

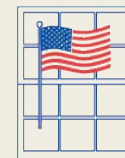
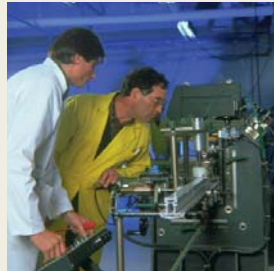
A World of Quality Window Products

World Wide Partnership - that was the idea when the company was founded and still remains the corporate philosophy behind Deceuninck.

System Partnership includes the entire process of window design and manufacture - from materials, design, manufacturing and installation - our aim is achieving the maximum effect technically, aesthetically, economically, and environmentally.

Deceuninck has companies throughout Europe and the U.S. and is represented in over 30 countries world-wide.

Our main concern has always been with the satisfaction of our customers.



American
WINDOW

A Tradition of Satisfied Customers



Earthwise was founded as a group of manufacturers and dealers with the common goal of providing products and services that satisfy each and every customer.



Our success is due, in part, to our dedication to quality window and door products, produced from the finest designs and materials using the most technologically superior equipment and up-to-date technology, in a modern facility - using highly skilled and trained people.

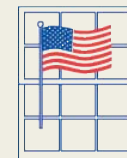
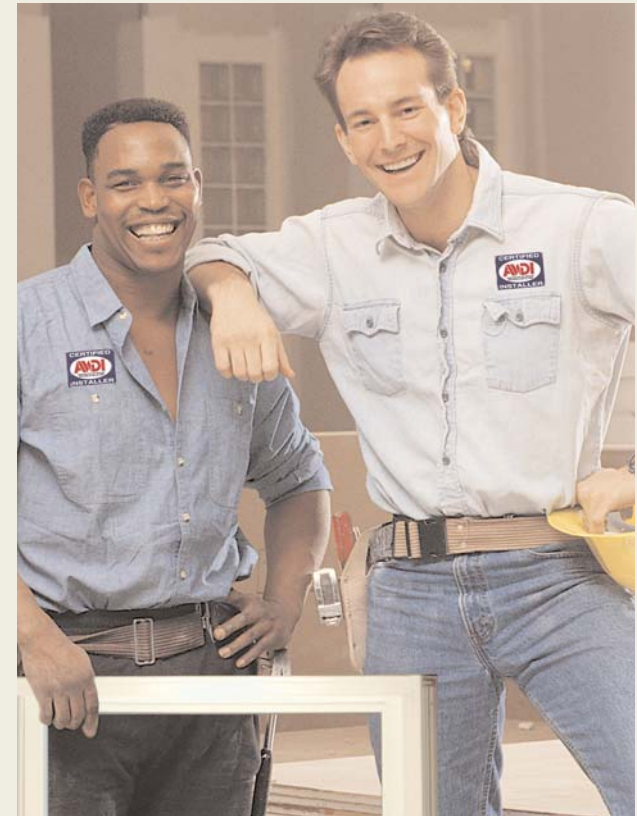
But more importantly, we know our success is dependent on our singular dedication to the satisfaction of each and every one of our customers - before, during and after the sale.



American
WINDOW

What you should look for in a Home Improvement Company...







-  **Longevity**
-  **Fully Licensed**
-  **Fully Insured**
-  **Financial Stability**
-  ***Guaranteed***
Quality Workmanship
from Certified Installers



American
WINDOW

One Responsibility

We are Vertically Integrated to Assure You of Quality and Satisfaction from Start to Finish

-  **Research and Development**
-  **Extruding**
-  **Manufacturing**
-  **Installation**
-  **Service**
-  **Guaranteed Satisfaction**



American
WINDOW

Guaranteed Quality Workmanship



Four Step Quality Workmanship Guarantee

1. Accurate measurement and In-Home Analysis

An inspection is made at your home to insure that instructions are clear and mistakes eliminated. No confusion or surprises.

2. Supervision and Inspection

Prior to Installation, an inspection is made at our factory to make sure your windows are custom made to fit right and work right.

3. Installation

All of our installation crews are highly experienced and factory trained. They are well mannered professionals who care for your home as if it were theirs.

4. Post Inspection Approval

You will be asked to inspect the work and approve it prior to final payment.

We are committed to your complete satisfaction.



American
WINDOW

Judge A Company By The Company It Keeps

We proudly honor the standards set by the...

**National Association of the
Remodeling Industry**



**Association of Window
and Door Installers**



Federal Trade Commission

Consumer Protection Bureau

Better Business Bureau

Better Contractor's Bureau

Chambers of Commerce



***As you would expect,
our products and
installation are fully
warrantied, but we protect
you from the
unexpected, as well.***







**We are fully insured to assure
you that you are
protected from
all damage...**

Guaranteed!



American
WINDOW

Is This The Type Of Company With Which You Would Be Comfortable Doing Business?

-  **Hundreds of years of combined experience, service, value, dependability and complete customer satisfaction**
-  **Certified Home Improvement Specialists**
-  **Exclusive line of the finest products available**
-  **Written product, labor and workmanship warranties**
-  **Affordable, flexible financing**
-  **Fully licensed and insured**



Our Pledge...

To expertly install the finest quality products; to offer fair prices and the best terms available; to service each installation to your complete satisfaction; and to back your complete job with a written guarantee.



American
WINDOW

As Seen In Good Housekeeping...



For whatever your family builds...



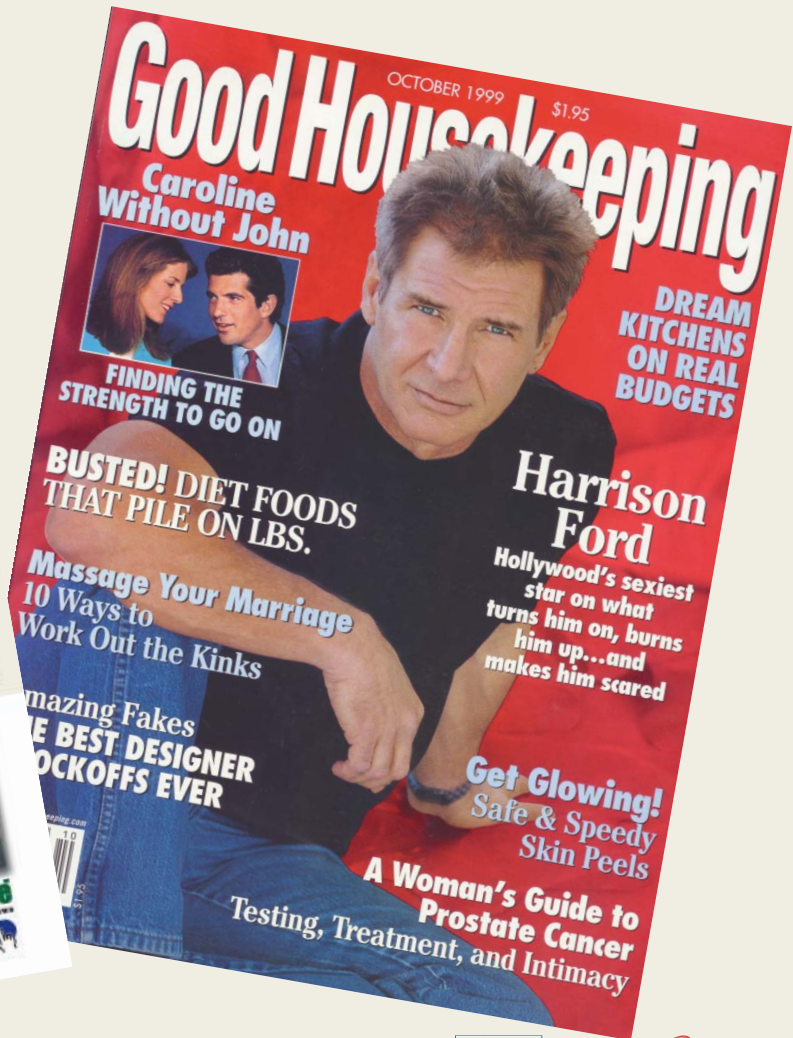
there is an Earthwise Window.



REPLACEMENT • NEW CONSTRUCTION • REMODELING

There is nothing more important to your family than your home - its value, its security and its comfort. Like your family, your home deserves the best and for new construction, replacement or remodeling, there are no better windows than premium quality windows from Earthwise. Each Earthwise Window is manufactured with one thought in mind - to provide the highest performance and durability while offering styles, colors and options to suit any taste and any design. Earthwise Windows incorporate the latest innovations in fenestration design and offer the highest energy savings and maintenance-free performance available. They not only save you money on your energy bills, they increase the value of your home and provide peace of mind with their limited Lifetime Warranty. Earthwise Windows are only available from Earthwise approved manufacturers, and are sold and installed by Earthwise certified dealers. For more information contact your local Earthwise Window Dealer or call 1-877-640-WINDOWS.

For More Information On-Line: www.earthwisewindows.com



Good Housekeeping
OCTOBER 1999 \$1.95

Caroline Without John

DREAM KITCHENS ON REAL BUDGETS

FINDING THE STRENGTH TO GO ON

BUSTED! DIET FOODS THAT PILE ON LBS.

Harrison Ford
Hollywood's sexiest star on what turns him on, burns him up...and makes him scared

Massage Your Marriage
10 Ways to Work Out the Kinks

Amazing Fakes
THE BEST DESIGNER ROCKOFFS EVER

Get Glowing!
Safe & Speedy Skin Peels

A Woman's Guide to Prostate Cancer
Testing, Treatment, and Intimacy

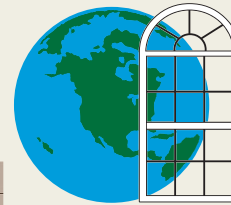


American
WINDOW

There Are 2 Symbols of Quality to Look for When Replacing Your Windows...

Earthwise® Premium Vinyl Replacement Windows have earned the prestigious Good Housekeeping Magazine Seal.

This is your assurance that you are investing in the finest window products for your home.



Earthwise™
Vinyl Windows



There's Only 1 Window That Has Them Both!



American
WINDOW

Why Replace Your Windows?

- ✓ **Ease of Cleaning**
- ✓ **Value/Beautification of Your Home**
- ✓ **Comfort and Fuel Savings**
- ✓ **Safety**
- ✓ **Noise Reduction**



But... You're paying for new windows
whether you install them or not!



American
WINDOW

Why Replacement Windows?

In an Independent Survey, our customers gave the following reasons for choosing our Windows and Doors:

- 1. EASY CLEANING**
- 2. ENERGY SAVINGS**
- 3. MAINTENANCE-FREE**
- 4. SECURITY AND SAFETY**
- 5. BEAUTY AND PRIDE**
- 6. SOUND INSULATION**
- 7. RESALE VALUE**



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Are Hidden Leaks Stealing Your Energy Dollars?

Old Windows Lose Energy 3 Ways-



Infiltration-

Air leaks around frame and sash



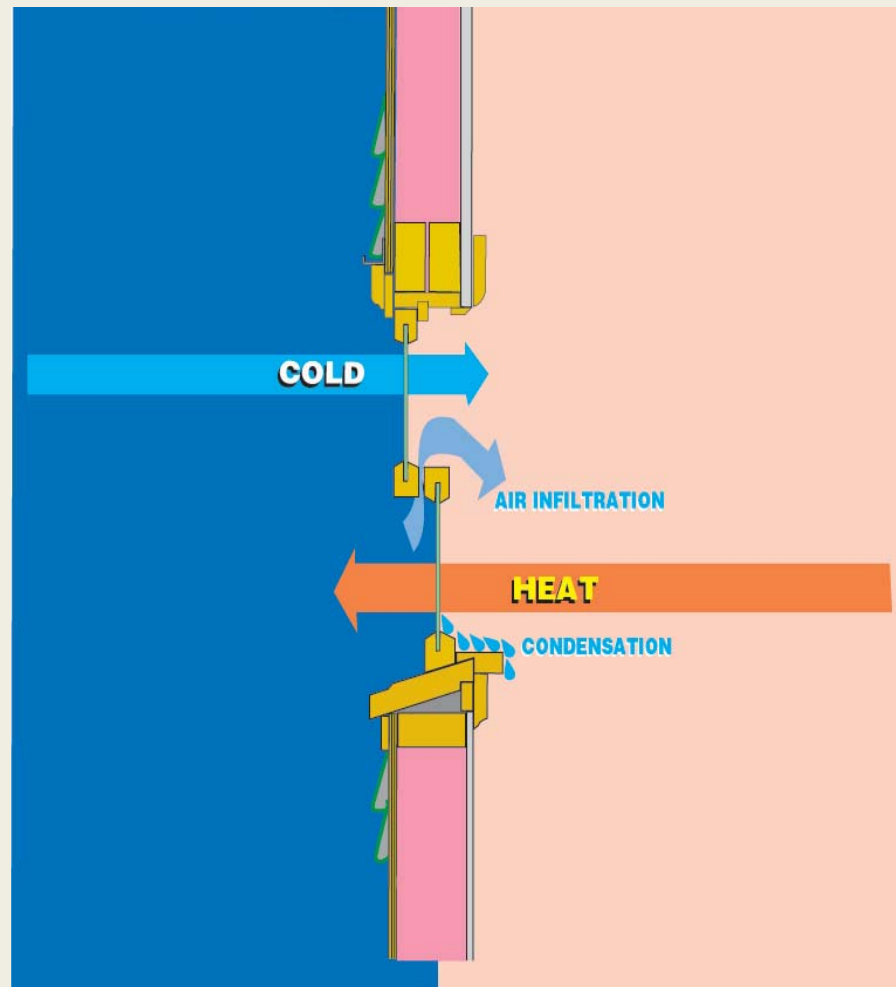
Conduction-

Heat loss through the frame, glass and sash



Radiation-

Heat Loss through the glass



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Maintenance

End Constant Problems

- Puttying and painting
- Locks that don't latch
- Hard to open
- Painted shut
- Won't stay open
- Propped open with a stick
- Requires unsightly plastic or towels to reduce drafts
- Hard to clean both sides of the window



From This



To This



American
WINDOW

Energy Loss?

Nearly 50% of All Heat Loss is through Faulty Windows & Doors

INFRARED PHOTO. RED AREA SHOWS HEAT LOSS THROUGH WINDOWS IN A TYPICAL HOUSE.

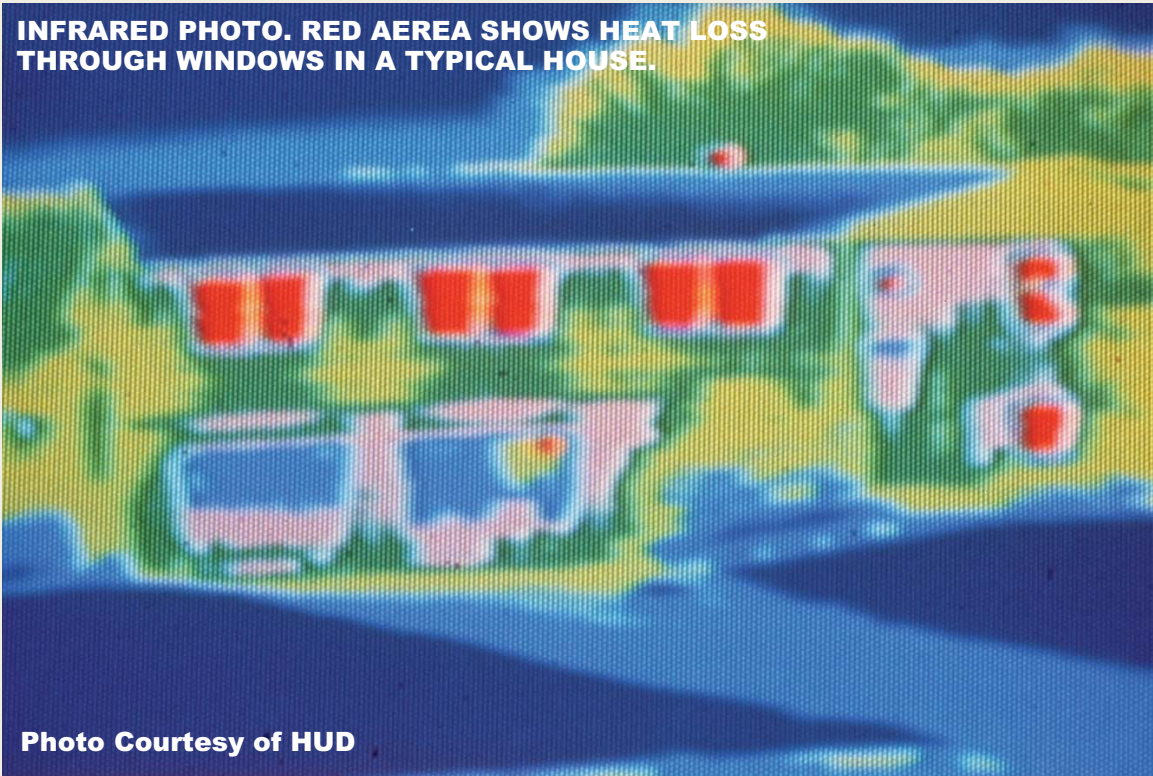


Photo Courtesy of HUD

A study by the University of Illinois found that heat loss through the windows combines with loss through the glass and with the loss of heated air through cracks in the window unit.

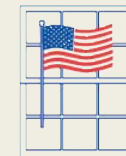
For example, for a house with 150 sq.ft. of single glass windows without storm sash, the heat loss can be as high as 15 x 1050, or 15,750 BTU/hr.

Add to that the lower surface temperature of a window that is single glazed without a storm sash and interior moisture condenses as water, frost, or ice.

The study concluded that Heat is lost:

- 8.8% through floors
- 44.4% through walls and ceilings
- **46.8% through faulty windows and doors.**

Study by the University of Illinois. Small Homes Council-Building Research Council. © by the Board of Trustees of the University of Illinois.



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New Windows from Earthwise Stop Energy Loss

THERMAL TRANSMITTANCE (U-Value) DUE TO CONDUCTION

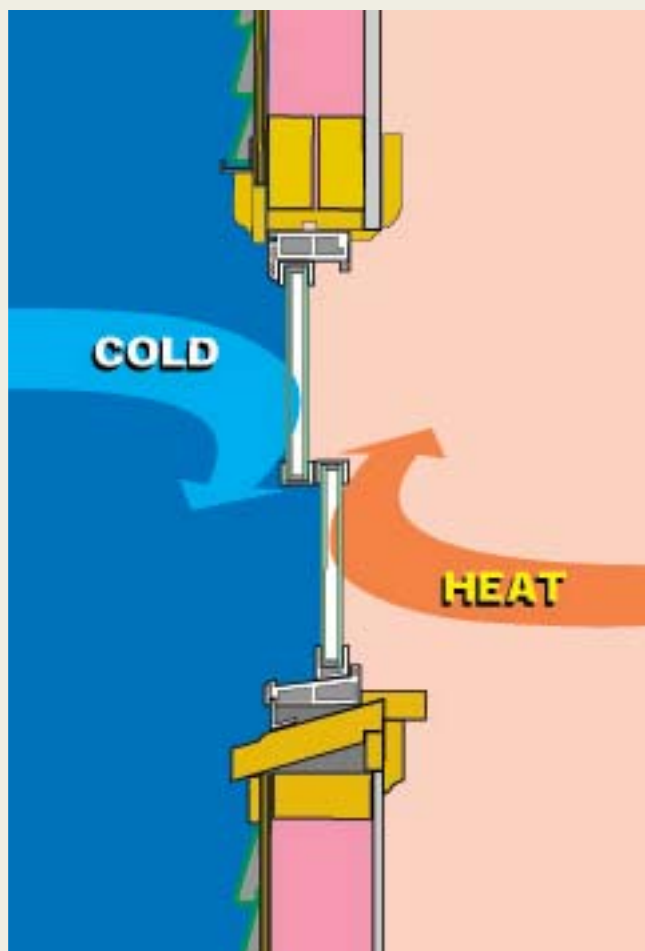
Non-conductive vinyl framing members and insulated glass reduce conduction and resultant heat loss to a value far below wood windows with storm sash

THERMAL TRANSMITTANCE (U-Value) DUE TO AIR INFILTRATION

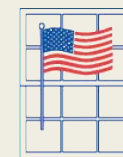
Superior weatherstripping and precision interlocks reduce air infiltration to a level well below wood windows with a storm sash.

CONDENSATION RESISTANCE FACTOR (CRF)

Through the use of rigid vinyl frame members and insulated glass, Earthwise Windows resist condensation and exceed recommended industry minimum CRF ratings.



- **Reduces Heat Loss**
- **Reduces Air Infiltration**
- **Reduces Condensation**

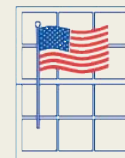


American
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Cleaning

**Your windows
should save you
time as well as
money.**

**Enjoy safe,
easy cleaning
from inside
your home...
all year 'round!**



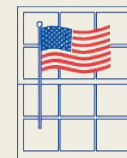
American
WINDOW

Important Considerations

When making a substantial purchase for your home, you should consider:

- 1. The Quality of Materials***
- 2. The Quality of Labor***
- 3. The Price and Value***
- 4. The Reliability of the Company
You're Dealing With***
- 5. Warranties***

And
you should
evaluate whether
the solution
is
PERMANENT
or
TEMPORARY!



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***The bitterness
of poor quality
remains long after
the sweetness
of low price
is forgotten***



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What Are Your Choices?

Standard Size vs. Custom

Standard Size

- *Standard sized windows are mass produced for new construction and require extensive carpentry to install properly*
- *The cost of installation will exceed the cost of the window*
- *It is nearly impossible to match sizes of older homes*

*• You Need to Customize your house
To fit the windows*

Custom Sized Made-To-Order

***Custom made to
fit your home for
optimal
performance
and beauty***

- *We Customize Your Windows
to Fit Your House*

Permanent or Temporary?

The Only Permanent Solution



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WINDOW

What Are Your Choices?

Viewing The Alternatives

Wood Prime Windows

- *Expensive to install*
- *Easy to break into*
- *Difficult to clean*
- *Hard to maintain*
- *Hard to paint, scrape and putty*
- *Will rot in time*
- *Swells in summer -
Shrinks in winter*



Permanent or Temporary?



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What Are Your Choices?

Viewing The Alternatives

Aluminum Windows



- **Condensation and icing due to conduction**
- **Excessive air infiltration**
- **Can be easily dented, bent and scratched**
- **Prone to pitting and corroding**
- **Becomes difficult to operate**

Permanent or Temporary?

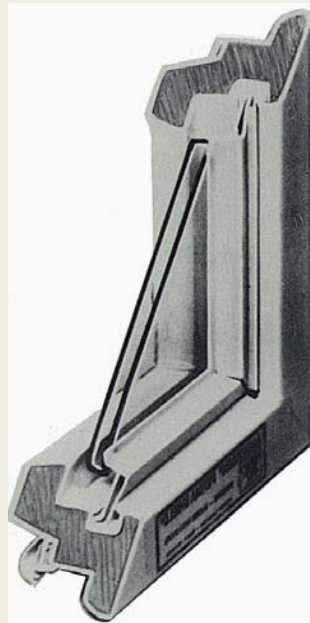
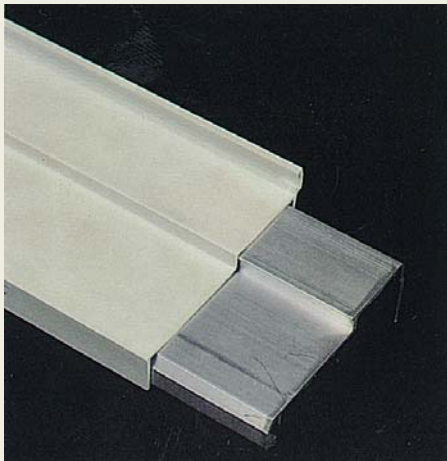


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What Are Your Choices?

*Viewing The
Alternatives*

Vinyl Clad Aluminum or Wood Windows



*An aluminum or wood window
with a thin skin of vinyl?*

- *Deterioration is hidden*
- *Conducts cold*
- *Allows air infiltration*
- *Minor energy efficiency*

Permanent or Temporary?

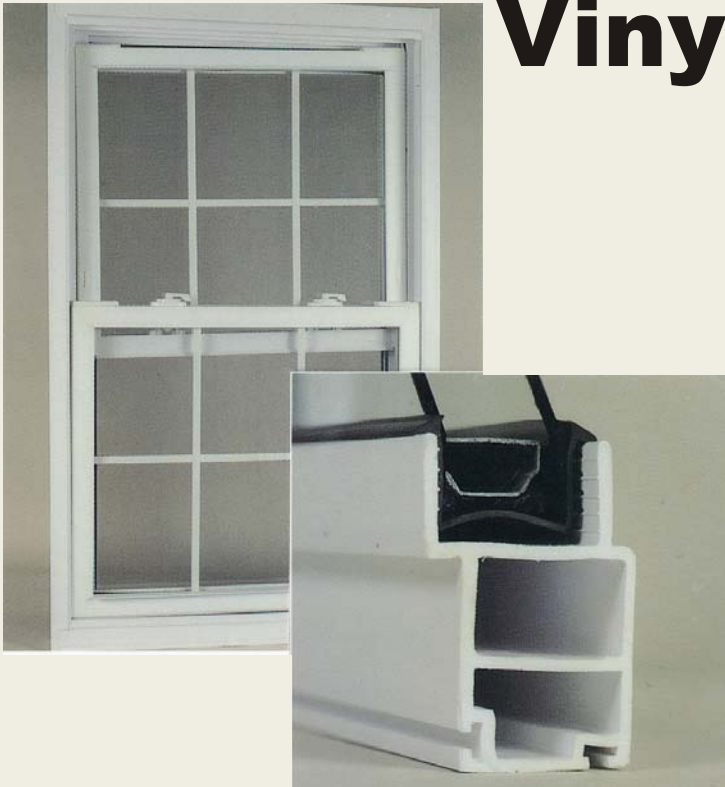


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What Are Your Choices?

Viewing The Alternatives

Low End, Mass Produced Vinyl Windows



- *Hollow frames of thin vinyl are structurally weak*
- *Temperature changes can cause distortion*
- *Allows air infiltration*
- *Hardware anchored in thin vinyl can pull loose*
- *Short service life*

Permanent or Temporary?



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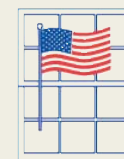
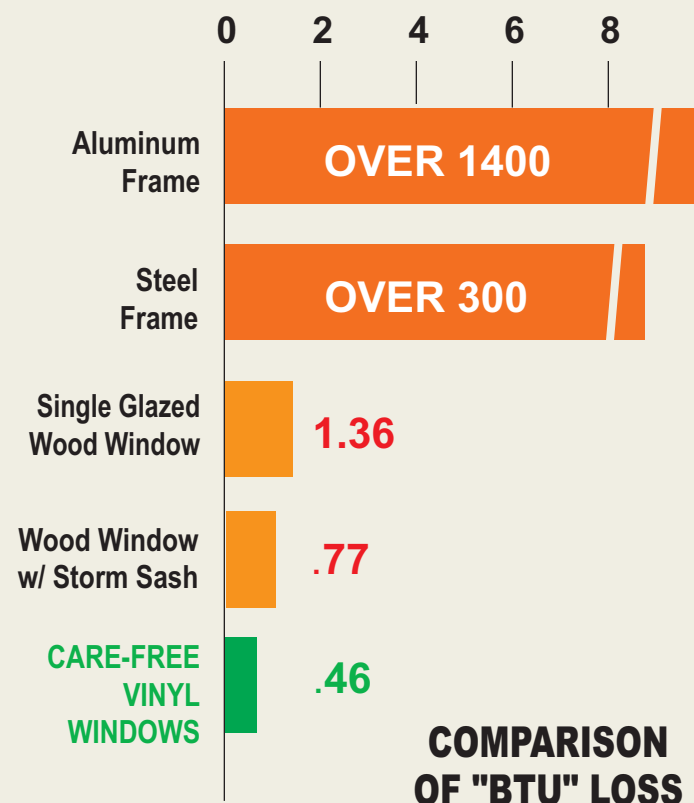
The Best Replacement Windows are Earthwise 100% Rigid PVC Vinyl

COMPARISON OF WINDOW FRAME CONSTRUCTION MATERIALS

CONSIDERATIONS WHEN SELECTING FRAME MATERIALS FOR WINDOWS	100% RIGID VINYL	OTHER FRAME MATERIALS				
		Aluminum	Wood	Steel	Vinyl Clad Wood	Vinyl Clad Aluminum
Will It Remain Structurally Strong for Years of Trouble-Free Service?	Yes	Yes	Yes	Yes	Yes	Yes
U-Value of Frame	1.3	1416	1.2	312	1.3	250-600
Does Heat or Cold Transmit Through the Material?	No	Yes	Only If Wood is Kept Dry	Yes	Only If Wood is Kept Dry	Yes
Is It Warm To Touch Even in the Winter?	Yes	No	Only If Wood is Kept Dry	No	Only If Wood is Kept Dry	Only The Vinyl Is Warm
Will It Require Painting or Other Regular Maintenance?	Never	Yes, If Scratched	Very Often	Often	Wood Must Be Painted Often	Yes, If Scratched
Will Scratches Show Different Color Material Under the Paint?	No	Yes	Yes	Yes	Yes, On the Wood	Yes, On the Aluminum
Does It Pit, Peel, Corrode, Rot, or Warp in Bad Weather or by Natural Aging?	Never	Yes	Yes	Steel Will Corrode	Wood Will Rot and Warp	Aluminum Will Pit and Corrode
Does Soap and Water Cleaning Make the Material Look New Again?	Yes	No	No	No	Yes, On Vinyl, Not On Wood	Yes, On Vinyl, Not On Wood

IS THERE ANY DOUBT ABOUT THE SUPERIOR FRAME MATERIAL IN EARTHWISE WINDOWS?

Vinyl is superior to all other window materials!



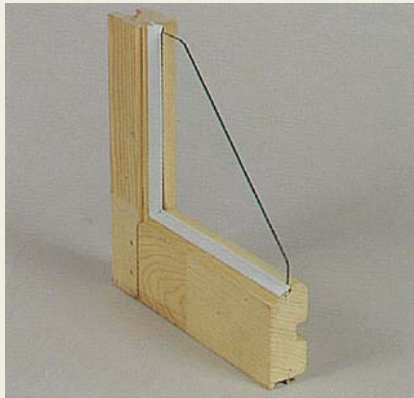
American
WINDOW

What Are Your Choices?

Glass Alternatives

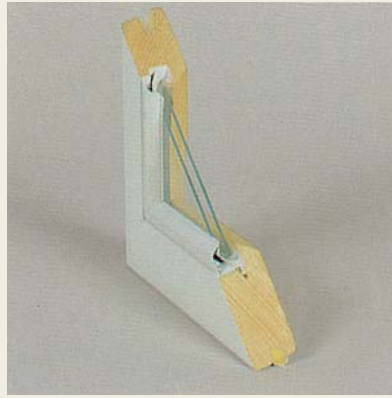
Single Pane Glass

Offers virtually no energy savings



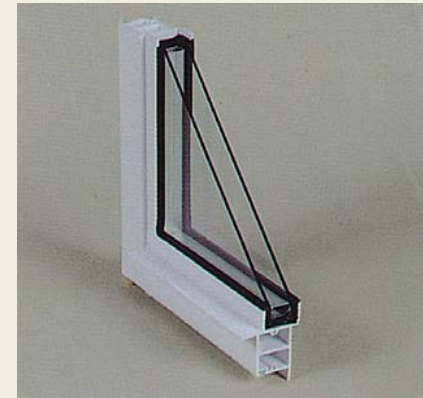
1/2" Double Pane Insulating Glass

Helps cut heating and cooling loss, but offers only one-third the insulating protection of 3/4" double pane glass



3/4" Double Pane Insulating Glass W/Aluminum Spacer

Higher energy savings than 1/2" but lacks state-of-the-art insulating technology



Permanent or Temporary?



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Because a Window is 80% Glass...

High Performance Glazing

Get The Edge on Energy Efficiency

	R-Value	R-Value % Improvement
Typical Single Clear Glass	1.1	—
Typical Clear Insulating Glass	2.0	82%
Typical Double Glazed with latest Hard Coat Low-E with Argon	3.3	200%
Typical Double Glazed with latest Soft Coat Low-E with Argon	3.6	227%
Double Glazed Low-E with Argon	4.1	273%



The Only Permanent Solution



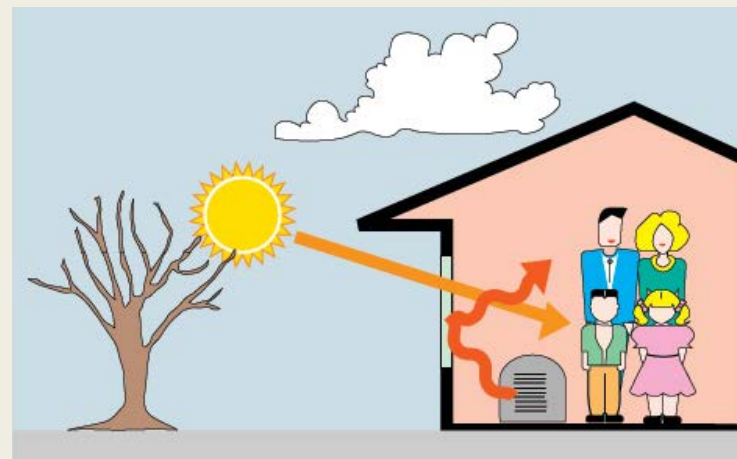
American
WINDOW

High Performance Glass Completes the Energy-Saving Equation

Advanced technology Low-E Glass with Argon gas fill improves overall thermal performance of standard dual pane insulated glass by over 30% to a level **better than triple glazing**. And does it in a dramatic way all year long!

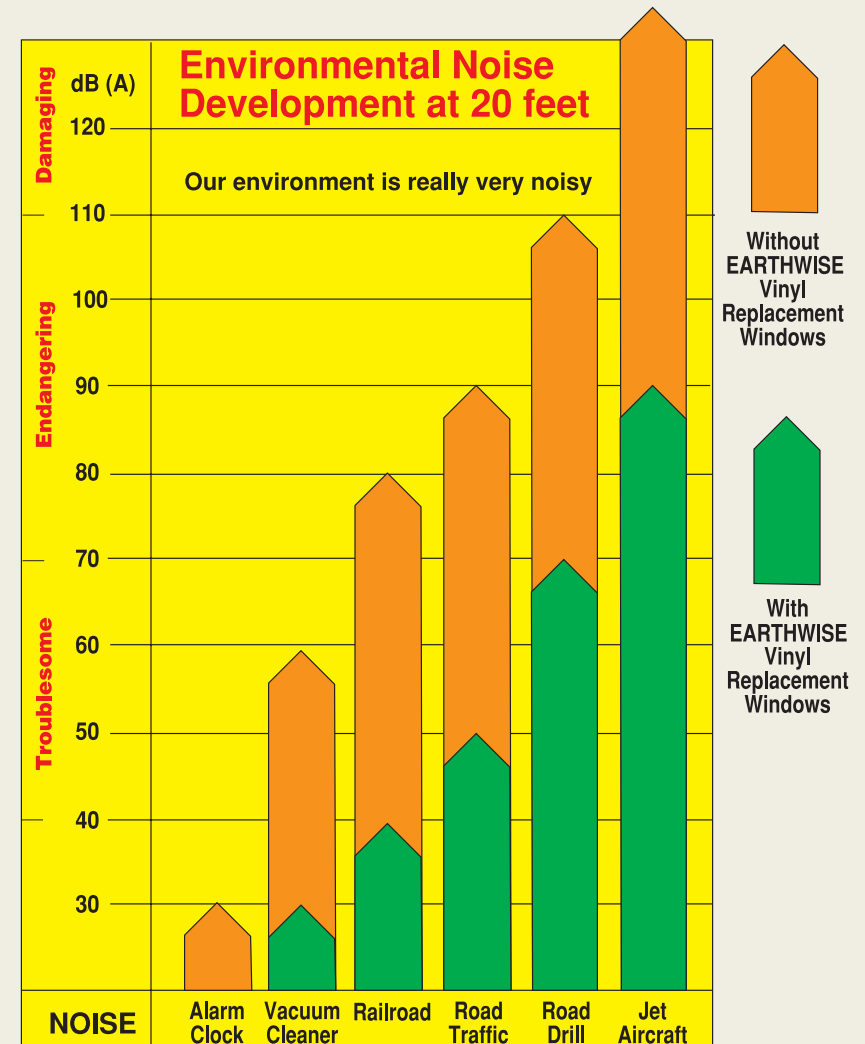
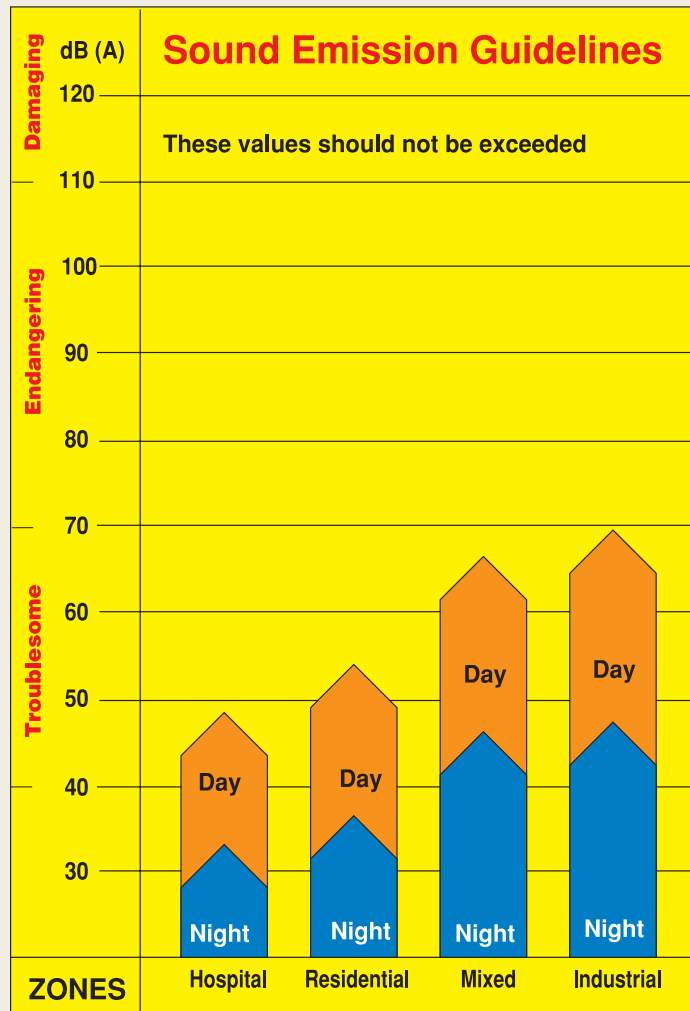
1. **Low-E Glass with Argon gas Saves in Winter**
by retaining 83% of the heat generated in the home that could escape through the window area - while letting in the maximum **free** solar heat.
2. **Low-E Glass with Argon gas Saves in Summer**
by rejecting re-radiated heat built up in trees, objects, patios, drive-ways, before it can enter your home.
3. **Low-E Glass with Argon gas Virtually eliminates Condensation.**
With regular insulating glass, condensation can begin at 30° F outside temperature. With our high performance dual pane glazing, condensation is resisted until 9° outside temperature.*
4. **Low-E Glass with Argon gas Blocks up to 63% of Harmful Ultraviolet Rays** to help prevent fading and deterioration of carpet, fabrics, and painted surfaces.

* Based on Standard Humidity Levels and ASHRAE Tests. Because of varying Relative Humidity levels, no condensation performance guarantees can be made.



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Long-term Exposure to Noise Can Damage Your Health



Earthwise Replacement Windows can reduce Interior Noise Levels up to 40 dB



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WINDOW

The Best Solution

*At last
The Window
That has
Everything.*



Options

- 3/4" double-pane Low E Systems. Includes one or two panes of heat reflective glass for extra energy savings
- Stylish "wood-look" grids between glass panes
- Argon-filled between panes
- Available in White, Sand, Clay, Earthbrown and beautiful Wood Grain interior

Standard Features.

- Internal Aluminum Beams for superior strength and rigidity
- Double Glazing with Argon-filled space between panes for highest energy savings
- Multichamber sash and frame for strength and energy savings, filled with foam for maximum insulation
- Thermal fused sash and frame for greater strength, rigidity and resistance to air infiltration
- Night ventilation latches on double-hung and sliding windows.
- Dual tilt-in sashes on double-hung and sliding windows for easy cleaning of both surfaces from indoors
- In-line operation of sliding windows for added security and easy "inside track" operation
- Exclusive Lifetime, non-prorated, transferrable, limited warranty for greater satisfaction and peace of mind.



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Earthwise Vinyl Windows:

1. Insulate Better

- a. Won't conduct heat or cold
- b. Multi-cavity extrusions and Premium Insulated glass retard convection, conduction and radiant heat loss

2. Work Better & Look Better

- a. Finish and color clear through
- b. Natural lubricity for smooth, and air-tight operation

3. Last Longer

- a. Won't rot, peel, pit, or corrode
- b. Rigid PVC won't wear out.

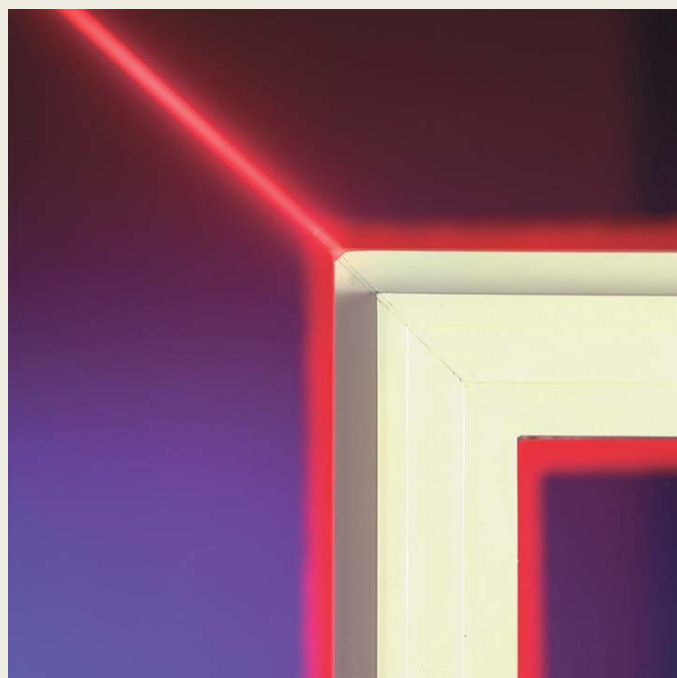


American
WINDOW

There's No Finer Window Product than All-welded Earthwise Windows

Fully welded corners add strength and weather resistance.
All EARTHWISE Window Series offer a fully welded frame and sash
for a stronger window that works better, and lasts longer.

EARTHWISE Vinyl Replacement Windows-
STRONGER BY DESIGN!



Fully Welded
EARTHWISE
Premium Vinyl
Windows are
sealed solid
against air and
moisture pene-
tration and will
remain
stronger
...longer.

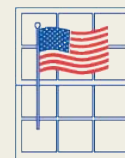


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WINDOW

Add Up The Earthwise Advantages



- Reliable, Established Company
- Full Product Line
- **Guaranteed** Workmanship
- Fully Insured
- Financial protection
- Flexible Financing
- **Guaranteed** Satisfaction
- Easy Cleaning
- Energy Savings
- Virtually Maintenance Free
- Security
- Beauty
- 21st Century Technology



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WINDOW

Lifetime Limited Warranty

Earthwise Windows Come with the Most Comprehensive Warranty Available



Basic Window Unit - Lifetime



Fiberglass Screens - Lifetime



Moving Parts - Lifetime



Glass Breakage - Lifetime



Insulating Glass Unit - 30 Years



Backed by World Class - Deceuninck



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Cost versus Value Study

COST VS. VALUE

Exterior Remodel

Top-dollar buyers may not think they're paying a premium for the roofing, siding and window work done on a house. But it's difficult to sell a house with peeling paint, rattling windows or curled roof shingles.

Nationally, sales agents predict a 75 percent return the first year on dollars spent cleaning up the outside of a house and replacing worn windows. That return reflects the fact that buyers expect houses to be in good shape. "I've had folks refuse even to go inside a house because it was too ugly or run-down looking," says Thom Sully, a Lancaster, Pa., sales agent. "From a resale point of view, an exterior facelift may be the best investment."

When replacing windows or installing new siding, look at local preferences. For example, while our exterior remodeling package includes vinyl siding, stucco or natural wood siding may be more appropriate in some neighborhoods.

REMODELER LARRY PRUCYK'S DESIGN TIPS:

- Consider going with soft, earthtone colors or white for paint or siding—something neutral that will appeal to the largest number of future buyers.

- If you're putting new siding on a home, take a close look at products that allow you to add new details or replicate the original ones. Siding manufacturers now make products that replicate dentil moldings, cedar shakes, fishscale and beaded lap siding. Distinctive details will set a house apart from others in the neighborhood.

Region or City	Job Cost	Resale Value	Cost Recouped
National Average	\$15,450	\$11,536	75%
East Average	\$16,815	\$12,997	77%
Albany, N.Y.	\$16,000	\$16,375	102%
Baltimore	\$14,731	\$10,083	68%
Boston	\$18,300	\$9,277	51%
Burlington, Vt.	\$13,799	\$9,536	69%
Garden City, N.Y.	\$20,356	\$14,500	71%
Hartford, Conn.	\$16,477	\$13,125	80%
Lk. Winnepesaukee, N.H.	\$15,209	\$9,733	64%
Lancaster, Pa.	\$15,335	\$10,844	71%
New Haven, Conn.	\$16,993	\$15,750	93%
Philadelphia	\$18,679	\$14,369	77%
Pittsburgh	\$16,418	\$13,167	80%
Providence	\$17,000	\$10,250	60%
Ridgewood, N.J.	\$18,060	\$18,083	100%
Westchester, N.Y.	\$18,478	\$20,000	108%
Wilmington, Del.	\$16,397	\$9,858	60%
South Average	\$12,882	\$9,876	77%
Atlanta	\$13,137	\$11,369	87%
Austin	\$12,368	\$4,667	38%
Birmingham, Ala.	\$12,561	\$13,667	109%
Charlotte, N.C.	\$11,382	\$6,436	57%
Columbia, S.C.	\$12,073	\$10,700	89%
Dallas	\$13,363	\$8,333	62%
Jacksonville, Fla.	\$13,344	\$10,667	80%
Knoxville, Tenn.	\$12,563	\$9,600	76%
Louisville	\$14,617	\$9,483	65%
New Orleans	\$12,889	\$7,179	56%
Raleigh-Durham, N.C.	\$11,293	\$9,000	80%
Richmond, Va.	\$12,198	\$10,086	83%
Tulsa	\$13,132	\$18,333	140%
Washington, D.C.	\$14,714	\$9,420	64%
W. Palm Beach, Fla.	\$13,593	\$9,200	68%

PROJECT DESCRIPTION:

Replace 10 existing 3 by 5-foot windows with energy-efficient, vinyl insulating glass windows; cover 1,250 square feet of existing siding with new vinyl siding, including 200 lineal feet of trim. Apply 15 squares of new roofing over single layer of old roofing.



Remodeling Cost vs Value Study Confirms:

New Windows Pay for Themselves



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WINDOW

Let's Talk Dollars and Sense

GIVEN

From 1985-2005 consumer price index inflation factor: (U.S. Dept. of Labor)

4.1%

GIVEN

Estimated average increase in fuel costs

5.0%

GIVEN

Estimated savings with Earthwise

50%

Your Annual Fuel Bill

\$ 600
750
850
950
1,050
1,200
1,350
1,450
1,600

5 Year Total Savings

\$ 1,960
2,453
2,781
3,108
3,436
3,925
4,417
4,743
5,234

10 Year Total Savings

\$ 4,988
6,245
7,078
7,911
8,745
9,993
11,242
12,074
13,325



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Affordable, Flexible Financing

**Ask your Certified Home Improvement Specialist
for the current list of financing options available**



Financing your home improvement project has many advantages...

TAX SAVINGS

Interest is often tax deductible for home equity loans

BEAT INFLATION

Pay your loan with cheaper dollars due to inflation

KEEP YOUR MONEY WORKING FOR YOU

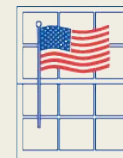
Savings in bank accounts, real estate, stocks, bonds, etc.

SOUND INVESTMENT

Due to inflation, your improvement will likely cost considerable more if you wait. A \$5,000 improvement today may cost over \$8,000 in five years with a 10% rate of inflation

PROTECT YOUR NEST EGG

Your savings account provides that safety cushion for emergencies.



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Beauty - Pride - Investment



**The right
windows
can make
your home
more
beautiful.**

**That means your
home will have
increased value if
you decide to sell.**

Quality windows will not only save you time and money - but block out noise and make your home a quieter, more comfortable and safer place.



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Earthwise Windows - The Smart Choice

Built for Living... Guaranteed for Life!



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