



Product Bulletin

Number: 2009-10-GV

Date: August, 2009

Ply Gem Windows Premium and Pro Replacement Series options offer more flexibility than ever to meet customer needs

As we continue to make enhancements to our product platform as part of our rebranding effort, we want to keep you informed of the latest updates. Last month we launched the Ply Gem Windows Contractor Series to round out our tiered product offering of quality replacement windows. We are now completing the conversion of the former GrandView brands to the Ply Gem Windows Premium and Pro Replacement Series. This series collection has been structured to bring you more options than ever before, providing your customers with multiple levels of products and options that can satisfy any project or budget.

The Pro Series is based off the GrandView 3000 model and price structure. The Premium Series product platform is based off the former Grandview 4000 (R-Core in the frame only). The transition to the Premium Series has required the development of a single price book and the use of new, separate price adders for the Premium options. The GrandView 4000 and 5000 price books are no longer applicable. The new Premium Series price book has six different glass option packages that can be added to the base Premium product.

In the new Premium Series pricing structure, the standard platform of the former GrandView 5000 (R-Core in both the frame and sash) is now available as an option within the Premium Series. The 5000 platform is captured in our Energy Package (EP) list of price adders. These new EP Upgrade options include the HP Glass Package of choice (HP, HP2 or HPMax) with the addition of R-Core to the frame, or frame and sash. Additionally, the EP upgrade includes Interforce II fiberglass reinforcement in the meeting rails of double hung and sliding windows providing higher DP ratings.

The Premium Series offer six available glass and EP options:



One lite of Low E with argon gas fill



Dual Pane unit with two lites of Low E and one insulating chamber of argon gas fill



Triple Pane unit with two lites of Low E and two insulating chambers of argon gas fill



HP Glass package option with the addition of R-Core in the frame and sash and Interforce II fiberglass reinforcement in the meeting rails (double hung and sliding windows)



HP2 Glass package option with the addition of R-Core in the frame and sash and Interforce II fiberglass reinforcement in the meeting rails (double hung and sliding windows)



HPMax Glass package option with the addition of R-Core in the frame and sash and Interforce II fiberglass reinforcement in the meeting rails (double hung and sliding windows)

These new options provide unsurpassed strength, durability and energy efficiency, as well as maximum flexibility for choosing the window that works best for the homeowner's needs and budget.

Additionally, your customers can now offer homeowners HPMax triple pane glass, without foam in the sash or the additional reinforcement in the frame, which results in a lower price window that **far exceeds the federal energy tax credit .30/.30 requirement**. This flexibility gives your customers the ability to up sell to a number of options – HP2, HPMax, EPPlus, EPMax – all of which qualify for the tax credit and help promote the value add of the insulated sash resulting in higher profit margins on their jobs.

Previously, designer glass and regal v-groove glass patterns were only available with the 5000 product offering, which meant those options had to be priced off the higher 5000 base model. Now, the extra options are available at the lower 4000 price structure.

New Ply Gem Windows literature is being fulfilled from a different location, so please provide your Ply Gem Window Sales Representative with an estimate of the number of price books (printed and electronic on CD) as well as Pro and Premium series brochures, that you will need. If you have current window sample covers and/or attaché cases and light demo kits which require the new Premium insert cards, please let your sales representative know how many you require. Your sales representative will place the order for shipment directly to you. There is no need to purchase new cases or covers. Printed price books and/or electronic versions on CD, as well as Premium and Pro series brochures, will be available the week of August 24, 2009.

Retrofit signage for former GrandView displays will begin shipping this same week directly to customers. A limited supply of signage kits will be stocked. If additional kits are needed, please contact your sales or Toledo customer service representative. We will notify you of additional support materials as they become available.

We value your partnership with us in the window and door business!

Sincerely,

A handwritten signature in black ink that reads 'John Walsh'.

John Walsh,
Product Manager, Vinyl