

# Atlantic Windows & Doors *best in quality and service*

What you should know before getting your windows replaced this summer. *Q&A with Andy Filipkowski, President of Atlantic Windows.*

**Q.** What do customers need to consider before hiring a contractor to install windows?

**A.** The fenestration industry is a highly technical trade and many may not know of the variables involved in a successful installation. There are hundreds of what the industry calls 'fly-by-night' contractors who can offer lower installation costs, but not necessarily better value. Even an Energy Star rated window doesn't guarantee your home will be more energy efficient. It could result in quite the opposite if the installation is done incorrectly. We get a lot of customers coming to us to reinstall their windows after they've already spent thousands of dollars with these types of contractors. Sometimes, it's wiser to spend a little more to ensure you have a warranty and aren't left out in the cold when you realize the job wasn't done properly.

**Q.** What two pieces of advice do you have for homeowners?

**A.** First, find a RenoMark renovator. If a company doesn't participate in the RenoMark program, it could mean they haven't qualified. They may not have construction

insurance nor provide a product or service warranty. As a member of the Building Industry and Land Development Association, Atlantic Windows and Doors is a RenoMark participant and abides by a very specific code of ethics.

Secondly, look for ER ratings on Energy Star windows. The ER rating is a measure of its overall performance in three areas: 1) solar heat gain 2) heat loss through frames, spacer and glass; and 3) air leakage heat loss. The bottom line for the energy-conscious consumer is the higher the rating, the more efficient the product. Independent testing by accredited laboratories assures that our windows meet high levels of performance in three categories: airtightness, watertightness and wind resistance.

**Q.** What makes your company unique in today's renovations market?

**A.** It's simple. We manufacture and install. This dual business model has worked well for many years since we're able to better manage the project from inception to installation. It also helps that all of our staff have undergone formal installation training or were hired because they've performed exceptionally well as experienced installers. This means we're able to be hands-on with every project – the importance of this cannot be overstated. Having hands-on staff ensures a job is done right the first time,



from manufacturing to installation.

**Q.** What are some unique services Atlantic offers consumers?

**A.** One of our unique services – a first in this industry – is that you can now enjoy finished products without the hassle of painting! As an added benefit, we now install painted casing from our very own onsite painting facility for any special order request.

**Q.** What are some new products that are above and beyond windows and doors?

**A.** In keeping with our focus on manufacturing vinyl retrofit products, this spring, Atlantic has begun manufacturing Tilt and Turn garden doors and windows. With its dual function, impressive parameter locking mechanisms, limitless glass customization options and unique venting feature, it's a longstanding favourite in the European market. We're thrilled to be among of the

first to introduce such a dynamic product in North America.

**Q.** What can we expect from Atlantic in the future?

**A.** We're looking at ways to serve customers beyond the GTA. And we're excited to announce that this summer we're launching our franchise network Atlantic Green Home Solutions Ltd. It will not only offer Atlantic manufactured Energy Star products and installation services, but also include sustainable renovation products and services. These products will add long term economic value to your home. With very little maintenance we are confident that these products will add long term economic value to your home and look beautiful for years to come.

To learn more about Atlantic Windows, call 905-564-0000 or visit [atlanticwindows.ca](http://atlanticwindows.ca).