



Premiere Issue

OURHOUSE

by deceuninck

Welcome to Our House.

Our new newsletter is both a reflection of our commitment to Building the Sustainable Home and a promise to keep the lines of communication open and flowing between Deceuninck and our large and growing family of stakeholders.

In our inaugural edition, you will find a recap on last year's GlassBuild show, details on our new product introductions and fabricator materials that are now available, and information on new logos and usage requirements for our ingredient brands. You'll also learn more about a brand transition under way for building products.

Our House will also contain regular features around product introductions, adaptations, and improvements as well as posts on events and opportunities that could be of interest to you and your business.

Our goal is to deliver quick-reads and succinct updates on ideas and innovations that can better shape and improve our partnerships and add to your business success. In addition, we want to offer an opportunity for you to provide feedback and suggestions on ways we can improve.

Deceuninck is focused on design, innovation and sustainability – now and in the future. It's a progressive vision we intend on developing around you, our fabricators and distributors, your customers and, ultimately, the homeowners we all serve. We believe the best way to assure that future is the kind of communication that starts here. Inside Our House.



Filip Geeraert
President & Chief Executive Officer
Deceuninck North America

.....

A Brand Look That's Brand New

There's a great new branded look for the innovative technologies that go into Deceuninck window and door systems, and cellular PVC decking and railings. And we believe it's a way to stand out, differentiate your products and provide your customers and your customers'

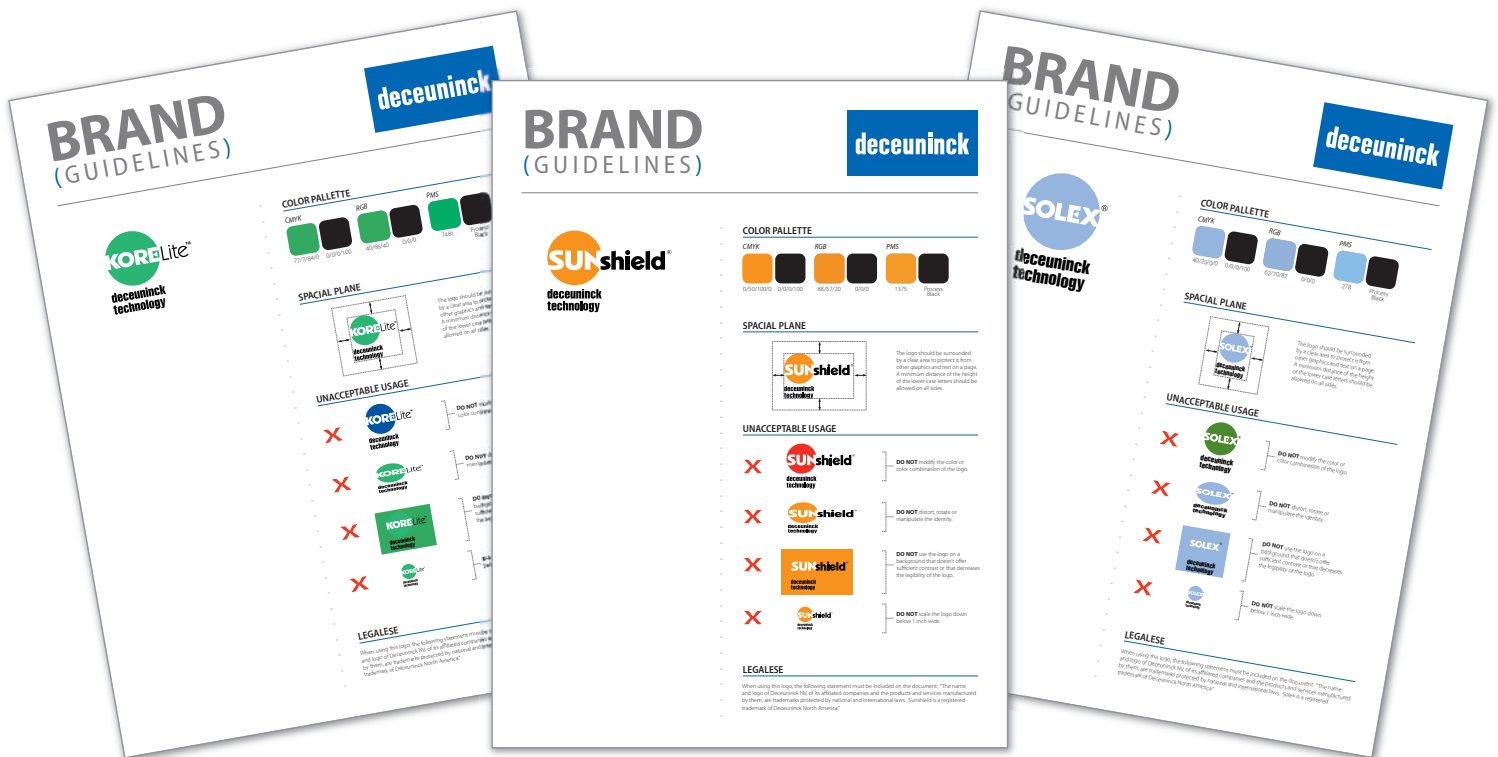
customers with a sure-fire way to identify superior performance in the marketplace. We've developed a new family of logos for our Deceuninck ingredient brands, and they are available for use on product literature, packaging, marketing support and on your website.

Continued on next page

A Brand Look That's Brand New (continued from page 1)

Solex® laminate solutions, SunShield® vinyl, and Korelite formulation and extrusion science have all been incorporated into the new look with a bright, graphic treatment and a key identifier as a “deceuninck technology”. Easy, New Regulations for Usage: Use the new branded logos early and often.

Simply follow the new usage guide for proper sizing, color treatment, placement and printing. Copies of the new logos and regulations are available online at deceuninck-americas.com or in hard copy by contacting Deceuninck customer service.



Also in this issue:

- **NEW:** Innergy™ Rigid Thermal Reinforcements
- **NEW:** Revolution™ Tilt & Turn
- **NEW:** Clubhouse™ Deck & Rail
- **NEW:** See us at IBS 2012

gallery d

Sparkles at Glassbuild




Deceuninck Wins Best of Show

Traffic and temperatures sizzled at the debut of the hottest booth at GlassBuild America 2011 in Atlanta. Deceuninck North America generated THE buzz of the show with a booth design and exhibit that framed windows and doors in a whole new light while winning *Best of Show* in the large booth category.

The award-winning design featured the look and feel of an art gallery opening with bistro-style refreshments and an afternoon café club. Classic works of art featuring windows — including “Woman Seated by a Window” by Pablo Picasso and “View from the Window, Tangier” by Henri Matisse — were on display. But the real masterpieces were the window and door profiles themselves featuring some of Deceuninck’s newest, most innovative advancements.




Innergy™ Rigid Thermal Reinforcements took a prominent position as the high-performing alternative to aluminum reinforcements for PVC windows and door profiles. The advanced thermal insert is the result of collaboration with polyurethane resin manufacturer Bayer MaterialScience LLC and features superior insulation and impact testing, better flexibility, and 20 percent bio-based resin formula for a truly sustainable package. The company also launched the Revolution Tilt & Turn™ window, a new product featuring a seven-chamber thermal structure, multifunctional tilt-in/turn out operability, and the capability of achieving an R-value of 7+ without Krypton.

“Gallery d was able to showcase the artistry of windows and encourage people to look beyond the form and function of windows to see how their design can be imaginative and inspiring,” said Filip Geeraert, president and CEO of Deceuninck North America. “We are honored that the booth received ‘Best in Show’ during this year’s GlassBuild conference, and we are especially gratified that so many of our partners were able to visit us and see first-hand the innovations coming out of Deceuninck.” 



The View from the Top

It was billed as “daring designs, double-hung drama, and deceptively delicious drinks and hors d’oeuvres.” But, in fact, it was the party event of the show, held high atop Ventanas overlooking Centennial Park and the skyline of Atlanta. More than 250 partners and guests mingled in a modern art gallery of Deceuninck profiles and 20th Century masters.

The evening featured a jazz combo, a kaleidoscope approach to an open kitchen with two 3-chef stations and, rumor has it, cigars on the deck. Fun was had by all. 





INNERGY™

Rigid Thermal Reinforcements

Green Inside and Out

Innergy™ Rigid Thermal Reinforcements are new, advanced fiber glass reinforced resin inserts, precisely tooled to slide easily into window and door frames during fabrication. And they provide all the strength and structural reinforcement of aluminum, but with a whole new set of high-performance, benefits to take you to the next level.

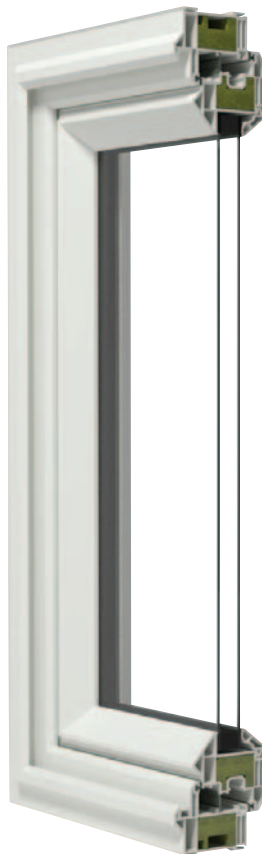
Innergy is the result of a collaboration between Deceuninck and Bayer MaterialScience.

It looks green because it is – starting with a 20 percent bio-based resin component in its proprietary formulation. But the real green story is the superior thermal performance, which enables Innergy to be an excellent energy-



saving addition to any window or door – impervious to cold or heat and extremely resistant to condensation.

New Marketing Materials Now Available: Get into Innergy. Marketplace materials now include a full color brochure, one-page sell sheets, and sample boards. All are available from your Deceuninck sales representative. [d](#)



revolution

Tilt & Turn™

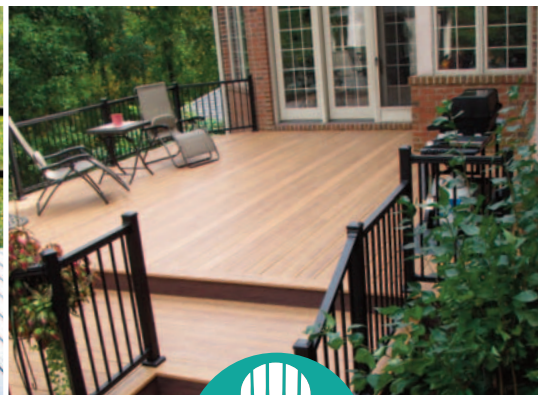
You Say You Want a Revolution

Revolution Tilt & Turn™ is the new look in modern design that comes with a classic European influence. But Deceuninck has redesigned the window system with some new twists for the American marketplace.

Revolution features a seven-chamber thermal structure, an IG range of 1" to 1 5/8", and Innergy Rigid Thermal Reinforcements that easily place it at R5 or R7 without Krypton. And it can go even higher. Plus, the window is designed for a C-100 rating. That's an American Revolution with attitude.

New Marketing Materials Now Available: It's easy to spread Revolution in the marketplace. The window now features a full-color brochure, one-page sell sheets and more – all available through your Deceuninck sales representative. [d](#)

The New Name to Know in Deck & Rail



CLUBHOUSE™ DECK & RAIL

Solstice, Deceuninck's cellular PVC decking, is about to join the club, one with plenty of privileges.

Time for you to join, too. Your chance to do so is right around the corner.

In the first quarter of 2012, Deceuninck will conduct one of the most anticipated product roll-outs in the company's history with the introduction of Clubhouse PVC Decking.

Clubhouse's proprietary formulation combines a strong, dense cell structure with the finest protective capstock in the industry for incredible results.

And it's all in the technology we employ.

SunShield® protection provides time-tested color retention, dimensional stability and impact resistance. Korelite™ dense cell technology prolongs the product life, virtually eliminating degradation from moisture or microbials such as mold or mildew.


The combination enables Clubhouse PVC Decking to support warranted use in harsh decking environments.

Want it to look like wood?
We hear you.

Clubhouse PVC Decking features the finest embossed wood grain in the industry with the most authentic look and feel of any engineered decking.

An ideal blend of premium good looks and industry-leading performance.

For a stunning complement to Clubhouse Decking or any patio, porch and staircase, Clubhouse Railing features pre-cut balusters with installation plugs and bracketed hidden hardware.

Clubhouse PVC Decking by Deceuninck will make its debut at IBS 2012 in February. We'll save a comfortable chair for you. 




Solstice
Decking
- AND -
KODIAK
Railing Systems
JOIN THE
CLUB



New CEO for Deceuninck North America

"Filip Geeraert has been named as the new CEO of Deceuninck North America, the designer and manufacturer of window and door profiles, effective April 30. Currently executive vice president and chief financial officer, he succeeds Mark Parrish, who has resigned to accept a leadership position outside the fenestration industry."



Deceuninck launches sustainable building products

"Underscoring its commitment to developing sustainable products and processes, Deceuninck North America LLC is launching a program to incorporate recycled PVC scrap into its window and door products. Deceuninck also is launching a new line of windows and door profiles -- made from polyurethane-reinforced composites and bio-resins -- that the company says offers significantly greater thermal efficiency than competing aluminum products, as well as a new tilt-and-turn window line that features a seven-chamber thermal structure and an R value of 7+.

'Deceuninck North America is here for the long-term,' said Filip Geeraert, a 14-year veteran of the Belgian-owned firm who became president and CEO of Monroe, Ohio-based Deceuninck North America in late April. "We have positioned the company on three pillars -- innovation, design and strategy -- and the theme of building a sustainable home."



Companies Continue to Focus on Innovation

"Deceuninck North America has partnered with JP Industrial (JPI) to launch a comprehensive recycling program for its customers. JPI is the largest recycler of PVC materials nationwide.

'We have a zero-waste goal, and our partnership with JPI will help us meet this goal by reclaiming unused product that might have otherwise ended up in the waste stream,' said Filip Geeraert, president and chief executive officer of Deceuninck.

The company also has partnered with Bayer MaterialScience LLC to introduce Innergy™ Rigid Thermal Reinforcements. The product is the result of a collaboration with polyurethane resin manufacturer Bayer as part of an exclusive agreement between the two companies.

'Innergy is truly the next generation of thermal reinforcements. It offers the same strength and durability of aluminum, but with unprecedented levels of thermal performance,' said Geeraert.

The company said it developed the product as a better-performing alternative to aluminum reinforcements for PVC door and window profiles. Innergy also contains 20 percent bio-based resins."



Deceuninck North America Launches PVC Recycling Program

"Deceuninck North America, a designer and manufacturer of systems for windows, doors, interiors and outdoor living, based in Monroe, Ohio, has partnered with JP Industrial (JPI), Lisbon, Ohio, to introduce a comprehensive recycling program for its customers. JPI says it 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. Deceuninck launched the program on Sept. 1, 2011."

Fine Homebuilding

"In the course of the past 15 years, the PVC hasn't changed, but there have been major advances in the additives," explains Paul Adams of Deceuninck North America. "The formulations are different from what they were even five years ago. The stabilizers have improved. Each category of additives has improved."

WindowDoor

Deceuninck and Tri-State Team Up for Window Walk

"Deceuninck North America, the provider of vinyl window and door profiles, and Tri-State Wholesale Building Supplies Inc., a manufacturer and distributor of windows and other exterior building products, conducted a window walk last Thursday, participating in the 'G2OTR Project: LEEDing the Way in Historic Renovation and New Construction.' In order to demonstrate the commitment of the two companies to sustainability, Deceuninck and Tri-State employees delivered products on foot to two homes being restored by Cincinnati Habitat for Humanity, officials explain."



Best In Show Most Innovative Company – Deceuninck North America

"As housing starts are down, companies are searching for ways to be innovative and ride out the housing recession. Some are finding opportunities for growth, forging partnerships and continue to move forward. Deceuninck North America is one of these companies, and its chief executive, Filip Geeraert, is excited about the future. When DWM magazine spoke to him at the show, he pointed out that the company has three main messages: innovation, design, and sustainability. Showing its commitment to all three fronts, the company has announced that it has partnered with Bayer MaterialScience LLC to introduce Innergy™ Rigid Thermal Reinforcements."

WindowDoor

Embracing the Reality of 2012

With more realistic expectations for the coming year, window and door companies focus on opportunities that exist.

"Global markets could also put a damp towel on a U.S. recovery, notes Filip Geeraert, Deceuninck. "We don't know how the U.S. will react to the potential recession in Europe," he says. Challenging financing restrictions and increases in raw material prices could also throw 2012 off track, he adds. "It really is a crystal ball and it changes every day," Geeraert says. "Whatever we think today may be different in a couple of months."

More Insights on 2012

"To play offense and defense in a downturn market is the only way for survival and to be well positioned for the time in 2013 when the market starts picking up again. We do believe we are well positioned. We have created a platform from a vision point of view and our customers know what to expect from Deceuninck. We will be pushing our organization and the industry to go to the next level and I think that's important."



International Builders' Show 2012



More than 50,000 attendees. Nearly 1,000 suppliers. And a glimpse of what's to come in the building and construction industry.

The International Builders' Show (IBS) is the largest event of its kind each year, and once again this year, Deceuninck North America will be showcasing its innovations to those in attendance.

Join us on the cul-de-sac for a real-life example of how we're breaking new ground in residential home construction. This year's Builder Concept Home series at IBS, sponsored by Hanley Wood, includes the construction of three homes in suburban Orlando. Each one is aimed at meeting the individual needs of a different American generation – Baby Boomers, Millennials, and Gen-Xers. Each home also features Deceuninck's innovative windows.

Perhaps you'd like to kick back on the deck at the Show Village on the exhibit floor. We'd recommend the Cape Cod House, because Clubhouse PVC Decking and Railing by Deceuninck is the featured decking product. Find out what we mean when we say that membership has its privileges.

Maybe a trip to an art gallery suits you better. We're planning a special hospitality event at Baterby's Art Gallery in Orlando on Wednesday, February 8th. We'll be transforming the space into "gallery d," our own avant-garde showcase of Deceuninck's most innovative products. Enjoy cocktails, some terrific food, and engaging conversation about what it means to build the sustainable home.

See you in sunny Orlando! 

gallery d
by deceuninck

Date:
wednesday,
february 8th 2012

Time:
5:30 p.m. - 8:30 p.m.

Venue:
baterby's art gallery
pointe orlando
9101 international
drive, orlando