

## FEATURE STORY: HOME BUILDERS BLITZ

### 80 Homes. 32 Cities. 17 States. 1 Week.

During the first week of June, building pros just like you teamed up with Habitat for Humanity and Great Lakes Window's parent company, Ply Gem, to build 80 homes across the U.S.—all within a week. We were proud to sponsor the event and donate materials to turn this vision into a reality and help families in need of affordable housing.

Together we donated:



752  
windows



1,296  
cartons of  
siding



776  
cartons of  
soffit



371  
cartons of  
shutters

### Your Business Can Make a Difference

Spread the word about Ply Gem's Home for Good project

Customers like supporting businesses that benefit their communities, which is why we're inviting you to join Ply Gem's Home for Good project. Share what we're doing on social media with the #HomeforGoodproject and help us, along with Habitat for Humanity® and GRAMMY® award-winning artist Darius Rucker, in our mission to build hundreds of homes for families in need of affordable housing across the country.

For more info visit [HomeForGoodProject.com](http://HomeForGoodProject.com)

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## THE GENERAL MANAGER'S LETTER: DEAR VALUED PARTNER,

I share this message with all of you with great pride in regards to the future direction of Great Lakes Window. I have been in the window industry for 25+ years in several different capacities. As a few examples, I started out selling windows in the home with The Pacesetter Corporation. I also was involved in working with one step distribution while employed by Owens Corning. Along my career path I spent 10+ years with Alside, ending up as their Chief Commercial Officer, managing all sales throughout their entire distribution network.

A few months ago, I was offered the opportunity to join the Ply Gem organization, managing the Great Lakes Window brand.

For years I have followed and respected the Great Lakes Window line of products, and now I'm proud to be in the organization, to help support and drive the business forward. Since joining, several things have occurred that I'm excited to share, which I feel will only increase our level of performance within the window remodeling industry.

One of changes was the addition of Mark Pardi who has recently accepted the position of Plant Manager of our Toledo Plant Operations (see Mark's introduction below). We also recently on-boarded our new National Sales Manager of Great Lakes Window, Dan Higey. Dan has over 20 years of experience in

the window industry in a variety of sales roles. In his 20 years, Dan has done everything from selling windows and managing a sales team, to opening distribution and developing installation programs. Dan has a lot of contacts throughout the industry and the U.S. He will be a valuable element to our growth and managing that growth for the future.



**Brad Beard**  
General Manager  
Great Lakes  
Window

## INTRODUCING GLW'S PLANT MANAGER: MARK PARDI - LEADERSHIP MATTERS!

Greetings from Toledo, Ohio. Thought I would introduce myself as the new Plant Manager for our Toledo Plant. I am Mark Pardi and very excited and blessed to be working with a great "seasoned" group of people here in Toledo!

I come to you from the heart of the automobile industry, "the Motor City", in the Tier 1 automotive sector. With 10 years in the automotive industry and another 14 years in other manufacturing, I bring a strong belief that with "Safety" first, and "Quality" second, everything else will fall in place. Our associates are,

"our" number one asset, and with "selfless leadership", only good things can happen.

While working in manufacturing, I also enjoyed a 25-year career in the U.S. Marine Corps where I was privileged and humbled to work directly for Presidents Reagan and Bush in the presidential security detail. Later, I was a Marine Special Agent and served my final tour in Iraq in 2006. I "salute" all our veterans of the U.S. Armed Services for their time and sacrifices! Semper Par!

I look forward to the opportu-

nities and adventure of Great Lakes Window of Ply Gem. More importantly, I look forward to talking to our customers to deliver a message of commitment to them, delivering on time and complete, the quality of window that exceeds the expectations of all! Toledo will "walk the walk", and leave the talking to others!



**Mark Pardi**  
Plant Manager  
Toledo, Ohio

Quality...arguably the number one concern for Customers. More so than price or delivery time, the quality of a product can be the defining factor in ensuring repeat business. But what exactly is meant by quality? Early in my career, a mentor of mine had a favorite saying: "Quality is what the customer says it is.". Windows that meet customers' expectations in regards to fit, function and appearance can rightly be considered high quality. But quality goes beyond merely meeting a set of specifications. From a customer's viewpoint, any deviation from target begins to reduce the quality of the window. Being "inspec" is not good enough. Customer's expect our windows to be "right", that is, to consistently be as close as possible to established targets.

So how do we achieve this goal for Great Lakes Window products? At both the corporate and plant level, we have a Quality System in place. Many individuals not familiar with the concept of a quality system think of it as purely an inspection plan. But a quality system is much broader than this. Our quality system has four overriding factors:

- Process Control
- Document and Data Control
- Control of Nonconforming Product
- Corrective and Preventive Action

The PlyGem quality system has as its focus the prevention of defects (as opposed to detecting

defects). Emphasis is placed on ensuring that windows coming off the production lines will meet customer expectations (although we strive to exceed those expectations). In other words, quality is "built into" our windows, as opposed to "weeding out" non-conforming windows.

In practice, this means that inspection activities carried out by the plant Quality Department are focused on monitoring the production process rather than inspecting 100% of the product coming off the lines. (To be clear, ALL the units we produce are inspected, but these "final inspections" are conducted by production line associates, not our quality technicians.) Plant quality technicians audit about 10% of the windows produced. They also monitor components in-process and verify that key aspects of the production process are functioning as expected.

In future columns, I will provide additional information on the role of the Quality Department at the Toledo PlyGem plant.



*Tom Jablonowski is the Quality Engineer at the PlyGem (Great Lakes) Toledo plant. A certified Lean Six Sigma Black Belt, Tom has worked in various capacities as a quality professional for over 25 years.*

## TEST YOUR GREAT LAKES WINDOW PRODUCT KNOWLEDGE

How well do you know the products you sell? Take the online quiz to find out, and if you score 100%, you'll be entered to win a \$100 gift card. Use your Territory Sales Manager to help you work through the answers.

### TRIVIA QUESTIONS:

#### What is SmartCore?

- A. Foam insulation
- B. Polyurethane foam hand inserted for maximum thermal performance
- C. A smart phone connected apple coring device

#### The lowest U-Factor for an operable ecoSmart double hung using EnergyGuard 3 IS KR with EnergyTek spacer is?

- A. .18
- B. .15
- C. .14

#### What is EnergyTek Spacer?

- A. A premium spacer system
- B. A premium non-metal spacer system with an integrated polycarbonate core for strength and durability
- C. An electrical charged spacer system to ward off burglars

To take the full online quiz and enter to win the \$100 gift card, visit: [tinyurl.com/triviaGLW](http://tinyurl.com/triviaGLW)

One random winner will be drawn on August 31, 2017. GLW and Ply Gem associates are not eligible for entry.



Wouldn't it be nice if the majority of your new leads were looking for exactly what you sell, in the locations you prefer to work, and are willing to pay you a fair price for you to make a good profit? And wouldn't it be nicer if those new leads didn't ask you much about your business and just jumped into what they need and how fast can they meet you to finalize the price and schedule?

Just imagine if your sales time was spent closing more ideal jobs. Well this dream can become a reality if you embrace Marketing as part of your business process on a continuous basis, regardless of the time of year, regardless if you are busy or slow.

I am going to tell a short story about the power of Marketing with a real-life example. And this example will also include Great Lakes Window, a division of Ply Gem, who is spearheading an effort to help support the marketing efforts of its customers.

The story begins by believing it is imperative for one to position for where you want your business to go. For me, I definitely enjoy working with those who want to grow their business with More Quality Leads. With more quality leads comes More Quality Customers. And with more quality customers comes more profit. It is not just about More Leads, but rather More Quality Leads. Everything ties together. About five years ago I met a young man working in his home

to start his business. He had a handful of word-of-mouth customers, no systems and no marketing. I immediately started to teach him about positioning for the future. The first task was to clearly identify his specific services and his specific target locations. There wasn't enough money to create a good website, but there was just enough to get one started as a Do It Yourself endeavor. We organized the content and I taught him how to generate targeted traffic. Then the leads started to arrive, then more and then even more.

The business began to grow leaps and bounds. This young man moved to his first office space and then started to hire people and simultaneously began to implement systems to organize estimates, ensuring invoicing and collections were done on time, and other traditional back office items.

I steered the gentleman to continue to grow by focusing on isolating the prospecting opportunities. Now that he was getting better customers, we needed to use those customers to position for even better, bigger and more profitable jobs. And he also needed to ensure existing customers were going to provide reviews in order to have consumer validation wherever we decided the future marketing efforts were going.

Fast forward a few years and the dealer moved to an even larger facility and has an ap-

proximate million dollar a year business. The company is very well known in town. His company easily competes bidding against two other long standing competitors. Their new beautiful website just went live and it is a marketing machine. The company is backlogged and taking orders for many months out, and people are willing to wait for this dealer to become available when providing new windows, doors, siding, decks and other home remodeling. Clients feel it is worth the wait and they provide so many written and video testimonials.

The dealer found time to take advantage of the new marketing opportunities that Great Lakes Window is offering to help generate leads to their website. They could have easily passed on the opportunity claiming they are too busy. But they were smart enough to realize the marketing efforts of today are positioning for the opportunities to come many months from now.

I highly encourage you to [review the entire case study of this dealer and how Great Lakes is helping its customers generate more leads](#) by improving upon Website Keyword and SEO Rankings. SEO stands for Search Engine Optimization and we even put together a short webinar where you can see how easy it is to embrace. We walk you through how Great Lakes Window supports the dealer and we separately walk you through how *(Continued on next page)*

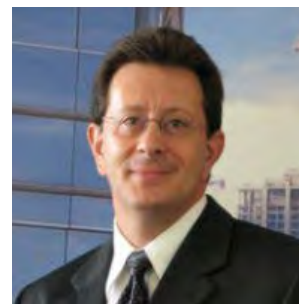
(Cont) the dealer built himself up to take advantage of the opportunity. It doesn't matter if you are a new dealer or an established business. Everyone needs to plan for their next steps and a smart plan includes positioning for more quality customers.

Your future can be so bright if you plan on where you want to go. Your supplier is even looking to help you get to these goals. I asked you before this short story

to just imagine if your sales time was spent on closing more ideal jobs. Well this dream is a reality for the dealer I present in the above review and it can become your reality too if you embrace Marketing as part of your business process.

Brian Javeline is President & Co-founder of [MyOnlineToolbox.com](http://MyOnlineToolbox.com). MyOnlineToolbox is the #1 Online Marketing & Website Education Series – Just for Re-

modelers! The company also specializes in Marketing Planning for a Website Strategy to dominate inbound lead generation efforts for a new or existing website.



## APPLIED EXCELLENCE: APEX WEBINARS

In case you missed them, here's a look at the recent webinars Great Lakes Window has offered. Recordings of the webinars can be viewed in the APEX section, on [GLWConnect.com](http://GLWConnect.com).



### April Webinar: Get More Quality Leads with Case Studies

Use job site photos to create compelling case studies, which can be featured on both your website and Great Lake's site, to drive more leads.



### June Webinar: Win at Customer Service With GuildQuality

Learn how to use GuildQuality surveys to help improve your business by gaining insights and identifying strengths and weaknesses, using authentic homeowner feedback. Setting up a GuildQuality page will also help increase your web presence and promote your quality, and is available to Signature, Elite, Platinum and Diamond tier dealers.

Check [GLWConnect.com](http://GLWConnect.com) for info on the next APEX Webinar, to be announced soon.

**APEX**  
APPLIED EXCELLENCE

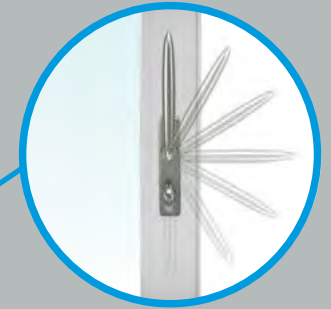
# PRODUCT SPOTLIGHT

EUROGLIDE OPERATING SYSTEM



## QUICK FEATURES

A handle that rotates 180° to actually lift the door off the sill, enabling it to glide effortlessly.



A patented ball-bearing system that enables a door weighing up to 550 pounds to glide smoothly through years of everyday use.



## Upsell Opportunity: Offer Your Customers a Truly Innovative Hardware Option

Take the top-of-the-line Great Lakes sliding patio door to the next level, with EuroGlide. This cutting-edge operating hardware allows it to glide easily with just the push of a finger.

Present every one of your customers the convenience of never struggling to open or close their patio door again. Contact your Great Lakes Window TSM today to learn about our EuroGlide trial special offer.

## EUROGLIDE FINISHES



Classic Brass



Satin Nickel



Oil-Rubbed Bronze



## Marketing With An Emotional Connection

Forming and maintaining a strong emotional connection with homeowners is a key component in reducing cancellations, increasing customer satisfaction with their purchase and the end job, and driving referrals. Great Lakes Windows has recently released some new marketing tools to help you create and sustain that emotional connection to your customers. All items are available in the [IRIS Marketing Portal](#).



### Factory Thank You Postcard

Send these 5" x 7" postcards to your customers after the sale, but before the install, to thank them for their business and keep them emotionally invested in their window purchase. These postcards are designed to let homeowners know that their windows are being built in America, by Americans, not by a faceless corporation. They feature four quotes from GLW factory associates about how the window purchase, and having their job, has enhanced their lives.



### Home For Good Brochure and Pull-Up Banner

Add an emotional connection by telling the

Home For Good story at home shows or in homes. A window purchase from Great Lakes Window is helping families in need of a home and in 2017 Ply Gem is donating over \$1 million of building materials to Habitat For Humanity. Great Lakes Window and Ply Gem have partnered with Grammy-Award winning artist Darius Rucker to spread the word, and you can use these materials to merchandise your showroom or home show booth to share the feel-good message with your potential customers.

## NEW DEALER WEBSITE

### Have You Seen The New [GLWConnect.com](#)?

Things might look a little different the next time you visit [GLWConnect.com](#). We've redesigned the site to support YOU. On the website you will find information on all of our new marketing programs, educational materials and exclusive access to tools that can help you grow your business.

If you haven't already signed up for the Authorized Dealer network and received your login to the new site, contact your Territory Sales Manager.

—AUTHORIZED—

# DEALER NETWORK

This summer we launched the Great Lakes Window Authorized Dealer Network. In a collaborative effort, the Great Lakes Window team has put together a series of programs designed to truly partner with our valued customers. These new programs combine educational opportunities and webinars, new marketing tools to help you stand out from the competition and save you money, and will help connect you with others in your industry. We're here to work together with our dealers toward the same goal: increasing your business. And we are just getting started. The GLW team has a multiple phase rollout plan, to continue to expand the programs offered in the Authorized Dealer Network.

If you haven't heard all the details about our new programs, set up a meeting with your Great Lakes Window Territory Sales Manager today. They will walk you through all the exciting new tools and how to take advantage of the offerings.

We would love your feedback on additional ways we can support our dealers. Please email any suggestions to [Marketing@GreatLakesWindow.com](mailto:Marketing@GreatLakesWindow.com) or feel free to share your ideas with your Territory Sales Manager.



YOUR DEDICATED PARTNERS:  
**MEET THE GREAT LAKES WINDOW TEAM**



**Brad Beard**  
 General  
 Manager, Great  
 Lakes Window



**Mike Haggerty**  
 Territory Sales  
 Manager



**Mark Pardi**  
 Plant Manager  
 Toledo, Ohio



**Mike Rucinski**  
 Territory Sales  
 Manager



**Daniel Higey**  
 National Sales  
 Manager



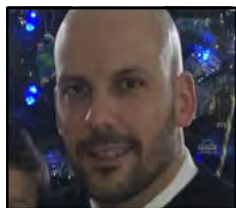
**Tony Craver**  
 Territory Sales  
 Manager



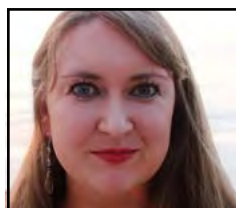
**Bill Emby**  
 Territory Sales  
 Manager



**Ralph Pfeiffer**  
 Product Manager



**Brian Egan**  
 Territory Sales  
 Manager



**Morgan Hinch-  
 Wood**  
 Marketing  
 Manager



**Chris Saulinskas**  
 Territory Sales  
 Manager



**Lisa Walker**  
 Marketing  
 Coordinator



**Dan Phipps**  
 Territory Sales  
 Manager



**Cynthia Jones**  
 Customer Service  
 Supervisor



**Dick Egan**  
 Territory Sales  
 Manager

**JUST RELAUNCHED: FOLLOW  
 & SHARE GLW ON SOCIAL  
 MEDIA**

 [Facebook.com/  
GreatLakesWindow](https://www.facebook.com/GreatLakesWindow)

 [Instagram.com/  
GreatLakesWindow](https://www.instagram.com/GreatLakesWindow)

Promote Your Status  
 with Authorized Dealer  
 Network Badges

Showcase the partnership between dealer and manufacturer and distinguish your company from the competition. Visit [GLWConnect.com](http://GLWConnect.com) to download Authorized Dealer Network Badges for your website, printed materials and more.

