



ALL WINDOW UNITS IN GREAT ROOM ARE
CONARY CASEMENTS W/O HARDWARE

Window Design Center

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www.windowcenter.com

Partners' Update

September 2004

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The view from here:

The Positive Sides of Growth

A business either grows, or it starts dying. I don't know why exactly this old adage is true, but I have some suspicions. First, team members who are hard working, self-motivated, and care about quality want opportunities to grow and thrive, and a growing business provides this. Second, there is an energy to growth - call it a positive force field of sorts, that is palpable and attractive to customers as well as team members. Finally, growth provides opportunities for new people to find productive employment, providing income, stability, and a place to belong.

Window Design Center is growing and changing. To keep focused on our mission of "Valuing people by providing window & door solutions," we have added more production and service team members, have remodeled our website (see article page 2), and recently doubled our warehouse and production facilities. We thank you, our partners, for honoring us with your business, and for all you new partners we haven't worked with yet - we're getting ready.

Craig A. Patchin, President
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WINDOWS DEFINE WAAGE HOMES SPECTACULAR VISTAS DEMAND WINDOW EXPERTISE



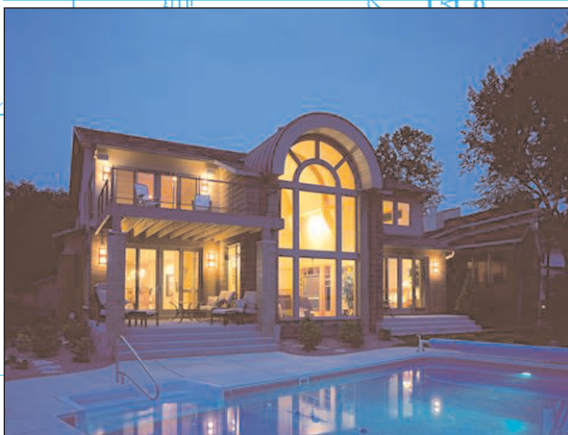
The two-story window walls created for this home overlook Lake Wisconsin and offer a vista that includes the Merrimac Ferry run. Jeld-Wen Pozzi windows and patio doors with high performance glass, exterior clad finish, and an exceptional 20-year warranty suited the job perfectly.

Kurt Waage of Waage Construction, LLC, appreciates fine construction materials, and utilizes high-quality windows from Window Design Center as intrinsic design elements. The two homes featured here were each designed and built to focus on exceptional lake views, so it is natural that the windows stand out.

Lake Wisconsin is the focal point for the home completed for Dave and Sandra Hall in July of this year. Located on a remote hilltop, the home was designed by Kurt Waage with angled, two-story window walls that accentuate the vastness of the lake, and offer views of the Merrimac Ferry. The unique, contemporary design of this 4,000 square foot home is well complimented by the Jeld-Wen Pozzi windows and patio doors in the great room, which include very large trapezoid windows, large casements and French doors that open to a deck overlooking the lake. The enormous

expanse of glass in the great room required steel reinforcement for support against wind loads. The same room also has a large salt-water aquarium which was built on a masonry foundation, and further connects the lake view to the inside of the home.

The 5500 square foot Scott Faust residence overlooks Lake Monona with a view of Monona Terrace and the Capitol. Designed by Bob Bouril of Bouril Design Studio, LLC, it utilizes Marvin casements and French doors, with custom round tops. The home features unique barrel ceilings which are introduced in the front entry, then open into a larger barrel ceiling that carries through to the lake view. The arched laminate beams of the ceiling follow the curve of the custom windows. On the exterior, copper was stretched around the radius of the roof to further emphasize the barrel shape. The unique design elements contributed to the challenge of the project, which Waage Construction completed with flair in August of 2002.



Bouril Design Studios created a barrel ceiling to surround the custom windows of this home. The home, which overlooks Lake Mendota, was completed by Waage Construction in 2002.

Window Design Center Service Enhancements Include New Website

Our new website at www.windowcenter.com is part of Window Design Center's continuing commitment to customer service. Our complete service policy is available online, and our website offers links to manufacturers' websites for warranty and consumer information, as well as technical specifications. For maximum convenience, you can submit an online service request directly to our Service Department 24 hours a day.



Ask a question, or submit an online service request any time, day or night.

Our actual window and door showroom on Seybold Road is a great place for you or your clients to see our products, but our online Gallery of Projects offers plenty of inspiration. When you're ready, provide your name and contact information online, and we'd be glad to set up a showroom visit with your specific needs in mind.



Visit windowcenter.com to see our Gallery of Projects with beautiful window and door ideas.

Finally, visit the Contact Us page of our website for a general inquiry, or the chance to contact any member of our Sales, Service or Delivery Teams directly. We're all listed, and ready to reply.

SOLUTIONS

PROJECT: Galena Territories Owners Club

Salesperson: Cory Divine, Commercial Project Manager
 Product: Jeld-Wen Norco casement, triangle & diamond-shaped units
 Architect: Kevin Barber, Straka Johnson, Dubuque
 Contractor: Tricon Construction, Dubuque

THE ISSUES: This luxury clubhouse was created from an existing building, but involved much new construction. The original plan specified expanses of glass much larger than window suppliers could provide, and unusual window shapes.

THE SOLUTION: The architect worked with WDC to create windows that met his specific design needs by creatively combining various shapes and types of Jeld-Wen Norco windows, and was equally pleased with the finished product.



Norco Premium Collection windows embellish this luxury club house designed for Galena Territories by Kevin Barber of Straka Johnson in Dubuque.

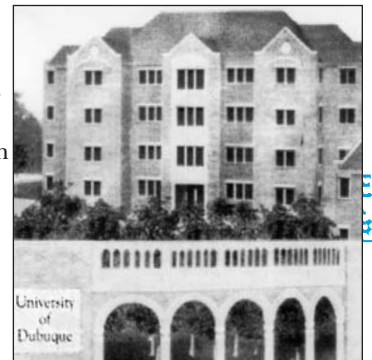
PROJECT: Univ. of Dubuque Campus Housing

Salesperson: Cory Divine, Commercial Project Manager
 Product: Jeld-Wen Norco casements & arch tops
 Architect: Ken Johnson, Straka Johnson, Dubuque
 Contractor: Conlon Construction, Dubuque & Cuba City

THE ISSUES: This project was phase two of the university's housing construction, and these three new dorms were meant to replicate three dorms built the year before. This made requirements more stringent. Each of the three new buildings was on its own timeframe, although the job was bid as one complete project.

THE SOLUTION: Norco casement and arch top windows matched the specs perfectly, and three separate window shipments were closely coordinated with the contractor. In a special arrangement WDC utilized extra sashes remaining from the earlier construction, issuing the architect a rebate check.

Jeld-Wen Norco windows were used for the three dorms that made up phase two of this project.



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