

### *Featuring Deceuninck Windows*

The BUILDER Concept Home 2012 features three distinct homes for three different generations in one community and will be open for free guided tours to attendees of the 2012 International Builders' Show (IBS) in Orlando.

The three homes, set side by side, reflect the lifestyle needs of three distinct demographic groups: Gen X, Gen Y, and Gen B (Baby Boomers), representing the strongest segments of the current home-buying market.

Windows featured in the BUILDER Concept Home 2012 were manufactured locally by Eastern Architectural Systems (EAS), a member of the Earthwise Group LLC of Fort Meyers, Florida, with extruded window components developed and manufactured by Deceuninck.

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### *Generations of Innovation*

Deceuninck North America's commitment to sustainability, innovation and design makes the company an industry leader in fenestration and outdoor living and a catalyst in the growing movement to build sustainable homes.

Deceuninck's innovations include SunShield®, a high performance vinyl compound time-tested to withstand the damaging effects of ultraviolet light and harsh environmental elements; Innergy™ Rigid Thermal Reinforcements, a next-generation thermal reinforcement that offers the same strength and durability of aluminum with unprecedented levels of thermal performance; and Revolution Tilt & Turn™, a window featuring multifunctional operability and designed to achieve an R-value of 7+.





### *Thinking Outside the House*

With more than 150 design and utility patents, Deceuninck North America is a world leader in the research, development, material science and manufacturing of windows, doors, decking and railing products.

Now, to focus on the company's innovative outdoor line, Deceuninck North America is launching a new product division: Outdoor Living by Deceuninck.

Outdoor Living by Deceuninck features decking and railing products, starting with the premiere of attractive, durable Clubhouse Decking.

The new Outdoor Living by Deceuninck product line features materials with exceptional natural wood appearance featuring deep grain embossing, variegated and solid-tone color.

Outdoor Living by Deceuninck products are also formulated featuring our exclusive Korelite® technology. The result is a product that is up to 25 percent lighter than most wood and composites, offers superior strength and solid underfoot feel, and keeps moisture out.

The company's revolutionary time-tested SunShield® technology provides excellent performance in harsh decking environments with advanced color retention, dimensional stability and low water absorption. Clubhouse decking and railing also offers a limited lifetime warranty.

### *One with the Environment*

Sustainability is at the heart of all products with the Outdoor Living by Deceuninck label. Clubhouse is a 100-percent recyclable alternative to hardwood and composites. Environmentally-safe SunShield is formulated to withstand the harsh effects of weather and ultraviolet light to help ensure a long lifespan.



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## CLUBHOUSE™ DECKING

Luxury, great looks and long-lasting good times are the privileges of membership when you install high-performance Clubhouse Decking and Railing by Deceuninck.

Clubhouse's proprietary Korelite™ technology provides a strong, dense cell structure combined with the finest protective capstock in the industry for incredible results.

- Exceptional natural wood look with deep grain embossing
- Varigated and solid colors
- SunShield® technology with real, time-tested color retention
- Superior stain, mold and mildew resistance
- Superior strength and solid underfoot feel
- Limited lifetime warranty

Clubhouse Decking comes in eight distinct colors, each with a low-gloss, wood grain-embossed surface, providing a water-resistant, non-skid deck.



The Hardwood Collection

The EarthTone Collection

Clubhouse Decking is available in a standard screw-down plank or a hidden fastener plank that can be used with most hidden fastener systems—providing uniform plank spacing for an enhanced appearance.

For enhanced design options, hidden fastener planks are available with dual-color and dual-embossing. That means, for example, a plank will have Ironwood on one side, and Mahogany on the other.



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Superior strength and appearance.  
And backed by a limited lifetime warranty.

For a stunning complement to Clubhouse Decking or any patio, porch and staircase, Clubhouse Railing features the kind of stunning finishes that will keep them talking for years to come.

Clubhouse Railing comes in two unique options - Elite and Plus - and is easy to install with convenient features, including pre-cut balusters with installation plugs and bracketed hidden hardware.

- Residential and commercial applications
- 100-percent recyclable and manufactured using recycled materials
- SunShield® technology with real, time-tested color retention

### *Clubhouse Elite Railing*

With elegant routed details and a smooth low-gloss finish with the look and feel of enameled wood, Clubhouse Elite Railing comes in White, Walnut and Black.

### *Clubhouse Plus Railing*

Offering several designer options and accessories featuring both modern and classic styling, Clubhouse Plus Railing is available in Clay, White and Sandstone.



### *Turning Life Inside Out*

Outdoor living is all about extending the use of the backyard and bringing inside conveniences to the outdoors, which is why durable decking materials are more important than ever.

Outdoor spaces are getting more use than ever before. It pays to build with materials that stand up to harsh weather and harsh treatment.

According to landscape architects surveyed recently by the American Society of Landscape Architects, the most popular backyard improvements are fire and water features, outdoor kitchens and low-maintenance materials.

### *Fire & Water*

Fire features are popular for romantic ambiance and for providing a source of heat on cool evenings. They can range from an inexpensive copper fire bowls to a built-in stone fireplace. Similarly, water features offer resort-like ambiance and run the gamut from tabletop fountains to multi-level waterfalls.

### *Gourmet Grilling*

Many homeowners are looking to upgrade their outdoor kitchens from just a charcoal or gas grill to a gourmet set-up complete with multiple burners, a smoker, rotisserie and other features. Many are also adding sinks, refrigerators and cabinet space.

### *No Work, All Play*

What's the most relaxing feature of the latest in outdoor living spaces? Little to no maintenance. Homeowners are looking for relaxation, not more maintenance. The days of painting or staining decks are all but over with the use of advanced materials that have the charm of wood without the worry.

### *Style with Impact*

Weather any storm in style with Impact Windows from Deceuninck.

Extreme high-wind conditions can cause window failure that leads to devastating consequences, from water damage to structural failure as pressure on the roof amplifies.

Deceuninck's stylish new Impact Windows are engineered to minimize extreme weather risks by meeting coastal building code requirements.

Impact Windows come in single hung, single slider and picture window styles, and meet requirements up to and including the specifications of ASTM E 1886/1996, Wind Zone 4 or Miami Dade 201, 202, 203 with an AAMA DP rating of up to 80\*. The products' glazing orientations accommodate various glazing options (including low E and turtle glass) in impact, insulated glass units up to 1 1/8 inch. Three-quarter-inch balance pockets provide room for hardware to accommodate heavy glass packages.

- Designed to accommodate various reinforcement options, including INNERGY™ Rigid Thermal Reinforcements
- Heavy-duty, dual-walled integral "Florida flange" accommodates block installations
- Integral nailing flange and masonry clip receiver for installation flexibility
- Patented sash-to-frame interlock helps keep the sash secure in high-wind conditions
- Single hung window is available in pocket or sloped sill configurations for various architectural applications
- Available in a wide variety of interior and exterior finishes

*\* Final testing is in process.*



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## **INNERGY™**

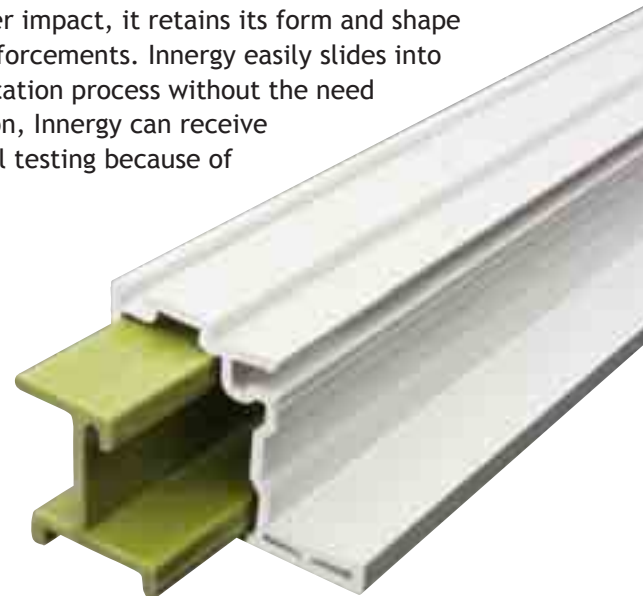
**Rigid Thermal Reinforcements**

*Innovative. Ingenious. Inspiring.*  
*Meet the new Innergy by Deceuninck.*

Enabling contractors and homeowners to go even greener, Deceuninck has recently launched Innergy™, a new generation of structural thermal reinforcements. The product is the result of a collaboration with Bayer MaterialScience LLC as part of an exclusive agreement between the two companies.

Developed as a better-performing alternative to aluminum reinforcements for PVC windows and door profiles, Innergy contains patented materials, and 20 percent of the resin used in the production process is bio-based.

Deceuninck and Bayer MaterialScience LLC worked closely to develop a custom polyurethane composite system that would enable Innergy to deliver a unique set of characteristics. Innergy offers superior thermal performance, which helps manufacturers achieve improved energy efficiency ratings. It is virtually impermeable to cold or heat and resists condensation, which prevents staining that can occur with metal reinforcements. Moreover, it is structural and flexible at the same time. Under impact, it retains its form and shape compared to metal reinforcements. Innergy easily slides into frames during the fabrication process without the need for retooling. In addition, Innergy can receive a waiver from additional testing because of its proven performance.



Science For A Better Life

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# revolution

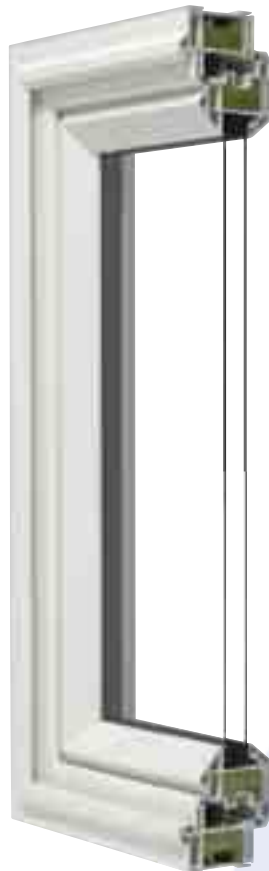
Tilt & Turn™

*The revolution starts here...*

Revolution Tilt & Turn™ is the new tilt-and-turn window option from Deceuninck.

The window features a seven-chamber thermal structure, Deceuninck's Innergy™ Rigid Thermal Reinforcements, and multifunctional operability in a window that has the capability of achieving an R-value of 7+.

Revolution Tilt & Turn is designed with a euro-influenced posture. It has minimal frame and sash sightlines and features maximum daylight area to take full advantage of today's high-performance glass technologies. The product also offers installation accessories for the North American market, complete compatibility with the most popular North American door systems, an integral screen system, structurally bonded glazing technology, and American Architectural Manufacturers Association (AAMA)-certified profiles.




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### Deceuninck® North America

Deceuninck North America is a fully integrated design, compounding, tooling, and extrusion company that produces vinyl window and door systems and composite applications for the building and construction industry. The company's commitments to cradle-to-cradle sustainability, constant innovation and imaginative design make it an industry leader in fenestration and building products. Deceuninck has a network of more than 500 distribution points across the country. From its North American headquarters in Monroe, Ohio, Deceuninck North America also ships products to other countries including Canada, Mexico, the Caribbean, Ireland, Turkey and Vietnam. For more information on Deceuninck North America, visit [www.deceuninck-americas.com](http://www.deceuninck-americas.com).

Deceuninck North America is part of the Deceuninck Group, an integrated global organization that is active in more than 75 countries, has 35 subsidiaries, and is supported by more than 2,800 personnel worldwide. Deceuninck Group holds more than 150 patents on designs, processes, technologies and material science.

**FOUNDED:** 1937 in Belgium  
U.S. operations were founded in 1995

**LEADERSHIP:** **Tom Debusschere**  
*Chief Executive Officer, Deceuninck NV*

**Filip G. Geeraert**  
*President, Chief Executive Officer*  
Deceuninck North America

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**Tom Debusschere**

*Chief Executive Officer, Deceuninck NV*

Tom Debusschere has been the chief executive officer and chairman of the executive team of Deceuninck NV since February 2009. Mr. Debusschere started his career in 1992 as logistics manager within the Deceuninck Group. Starting in 1995, he spent nine years with the American subsidiary Dayton Technologies, where he served as vice president of operations. In 2004 he moved to the Belgian Unilin Group as president of the Decor Division. He served as director of Electrocool NV until October 2006. Upon rejoining the Deceuninck Group in December 2008, Mr. Debusschere served as vice president of marketing and sales.

Mr. Debusschere is a civil engineer in electromechanics with an additional postgraduate degree in industrial engineering. He holds a Master of Science in electromechanical engineering from the University of Ghent and completed his studies with a postgraduate degree in business management from the Vlerick Management School.

**Filip G. Geeraert**

*President, Chief Executive Officer, Deceuninck North America*

Filip Geeraert has been president and chief executive officer of Deceuninck North America since March 2011. Geeraert has been an integral part of Deceuninck North America for more than a decade and has played a key role in all of company's important ventures. During his tenure with the company, he has also served as vice president and chief financial officer, and vice president of finance. In these roles with Deceuninck North America, Geeraert developed and executed all financial management functions for the company, including accounting, business analysis and cash flow management. He also played a key role in transactions that included the acquisitions of Vinyl Building Products, Inc. and Dayton Technologies, LLC. In addition, he implemented business strategies that enabled Deceuninck's customers to remain profitable, even in challenging economic times. Before his role as CFO, Geeraert served as corporate controller for the Deceuninck Group in Belgium.

Prior to joining Deceuninck, Mr. Geeraert served in a variety of roles for Bekaert that included director of logistics. Geeraert has a master's degree in accountancy from the Catholic University of Antwerp and a master's degree in information technology from the Catholic University of Leuven. He is a board member and president of the European-American Chamber of Commerce.

*Deceuninck is one of the top building material innovators in the world.*

We are active in more than 75 countries across Europe, North America and Asia, and are home to 2,821 employees working in 35 production and/or sales facilities. Deceuninck is listed on the Euronext stock exchange.

Deceuninck helps build sustainable homes. Based on our core technologies of PVC extrusion and patented Twinson material, we create innovative building solutions for windows, and outdoor living. Our solutions meet today's demand for timeless and elegant design, while striving to achieve the lowest possible ecological footprint.

Our products contribute to a sustainable home. They are also designed and manufactured according to a controlled closed loop philosophy that includes a service life of 50 years or more, as well as recycling and reuse at end of life.

- *Australia*
- *Belgium*
- *Bosnia & Herzegovina*
- *Bulgaria*
- *Canada*
- *Croatia*
- *Czech Republic*
- *France*
- *Germany*
- *Hungary*
- *Italy*
- *Kazachstan*
- *Lithuania*
- *Poland*
- *Portugal*
- *Romania*
- *Russia*
- *Serbia*
- *Spain*
- *Thailand*
- *Turkey*
- *The Netherlands*
- *Ukraine*
- *United Kingdom*
- *United States*



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The Deceuninck Difference is seen in the way the company delivers on our commitment to Design, Innovation and Sustainability.

## *Design*

Deceuninck North America's products and systems are imaginative, inspiring, and built to exceed performance standards for all of our customers. Our products deliver reliability. They are also versatile, enabling our customers to develop their own style and use their own signature when they are designing a living space.

*We design imaginative products that are high performing, flexible, and versatile.*

## *Innovation*

Deceuninck North America has a firmly established reputation as an innovator in the fenestration and building products industry. Our products and technologies continually set new standards for performance and durability. The company holds more than 150 patents on designs, processes, technologies and material science.

*Our innovation drives evolution in the marketplace. It is our way of empowering the building and construction industry to build the sustainable home.*

## *Sustainability*

Deceuninck North America is committed to sustainability and sustainable practices in all that we do. It's a cradle-to-cradle approach, dictating how we source recycled materials, how we design and manufacture products, and how those products are shipped and delivered.

*Sustainability is a promise to our customers and to the environment.*

did you know?

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- More than **50 million** Deceuninck-designed windows featuring SunShield® have been installed in buildings in the United States.
- Deceuninck North America has repeatedly earned the annual **Excellence in Pretreatment Award** from the Butler County Ohio Board of Commissioners and the Department of Environmental Services.
- Deceuninck North America offers **26 Window Systems** to partners in the U.S., Canada, Mexico, the Caribbean and Ireland.
- **Ninety-eight Percent** of Deceuninck North America manufactured products are for private label use in the marketplace.
- Deceuninck-Americas maintains more than **1,275,000** square feet of strategic manufacturing space and nearly **500,000** square feet of warehouse at its Monroe, Ohio production facilities.
- In **September 2011**, Deceuninck partnered with JP Industrial, the nation's largest PVC recycler and a GreenCircle Certified company, to launch a comprehensive recycling program for its customers.





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**MISSION:**

Deceuninck North America shall exceed our customers' expectations by developing fenestration and other building products that feature innovative materials and advanced engineering for lasting value. We will do so while upholding our commitment to corporate excellence through our people, quality, service, cost and the elimination of waste in all that we do.

**VISION:**

Deceuninck North America shall be a preferred vendor because of our passion to exceed our customers' expectations; a preferred employer because of our shared values; and an invaluable partner to all of our stakeholders because of our commitment to relationships.

**VALUES:**

- Be Fair
- Act from Integrity
- Respect Each Individual
- Nurture Growth & Development

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*A promise to our customers.  
A commitment to the environment.  
A mandate for our business.*

This is what sustainability means at Deceuninck, and it is evident in our cradle-to-cradle approach.

Deceuninck continues to uphold its promise to sustainable business practices through productive partnerships with other environmentally-conscious companies. The company recently forged a partnership with JP Industrial (JPI), a GreenCircle Certified company, to introduce a comprehensive recycling program for its customers.

JPI is the largest recycler of PVC materials nationwide. As part of the program, JPI collects end cuts and other scraps from Deceuninck's fabricators and provides the recycled content to Deceuninck so that the company can reintroduce it into the manufacturing process.

GreenCircle Certified provides third-party certification of sustainable aspects of products and manufacturing operations. Manufacturers, suppliers, regulators, and consumers can be assured that products labeled with the GreenCircle Certified mark have been thoroughly assessed and their claim verified.

In addition to the company's partnership with JPI, Deceuninck's commitment to the environment has been recognized by the Butler County, Ohio Board of Commissioners and Department of Environmental Services, which has awarded Deceuninck with the Excellence in Pretreatment Award for several years running.

Award recipients are Significant Industrial Users, as defined by the U.S. Environmental Protection Agency (EPA), which consistently meet all local, state and federal wastewater discharge standards and requirements. This award reflects the company's commitment to protecting and sustaining the quality of local streams and rivers for wildlife and the public.

Deceuninck is also a proud member of the USGBC.



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Deceuninck is a world leader in the research, development, material science and manufacturing of windows, doors, decking, railing, fencing and siding products. The company holds more than 150 design and utility patents for innovative technologies, designs and materials.

Energex™ window and door systems are highly-efficient fenestration products, offered in a variety of durable, low-maintenance colors and finishes. They feature Deceuninck's proprietary SunShield® technology to ensure superior color retention, weatherability and structural integrity.

Energex window and door systems are engineered to exceed American Architectural Manufacturers' Association(AAMA) and NFRC performance standards. To ensure the integrity of Energex products, Deceuninck performs rigorous testing at our state-of-the-art testing facility under the direct supervision of AAMA.



Now joining the club thanks to the new Clubhouse by Deceuninck, Solstice™ Cellular PVC Decking features the finest embossed wood grain in the industry with the most authentic look and feel of any engineered decking. Two of Deceuninck's patented technologies work from the inside out and the outside in to create the next generation in decking. Korelite® technology provides dense cell structure and superior strength that enables Solstice to lay flat, maintain exceptional dimensional consistency and sustain solid under-foot feel. SunShield® technology coats the product with unprecedented protection that delivers time-tested color retention, dimensional stability and impact resistance.



SunShield® is an advanced material developed through an intensive manufacturing process and formulated to withstand the harsh effects of weather and ultraviolet light. This environmentally safe compound exceeds all required materials standards for strength



With our Solex® laminate solutions, Deceuninck offers real and faux wood laminates as well as a large selection of solid color options. Homeowners and builders can combine interior color preference with our heat reflective exterior laminate for curb appeal and unrivaled quality, color retention and weather resistance.



Korelite™ technology contains no wood or wood fillers. Its dense cell structure resists water, reducing the opportunity for degradation from moisture or microbes such as mold or mildew, providing deck projects with an advantage only Korelite can deliver.



*A historic district transforms into a green legacy.*

### **The Challenge:**

Cincinnati's Over-the-Rhine neighborhood is believed to be the largest, most intact urban historic district in the United States. However, many of the once beautiful historic homes that line the streets of this neighborhood have fallen into disrepair. Families in this working class neighborhood often find that repairs and energy-efficient updates are too costly.

Noticing the need to help revitalize these once beautiful homes and create safe, sustainable housing for families in need, The Cincinnati Habitat for Humanity decided to work to transform two vacant and historic houses into affordable, energy-efficient homes for low-income families. To complete this project, Habitat for Humanity sought out funding, donations and hard-working volunteers.

### **The Solution:**

Tri-State Wholesale Building Supplies, Inc. partnered with Deceuninck North America to take part in the project, which was officially named, "The G2OTR (Greening and Growing Over-the-Rhine) Project: LEEDing the Way in Historic Renovation and New Construction." The companies demonstrated their commitment to sustainability and their role as responsible manufacturers by supplying energy-efficient vinyl window systems that had been specified for the project so that it could achieve LEED certification.

Beyond producing the energy-efficient window systems, representatives from both companies conducted a window walk on June 23, 2011 from Tri-State's manufacturing facility (located in Cincinnati) to the site of the homes. They hand-delivered the windows, thereby replacing traditional shipping and reducing the project's overall carbon footprint.

By incorporating innovative green building features and techniques, each home received LEED certification. The sustainable renovations received recognition from the United States Green Building Council (USGBC), which named the effort its Legacy Project for the 2011 "Greening the Heartland" Conference, held on June 22 through 24 in Cincinnati. The conference attracted more than 1,000 building owners, designers, builders, manufacturers, and public employees from across the Midwest.

### **Project-at-a-glance:**

#### **PROJECT NAME:**

- "Window Walk Over-the-Rhine" as part of the G2OTR Project: LEEDing the Way in Historic Renovation & New Construction

#### **WHO:**

- Tri-State Wholesale Building Supplies & Deceuninck North America

#### **WHERE:**

- Cincinnati's historic Over-the-Rhine neighborhood

#### **WHAT:**

- Two historic home renovations