



Exclusive



The *ULTIMATE* Window Buyer's Guide

TOP 10 TIPS FOR BUYING
REPLACEMENT WINDOWS



1

RESEARCH COMPANY AND BRAND Review Background, History and Online Reviews

Make sure you are dealing with a well-established and reputable window company.

Ask the following questions:

- *How long have they been in business?*
- *Who manufactures the windows that will be installed in your home?*
- *Who installs the windows?*
- *Does the company have any industry accreditations or affiliations?*



Internet resources allow you to conveniently research companies on your computer, tablet, or phone.

The answer to these simple questions may surprise you as many companies don't make or install the windows they sell. Ask for references, check out their online reviews and ultimately find a company and a brand you can trust.



TIPS

- Do your research
- Ask questions about manufacturing and installation

2

COMPARE COSTS Don't be Fooled by Sales Discount Tactics

In today's market there are several window companies touting sweet discounts to reduce overall cost on new quotes only. Be careful when choosing these companies.

The discounting number may change but the final number does not. It is misleading because it often represents the multiplier being increased or decreased to offset discount price. This is the reason why the companies only give out the price on a new estimate only. Many times the price only covers a partial window installation, not the complete job.

Never buy your windows without getting multiple prices. Some companies may sit at your house for 2+ hours to get you to sign, stating that if you don't sign today, they can't hold that price. **FALSE.** Nothing changes in hours, weeks or days, only their marketing plans.

When it comes to buying quality windows, you get what you pay for. Windows are an investment in your home and if you want a product that is going to look great, perform and last, expect to pay a little more.



TIPS

- Get multiple prices, drop the high and low, look at the ones in the middle
- You get what you pay for



3

CHOOSE THE RIGHT STYLE Consider Room Function and Location

Most window companies offer a variety of window styles to meet your individual needs and express the uniqueness of your home. These styles may include double-hung, bay, bow, sliding, casement, awning and custom-shaped windows. Visit a showroom and see for yourself which styles are best suited for your home.

Considerations should be given to obstacles in your room and the outdoor space they open up into. For example, a double-hung window over a kitchen sink may be more difficult to operate than a casement window, which simply cranks open.

Whether you need windows for new construction or as a replacement, keep in mind that there are only a few companies that offer custom designs and shapes to fit your unique needs. Ask about colour options and hardware finishes, as this is another important consideration for your window style.

Some companies offer a very finite number of options while others offer limitless combinations to create the perfect window for your home.



Double-hung window



Casement window



Awning window



Sliding window



Bay window



Custom-shaped window



TIPS

- Consider function when choosing a window style
- Ask about customizable options



4

CHOOSE THE RIGHT MATERIAL Wood, Aluminum or Vinyl

If you're replacing old windows, now may be a good time to look at different material options. Wood, although beautiful, is prone to swelling and rotting, and requires regular maintenance to maintain its appeal. Clad windows may just mask problems.

Aluminum will oxidize, and is either hot or cold to the touch depending on the season and oftentimes leads to condensation problems.

Premium vinyl windows are a great choice if they are fusion welded and made with reinforced uPVC. Unplasticized PVC, or uPVC, is *eight times* more impact-resistant than plasticized PVC and has one-eighth of the expansion and contraction potential. When you compare the look and feel of quality uPVC vinyl to plasticized vinyl, you can see and feel the difference.

Vinyl also comes in a variety of colors to complement your home. If you like the look of wood but not its' upkeep, consider a wood grain vinyl option. Wood grain offers the look of real thing without the maintenance headaches.



KEHL interior wood grain finish combines the look of wood with vinyl's durability.



TIPS

- Consider material options carefully
- Explore pros and cons of each

5

CONSIDER WINDOW QUALITY Window Frame & Sash- Custom Made & Quality



Quality windows use more multi chambers.

Your replacement windows should be custom made to fit your openings precisely, without the use of expansion pieces or fillers. The openings should not need to be altered unless you plan to change the style or size of the window.

There are two basic ways vinyl is made. The first method is known as virgin vinyl, which means that it is made from scratch. The second method is called re-ground (recycled.) Both of these methods are practically maintenance-free. What is more important than how the vinyl is made is the thickness of the vinyl. High quality vinyl will always have more thickness than low quality vinyl. It's recommend that when you are viewing samples that you request to view cross-sections of the windows. This way you can compare and measure the thickness of the vinyl for yourself. Remember, that even though it may be a little more expensive, thicker and heavier vinyl will always serve you better over the long term.



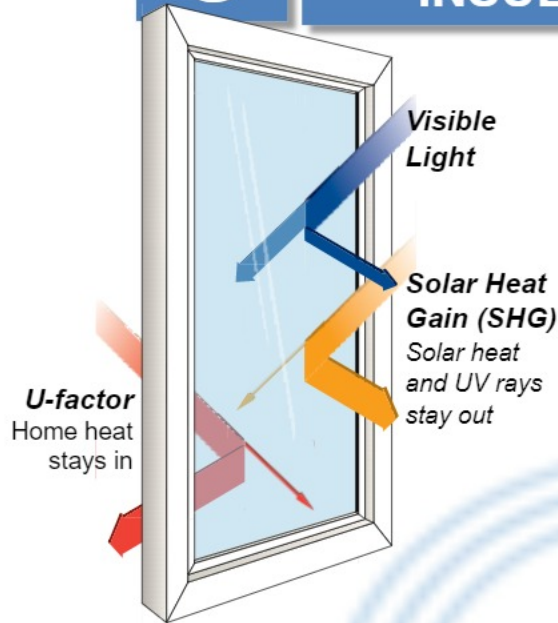
TIPS

- Make sure the windows are made to fit your openings
- Ask about full structural reinforcement for strength and stability



6

UNDERSTAND RATINGS INSULATED AND DESIGN VALUES



Windows are comprised of mostly glass. Most windows are either double or triple-paned and include a low-E coating as well as an insulating gas. So, how can you compare differences? By understanding the ratings.

Generally speaking, the more energy efficient and sturdy the window, the higher the cost due to the materials and technology needed to manufacture the window. However, the energy costs you will save throughout the life of your energy-efficient windows can offset the initial cost of the windows many times over.

The U-Value/Factor is now the industry standard by which an entire window or door unit is rated. U-value rates how much heat is lost. The lower the number, the more energy efficient the windows are.

Solar Heat Gain, or shG refers to the increase in temperature in a space as a result of solar radiation. Windows with a low solar heat gain value offer increased energy efficiency and will keep your home cooler in the summer.

Design Pressure, or dp is an important value as it rates a window against wind and water loads. The higher the number, the stronger the window is.

If you live in an area that is prone to high winds and heavy rain, this rating is key.



TIPS

- Understand the meaning of window ratings
- Know the long-term benefits of good ratings

7

LOOK FOR CERTIFICATION LABELS & PERFORMANCE RATINGS

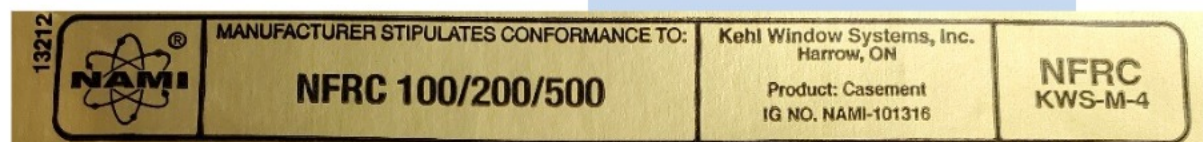
Labels from the National Fenestration Rating Council®, NAMI and ENERGY STAR® show that a window has met important performance requirements. These certifications are important and provide unbiased facts that homeowners can use to evaluate different window products.

When shopping for windows, don't accept a verbal promise that a company's windows are certified. Ask to see a copy or documentation of the certification and make sure each window you are planning on purchasing has a certification label affixed to it. Unfortunately, some companies will test a modified window for a "high performance" label, but unless the window you purchase has the certification label attached to it, it isn't certified and may not be the same window that was represented during the sale.



TIPS

- Ask to see certification documentation
- Make sure your windows are labeled





8

ASK ABOUT INSTALLATION WHO INSTALLS THE WINDOWS?



Most homeowners spend hours researching replacement windows, but leave out one crucial consideration — the installation.

The window installer is just as important as the window manufacturer and in many cases they are different. If a window isn't installed correctly, it will perform poorly and problems may not be covered under warranty. Most window companies don't cover problems they feel are caused by installation. The implications can be drastic.

Be cautious. Some window companies do not install their own windows and hire other companies or contractors for this work.

Your windows won't deliver the aesthetic or comfort you expected if they're installed incorrectly.



TIPS

- Ask who installs the windows
- Make sure the installation is covered in the warranty

9

ASK ABOUT THE WARRANTY GET IT IN WRITING

A warranty is only good as the product on which it is placed, and only as good as the company providing it.

Insist on reading a copy of the warranty. Make sure the window installation is covered. Accept no verbal promises! If you don't have it in writing, then you probably won't have a guaranteed warranty.

Find out who will service the product if there is a warranty claim — the manufacturer, the installer or the dealer — if they happen to be different. If the warranty is a manufacturer's warranty and the company you purchased windows from is not the manufacturer, find out what the process is to schedule service if an issue arises.



TIPS

- Ask about the warranty
- Find out what is covered



10

GET FAMILIAR WITH PRODUCT VIEW ACTUAL PRODUCT

Believe it or not, some companies will try to sell you windows from just a brochure. Beware of these companies! Insist that you see full, working window samples so you can examine the window completely before it is installed in your home.

Open and close the sample and test the locks. Think about it, you'll be opening and closing your windows just about every day for as long as you own your home. Make sure that you like the way the windows look and operate before you buy them.

Remember, new windows should be a one-time investment for your home.



A window company representative give you access to a working model of a window or door.



TIPS

- Ask to see actual window samples, not just a pretty picture
- Test the sample: open and close, test the locks, etc.

You can get replacement windows just about anywhere these days, but the differences in engineering, construction, quality and installation are astounding. Make sure you consider your options carefully and do your homework. Buying replacement windows is a substantial investment in your home and you should feel confident in your decision for years to come. We hope this guide helps you conduct your research and aids in the window-buying process.




see our Window comparison checklist
on the next page.



Window Company Comparison Checklist

Use this as a guide when comparing multiple window companies

Window Brand			
Window Company	Manufacturer, Installer		
Company Type	Exclusive seller, manufacturer and installer of Kehl windows.		
Cost	Best Value for price Middle range		
Window Materials	Premium quality mutli-chambered upVc vinyl . Wood grain interior and paint options available.		
Window Styles	All window styles available including: Double-hung, bay/bow, casement, awning, sliding and custom shapes/sizes. All custom built to fit. Limitless options for exterior color.		
Window Quality	Custom designed and manufactured in Harrow, ON and features fusion welds and heavy wall cavities on all four sides.		
Energy Efficiency	Kehl windows have earned among the highest structural and thermal ratings in the industry . Exclusive Comfort-Gard®XTREME Insulated frames available for maximum energy efficiency.		
Installation	Kehl windows are designed, made, installed, guaranteed and serviced by our company.		
Certifications	Kehl windows are independently tested and certified. They carry certification labels from three of the most respected organizations in the industry: the National Fenestration Rating Council® (nFRc) , nAMI and the EpA (Energy Star®) .		
Warranty	Lifetime Warranty		
Contact Info	Kehl Windows and Doors www.kehlwindowanddoor.com 519-738-2110		