

20
1993
2013
YEARS
of European
Technology
Manufactured
in Canada

EuroLine Windows Inc. – Adding Value to Your Home for 20 Years

EuroLine started as ANG Window Tech Ltd in 1993. The stated goal of ANG was to bring tilt & turn windows – a European designed window and door system – to the North American market. Tilt & turn had proved to be so successful in Europe due to its performance and versatility, that only 50 years after its development it had completely taken over the marketplace. These days it is difficult, if not impossible, to buy a window in central Europe (especially Germany, where the system was first invented) that is not a tilt & turn window.

Given the even harsher climate, it seemed natural that the same would happen in North America.

But reality proved different.

While in Europe houses are built to be passed on to children and grandchildren, the North American family moves every seven years on average, so durability and quality of the materials used for the construction of the house take on a lesser significance. Energy costs in Europe are many times higher than in Canada, and therefore energy savings are of a high priority, leading to different building methods, like twelve inch brick walls (compared to two-by-four wood construction (at the time) in North America).

Due to the unexpected difficulties encountered, the company experienced financial problems, and in 1996 an investor was brought in to inject cash and to run the company. Sales were restructured and focused on the local market, and the financial difficulties were soon overcome.

In 1998 the name was changed to EuroLine Windows Inc. to better reflect the advanced European technology embraced by the company in manufacturing its products. The new name and corporate identity has been widely accepted in the market place, and EuroLine now is an established brand with high market recognition: In fact so much so, that most people call any tilt & turn window a "EuroLine" window, regardless of who actually manufactured the window.



EuroLine tilt & turn window

To also capture customers that found it difficult to adapt to an in-swing window system, EuroLine introduced a North American line of high-end crank-operated casement windows.

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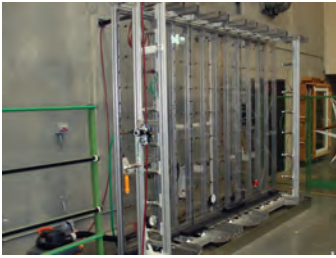


EuroLine plant and fleet

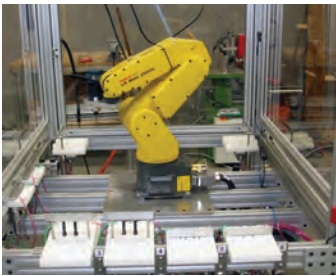
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Foiling line



New test chamber



FANUC robot

Since its beginnings, EuroLine has developed and implemented a complete range of fenestration products, including: in- and out-swing single and French patio and entrance doors, tilt & glide doors, folding doors, sliding doors, rollshutters and retractable screens.

In addition, EuroLine has also continually invested into modern technologies to avoid human error wherever possible, improve quality and accuracy in production, and to be able to provide more options to customers.

Back in 1993, vinyl windows were white, but EuroLine soon found that the opportunity for coloured windows was significant. EuroLine was probably the first window manufacturer in North America to install its own foiling line, giving it enormous flexibility when it comes to colour selection, while also having control over the quality of the product. Acrylic colour foil on vinyl windows is more durable than paint, requires virtually no maintenance, and keeps its luster for a long time. By now, approximately 60% of windows sold by EuroLine are foiled, and EuroWood™ has become a household name.

For the purpose of research and development, as well as quality control, EuroLine recently installed a more modern and flexible new test chamber. In addition to in-house testing, all products have been tested to the newest standards by certified third party testing laboratories.

Another new addition is a FANUC robot, which performs a great number of tasks in the production of our new in-line sliding door system. Rather than installing three different mechanical punches with about ten different punch tools – where it would be easy to mistakenly select the wrong tool – the robot is programmed to always perform its tasks in exactly the same manner and sequence, leaving very little room for errors.

In 2012 EuroLine introduced its new hybrid window system *ThermoPlus™*, which is made of a vinyl fibreglass composite material. The vinyl allows the system to still be fusion welded for leak free corners (mechanically connected fibreglass can come apart over time, allowing air and moisture to leak through the gap), while the fibreglass core provides strength and rigidity without additional steel reinforcement - which acts as a thermal bridge - in “standard”-sized windows. This system is suited for Passive House construction, and with its six chamber design is most likely the best window system presently available in the North American market.

While not currently manufactured by EuroLine, interior doors and blinds were also added to our wide product offering.

To complete its product line-up, EuroLine will start manufacturing a lift and slide door system before the end of the year.



Victor Hirsch
Sales Consultant
Sales territory: Vancouver West

Outlook: Victor, EuroLine Windows just celebrated its 20th anniversary, and you have been with the company basically since the very beginning. Can you tell us about that time, when you first started with EuroLine?

Victor: When I first started we were virtually unknown. Tilt and turn windows were a novelty. Only few people knew the European tilt and turn system. At that time we were known as ANG Window Tech.

It was a challenge to introduce European products to the Canadian market. It was very important that potential clients came to visit our showroom to see our window and door system.

Outlook: What were the biggest challenges that you encountered, trying to sell this rather unknown product?

Victor: Our biggest challenge to sell the product was being a new company. Therefore, we could not sell as a “me too” company, but as a new “European company” with emphasis on quality, reliability and service.

Outlook: How did you overcome it?

Victor: We had to be better, smarter, more passionate, and not be concerned with having to sell, but be a consultant to the customer, with design and the ability to recommend new possibilities and configurations of our system which at that time were not available with other window companies.

Outlook: Now after 20 years, what has changed with the company?

Victor: EuroLine employs a world class support

Bernhardt Contracting Ltd. Chooses EuroLine Windows for First Passive House on Vancouver Island



“A true passive house standard window not only performs better, but provides superior thermal comfort, assures long term air tightness, permits more design flexibility and larger window areas”, says Mark Bernhardt, president of Bernhardt Contracting, who will move into the house located in Saanich upon its completion. “That is why we chose EuroLine’s new ThermoPlus windows and doors in our home”.

“With buildings responsible for approximately half of a city’s carbon footprint, and the energy consumed to operate buildings responsible for 85% of that contribution, building energy efficiency must be addressed to achieve energy conservation objectives adopted by many local, provincial and national governments”, adds Rob Bernhardt, project manager. “For this reason, all new construction in Europe will soon have to meet the Passive House standard. Although North American energy prices and climate action initiatives lag behind those in Europe and other countries, the direction is clear. Governments in North America are looking for a means of achieving their environmental objectives without imposing an unreasonable financial burden on residents. The Passive House standard provides the solution”.

EuroLine’s ThermoPlus™ windows and doors are made with GENE0® profiles, which, to our knowledge, are currently the only profiles in North America that are certified by the Passive House Institute to meet their stringent standards.

For more information on the Bernhardt Passive Home, visit www.berhardtpassive.com

For more information on the Passive House Institute, visit www.passivhouse.ca or www.passiv.de/en

Windows are an important - if not the most important - part of the building envelope. Heat loss through windows can account for up to 15% of the heating bill - this is typically larger than the losses through walls and roof combined. But with the right product for each application, and a bit of planning, windows can also help maximize solar heat gain in the winter, while cooling the building in the summer, reducing energy consumption year-round.

The idea behind the passive house is that very little - if any - active energy should be needed to heat or cool the building. Rather, a passive house has more insulation and uses energy sources like the sun. Heat generated by cooking, showering and even the occupant’s body heat contribute as well. For cooling, the windows can be put into the tilt position to provide secure ventilation without a draft.

staff. Various departments, working together, help create the EuroLine experience.

We have a commercial department, service and support, installation and renovation services, CAD operations and engineers, as well as specialty production teams which focus on folding door systems and specialty shapes.

Outlook: Has the company changed, or was it more the marketplace that changed?

Victor: We knew many years ago that if we wanted to be a “player” we had to be better than our competition. Our service today is second to none, covering all of Vancouver and its suburbs. We continually bring in new products in order to stay ahead of the marketplace by being innovative. We are constantly improving the performance, security and colour offering of our products.

Outlook: Are you the only sales representative that EuroLine has?

Victor: EuroLine employs a number of sales people, including my two sons, who cover the GVA, the Gulf Islands, Victoria, Kelowna, Alberta, etc.

EuroLine has four sales consultants that have a combined 46 years of experience with the company; A core team of top performing industry experts have been with the company for many years.

Outlook: What do you think is the reason that other people have failed, where you succeeded. Or asked differently: What does it take to be successful in the marketplace?

Victor: It is impossible to do this type of job “on the side”. You must be totally dedicated to one job and your chances of being successful will be much greater.

Outlook: Thank you very much for the talk, Victor!

A Message from the President

Where have the years gone? It has now been more than 20 years since EuroLine Windows Inc. was incorporated, albeit under a different name, and it has been over fifteen years that I have been personally involved in its operations.

Times have not always been easy, but they have always been interesting. A bit like BC politics, I suppose. There were quite a few times that we were scrambling for work, but also just as many times that we had more work than we could handle in a timely fashion.

From a small boutique window supplier in 1993, EuroLine has grown into a well established and recognized supplier of fenestration products for all market segments, from single family homes to high-rise buildings, schools, hospitals, hotels and everything in between.

We are proud of what we have accomplished, and I think we have reason to be, but nothing could have been done without a dedicated workforce on the production floor and in the offices, as well as our sales consultants on the road. Too often we forget that only working together as one team can bring success, and I take this opportunity to thank everybody for their effort and dedication.

And not to forget our customers, who pay our bills, after all. Without our customers, not even a hard-working and dedicated team can make a company successful - therefore also a heartfelt thank-you to all the customers that appreciate the quality of our products, and the service we provide. We are far from perfect, but we are striving to get there, or at least close to it.

The third indispensable partner for success are reliable and quality-conscious suppliers; we owe them gratitude for their support also.

The economic situation all over the world is unstable and unpredictable, but I feel that EuroLine is well prepared to take on the challenges we may face during the coming years, and I am looking optimistically into our future. We still have big plans for the company and will work hard to accomplish those goals.

Sincerely,

Isbrand Funk, President & CEO

