performance of the six-story structure. Specialists from WDC took actual site measurements to allow for accurate preliminary estimates. Challenges included two large round-top assemblies set into the old brick structure which needed to be replaced with great accuracy and care.

After months of design and value engineering, Pozzi Windows® were selected for the project. Dennis chose a standard Pozzi clad color "Redwood," knowing that he could be confident the high-performance 70% Kynar clad finish, complete with 20-year warranty against fade, would keep the project beautiful for decades. The project stands completed and functioning, giving new life to an old building and creating wonderful homes for the new condominium owners.

WDC performed site measurements for accurate preliminary estimates.



# JUST IN

## Pozzi Copper Clads

Dreaming of copper? Pozzi now makes it possible with a beautiful new exterior



Copper Clad option available in three finishes. Choose from (l to r) speckled patina, bright copper, and hand-rubbed finishes on your copper clad window sash and door panels.



See Pozzi's copper finishes in color at [www.windowcenter.com](http://www.windowcenter.com).

Pozzi Wood Windows® offer unique standard sizes, intriguing features, and natural beauty. This year they doubled their selection of standard colors with the addition of the most popular custom colors. New standards include smoke, sage brown, heirloom white, clover mist, cascade and black licorice.

Pozzi expanded your choices even further by announcing a new wood/clad option that allows you to mix any color clad or wood sash with any color clad or wood frame. Great design options! Pozzi Wood Windows® are exclusively represented in Wisconsin by Window Design Center.

# Solutions

## Project: Bedford Court

Salesperson: Charlie Branchaw  
Product: Traco Windows  
Contractor: Krupp Construction

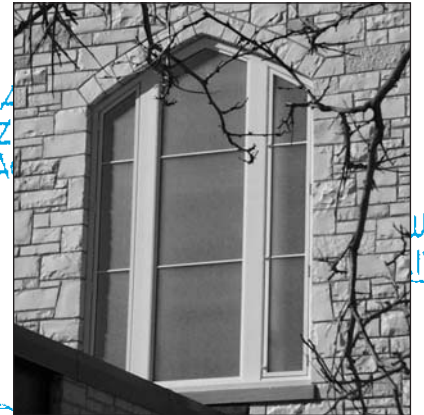


**THE ISSUE:** Provide aesthetics, performance, and span large areas.  
**THE SOLUTION:** This condo project, one of the first projects in an area of Madison under redevelopment, required a combination of aesthetics and technical sophistication. Large vertical window assemblies, with spandrel panels at the second floor level, create a pleasing architectural effect. Traco's huge selection of products, including their industry-leading sliding door systems, will provide decades of enjoyment and protection from the elements.

## PROJECT: MT. HOPE CHURCH

Salesperson: Scott Hogland  
Product: Clad Pozzi Windows

**THE ISSUE:** Replace old wood windows, retain architectural detail and keep interior trim intact.  
**THE SOLUTION:** WDC prefinished to match existing interior oak trim, & designed an installation with factory-applied clad brick mould to fit the stone openings. Biggest challenge: a 3-part massive gothic window with interior stained glass. The replacement (shown here) fit exactly & will protect it for years!



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