

# Genesis Cellular Window Homeowner Presentation



***A New Beginning in Vinyl Windows***

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# About Us

Genesis Cellular Window Systems were designed by Royal Building Products // Window & Door Profiles - North America's largest supplier for vinyl profile extrusions serving the residential home improvement and construction markets.

Genesis is manufactured and marketed through industry-leading Window & Door Fabricators who combine cellular vinyl profiles from Royal with other high quality components (glass, hardware) to bring their unique version of Genesis to life.



# What is a Cellular Window?

The Genesis™ All-Cellular Vinyl Window is a differentiated product that presents an opportunity to up-sell into the premium remodeling market with an outstanding value proposition.

- Solid all-vinyl frame, sash and sill – no need for foam filling or added insulation.
- High quality Cap stock coatings provides a flawless finish that can even be enhanced by painting with Royal Bond Spectra-Coat, laminate or other interior/exterior finishes.
- Full product line, available in mechanical or welded construction versions
- Complete testing and certification reports

An All-Cellular Vinyl Window system will provide an alternative to high-end Rigid Vinyl or Composite Window systems.

# Genesis

The Genesis Cellular Window System provides a truly unique product in today's crowded replacement window marketplace. Genesis offers outstanding features and benefits to set this system apart from the competition:

- Solid-core cellular vinyl material
- Energy-efficient (R-5 thermal performance)
- Works like wood, without annual maintenance or warping issues
- Cellular vinyl does not absorb moisture, so it will not rot and does not require re-painting (scrape, prime and paint)
- The small cell microstructure of cellular vinyl resists moisture and insects to outperform wood in exterior applications

From inside the home, lamination or foil-stamping can reproduce the grain and rich colors of high-end hardwoods, while offering total immunity to rot, insects, warping or moisture damage, both inside and out.

Genesis is a superior quality product for those looking for premium quality window system.

***Genesis Cellular Window System - A New Beginning in Vinyl Windows***

# What replacement windows can do for your home

PROBLEM	SOLUTION
<p><b>Poor Performance.</b> Air is leaking in and out of your windows or doors, causing hot and cold drafts. There is unsightly fogging between the panes of glass.</p>	<p>New windows and doors help eliminate drafts and will help keep the glass from conducting heat or cold - making your home more comfortable and energy efficient year-round.</p>
<p><b>High energy bills.</b> Your old single-pane windows are not energy-efficient, making your furnace and air conditioner work harder.</p>	<p>Reduce heating and cooling costs by replacing your windows and doors with Low-E (Low-Emissivity) insulating, double- or triple-pane glass. For maximum energy savings, purchase ENERGY STAR<sup>®</sup> qualified products.</p>
<p><b>Fade damage.</b> You want to prevent your furniture, carpet and window treatments from being damaged by the sun's fading rays.</p>	<p>Replacement windows and doors with Low-E (low-emissivity) glass coatings reflect the sun's UV rays away from your home, to help protect your furniture, drapes and carpets from fade damage.</p>

# Genesis Value Proposition

All Cellular Vinyl construction provides the workability of wood – with the low maintenance and long lasting performance of a hollow rigid vinyl. The Cellular Vinyl material delivers a product that has superior thermal performance and is resistant to moisture, making it ideal in high humidity (southern) or low temperature (northern) climates. In-home demonstrations showing cross-cut sections of the solid cellular vinyl material provide a unique opportunity to up-sell homeowners vs hollow rigid vinyl profiles or solid wood construction, which will require annual maintenance.

	Brand Wood/ Composite	Genesis All-Cellular	Cellular Sash	All-Wood Shop Built	Sash Pack	All-Vinyl
Minimal Maintenance	X			X		
Durability	X			X	X	
Aesthetics						X
R-5 Availability	X		X	X	X	
Ease of Installation	X		X	X	X	
Look of traditional wood						X
Ease of fabrication			X			
Product differentiation	X		X	X	X	X
Material acts like wood						X
AAMA Test Performance	X		X	X	X	

# Dare-To-Compare

## Dare-To-Compare..... Against Other Materials

When considered against Rigid Vinyl systems, the All-Cellular system cuts, saws and nails like (solid) wood. This product has better aesthetics, comparable to high-end windows (eg. Anderson Renewal, Pella 850 Architect Series). Additionally, many manufacturers undertake the practice of “foam-filling” hollow rigid extrusions with expandable spray foam for improved thermal characteristics (for energy efficiency). While certainly an improvement – the solid All-Cellular design eliminates that need, plus the Cellular Vinyl material does not face the same issues as foam-filling of settling, leaking or reduced effectiveness over time.

The All-Cellular System will be favorably positioned against high end wood windows due to a cost advantage and lack of required maintenance by the homeowner.

Composite Window systems include Fiberglass, Wood Flour or another substrate covered with Rigid Vinyl Capstock. These systems tend to be low cost, but prone to swelling over time and can't be welded by the Fabricator (not production friendly).



# Dare-To-Compare



Genesis™ offers outstanding features and benefits that set this system apart from the competition:

- Solid-core cellular vinyl material
- Energy efficient (R-5) thermal performance
- Works like wood without the worries
- Does not absorb moisture, will not rot, does not require maintenance (scrape, prime, paint)

Moisture and insects cause most of the problems associated with wood in exterior applications, like peeling paint, rot and decay. Since Royal cellular vinyl products are extruded with a small cell microstructure they resist moisture and insects to outperform wood in exterior applications.

Genesis™ is a premium quality product for those who want a better window system.

# Dare-To-Compare

## Dare-To-Compare..... Against Other Products

### Cellular Window Competitor Comparison

Competitor	Material	Color Options (Interior)	Color Options (Exterior)	U-Value (Dual Pane)	U-Value (Triple Pane)	Glass Thickness	Accessory Packages	R.5 Rating	Recycled Content	Coating	Style
Genesis	Cellular	Paint / Woodgrain	Capstock	0.26	0.16	1-1/8"	Rigid & Cellular	Yes	15%	Capstock	Bevelled Frame/Sash
Mikron Wood	Cellular	Interior Woodgrain	Capstock	0.25	n/a	1"	Rigid & Cellular	Yes	n/a	SuperCap	Sculptured
Mikron Energy Core	Rigid / Reinforced	Interior Woodgrain	Capstock	0.26	0.15	1-1/8"	Rigid & Cellular	Yes	30%	SuperCap	Traditional
Gossen	Cellular	Paint, Woodgrain	Paint	n/a	0.17	1"	Cellular	Yes	n/a	CelUCA	Bevelled Frame

# Product Line

## Description:

All Cellular Vinyl Window System (Cellular Frame, Sill, and Sash) with a high quality Capstock finish, designed for the Remodeling market

## Key Features:

- 3¼" Frame depth
- 1-1/8" Glazing capacity
- Beveled Exterior Frame
- Beveled Sash
- Slope Sill
- DP50 Structural
- R5 Thermal Performance
- Welded or Mechanical (Mortise and Tenon) joint assembly

Genesis™ is a complete line of high performance replacement windows. All window types are available to be built with either ***mechanical*** or ***welded*** construction:

- Double Hung
- Double Slider
- Casement
- Picture Window

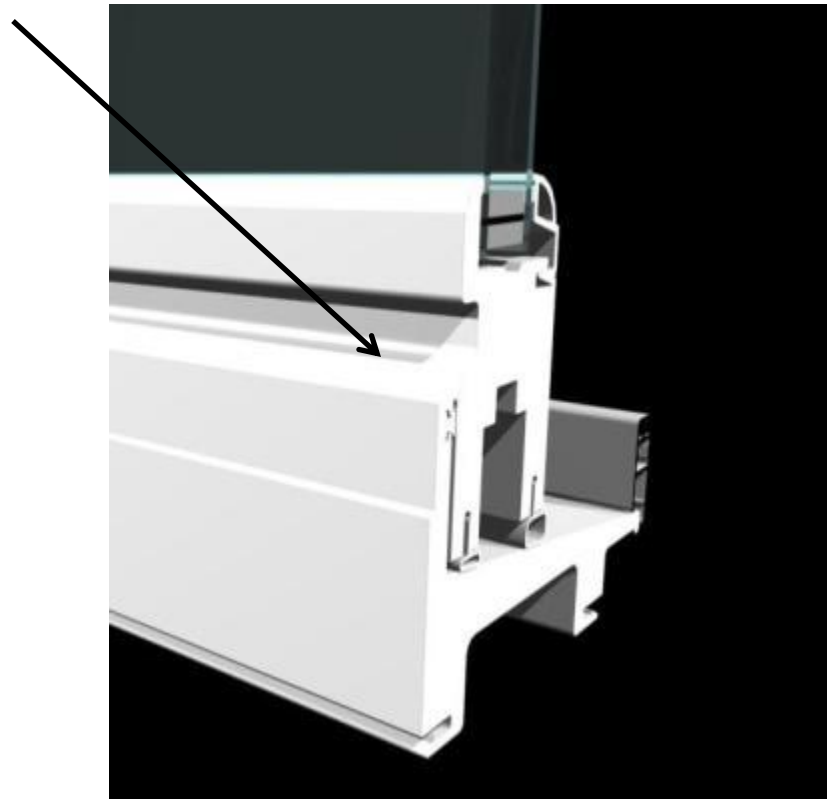
# Features



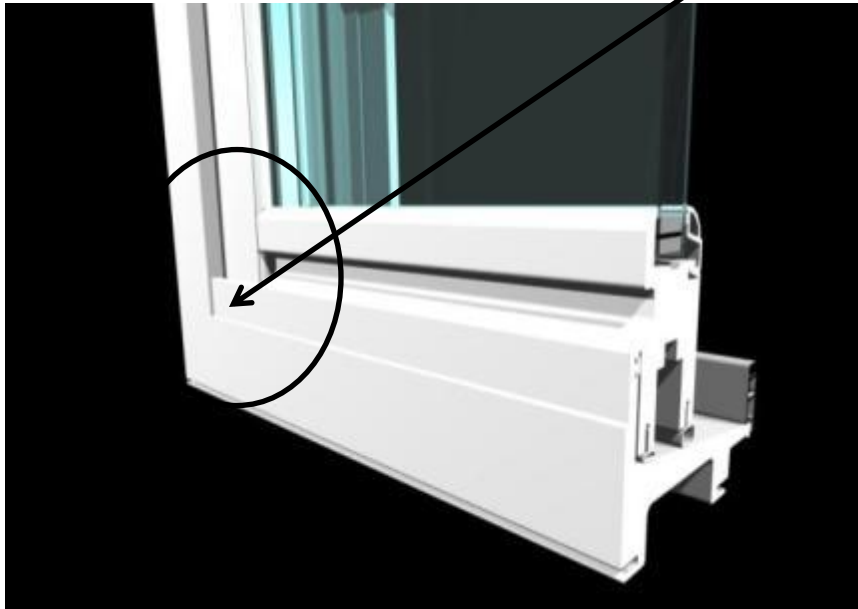
- ❑ Solid Cellular Frame, Sash and Sill means no messy foam filling or empty material voids
- ❑ High quality Capstock coating
- ❑ Solid Framing for exceptional thermal performance (U-Value 0.22, dual glazed)
- ❑ A 3.25" jamb depth allows the product to install as easy as any conventional replacement window
- ❑ **Deep glazing towers allows for up to a .26 interior applied SDL, giving the window the ability to recreate an antiquated appearance**

# Features (continued)

- ❑ **A traditional Sloped Sill allows easy water control**
- ❑ The product is glazed from the exterior leaving the inside free of glazing lines
- ❑ Genesis™ has the ability to handle  $\frac{3}{4}$ " glass up to a full  $1\frac{1}{8}$ " making it an R-5 capable product!
- ❑ The careful curvature of the exterior framing gives Genesis™ it's own distinctive look
- ❑ Genesis™ may be re-enforced, although the product tested to a DP-50 with  $1\frac{1}{8}$ " glass, un-reinforced at gateway sizes



# Features (continued)



- ❑ **Option to manufacture the product line with a Welded Corner or traditional Mortise and Tenon Joinery**
- ❑ Built-in Pull Rail continues the appearance of the old world craftsmanship
- ❑ Integral Interlocks, help keep out the elements, making the product energy efficient
- ❑ Recessed Locks give a cleaner more enhancing appearance
- ❑ ½ Balance Pockets - current with industry standards
- ❑ Interior and exterior Accessory Grooves allow for use of multiple accessory profiles

# Test Results

<i>Double Hung</i>	Genesis	Others	Advantage	Comments
Design Pressure	DP-50	DP-50	Same	Genesis was designed to achieve an industry standard DP-50 rating
Air Infiltration	0.08	0.25	<b>Genesis</b>	Genesis shows superior results, creating a performance advantage vs competing products
Thermal U-Value	0.22	0.27	<b>Genesis</b>	Comparing double glazed, 2 low-e's Argon filled, Genesis performs better
Thermal SHGC	0.18	0.27	<b>Genesis</b>	Comparing double glazed, 2 low-e's Argon filled, Genesis performs better
Thermal U-value	0.26	0.27	<b>Genesis</b>	Comparing double glazed, 1 low-e's Argon filled, Genesis performs better
Thermal SHGC	0.19	0.28	<b>Genesis</b>	Comparing double glazed, 1 low-e's Argon filled, Genesis performs better

# Innovation

## OUR DREAMS. YOUR REALITY.

Genesis all-cellular windows take vinyl to the next level. You're looking for superior energy efficiency. Enhanced aesthetics. Low maintenance. And excellent overall performance. Look no further.





# Elegance

## **BEAUTIFUL INSIDE AND OUT.**

Genesis all-cellular vinyl windows give you endless options to enhance the look of your home...from the curb and the couch.



# The Future Matters

## GO GREEN

Genesis all-cellular windows are built to perform...and to last. Our vinyl products offer superior energy efficiency, both when they're manufactured and after installation. They're durable. And they're made from recyclable materials. Our green thinking is the legacy we leave our kids.



# The Best of Both Worlds

## **HIGH PERFORMANCE. LOW MAINTENANCE.**

All-cellular vinyl construction offers the best of both worlds: the beauty of wood and the low maintenance and durability of rigid vinyl. Whether you live in the chilly north or humid south—or a mixed climate—we've got you covered.



# Energy Star Qualified

## COMFORT...AND SAVINGS

Give your furnace, air conditioner and wallet a break. Our Energy Star qualified windows offer year-round comfort and, according to Natural Resources Canada, can save you up to 12 per cent on your energy bills.





# Genesis

CELLULAR WINDOW SYSTEM BY ROYAL

## A New Beginning in Vinyl Windows