

# Gorell WINDOW & DOOR Perspectives

## WHY ARE GORELL'S ENERGY STAR® AWARDS IMPORTANT TO YOU?



By Wayne Gorell,  
Gorell President and CEO

I'm very pleased to announce that we have again been awarded the ENERGY STAR® Partner of the Year and Sustained Excellence Award for 2008, presented jointly by the United States Department of Energy and the United States Environmental Protection Agency. This is five consecutive years for the Partner of the Year Award and three years in a row for the Sustained Excellence Award!

I'm not sure we've done a good job of explaining to you, in ways that you can easily explain it to your customers, what these awards really mean. No other window company has ever achieved this before. The Partner of the Year is an award given for the entire country, so the competition is staggering. This is a national award that thousands of window and door manufacturers and fabricators are eligible for and strive to win. It's an award that's accepted personally by CEOs of other winning companies like GE and Maytag and Sears—many Fortune 100 companies—at an impressive ceremony in Washington, DC.

The ENERGY STAR Award is really the only energy-related award available to our industry, and it is certainly the most prestigious and recognizable. WE HAVE WON IT FIVE TIMES IN A ROW!! More than 90 percent of the windows and doors we manufacture are ENERGY STAR

qualified. From what we are told, no other manufacturer comes close to this kind of performance.

Our products have achieved stellar performance results, to the extent that they already meet the Phase III standards ENERGY STAR has proposed for adoption in 2015. These standards are designed to challenge our industry to meet them, yet our products ALREADY meet them. Many in our industry, including the American Architectural Manufacturers Association (AAMA), feel the standards are too difficult to meet and are asking the Department of Energy to push the Phase II (2012) implementation—an easier standard—back even further!



Tyson Schwartz, Gorell's Vice President of Sales & Marketing, accepts the 2008 ENERGY STAR award from Richard Karney, ENERGY STAR Program Manager.

We allow you to meet ALL your customers' needs, from energy savings to security, beauty and convenience. I'm confident that we are making the best products, with the most features, and the best performance on the market today—and believe me, we are just getting started. We are enhancing our product offerings even more this year, which you will see as the year unfolds.

On another note, I think we have finally seen the bottom of this economic downturn. We may not see good growth until 2009, but I believe the turn has been made and things will improve steadily from here. Chin up, and let's keep moving forward together.

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### STILL DOING EMPLOYEE REVIEWS? ..... p. 6



### INCLUDED WITH THIS NEWSLETTER:

- Special Edition Newsletter
- 5100 Series Brochure
- 6300 Series Flyer
- New Display Banners Flyer
- ENERGY STAR® Sample Label
- Sweepstakes Flyer
- 6300 Series Pricing

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# Gorell unveils new, improved windows and doors!



By Tyson Schwartz,  
Gorell Vice President of Sales & Marketing

While our competitors are sitting back and simply reacting to the marketplace, Gorell is taking a much different approach—We're being proactive! Changes and

upgrades are abounding at Gorell. I'd like to share with you two major product innovations that, as promised, are on the way.

First, we have given the 5100 Series a tremendous facelift. You'll notice a really beautiful recessed lock as a new standard feature on this product line. We have also beefed

up the sill to eliminate the bowing that can sometimes occur when compound-mitered sloped sill windows are installed. In addition, we've added an upturned leg to the sill to increase air and water performance, and we've redesigned the screen track to make the extruded screen even more heavy duty.

In response to your requests, we've increased the size of the lift rail to allow easier operation. The final part of the redesign involved

upgrading the pivot bars to a version that locks into the balance, ensuring proper frame-to-sash alignment. All of these things should improve the installation of the product, as well as be terrific standard upgrades to offer your customers!

We are also unveiling our new sliding patio door, which can be upgraded to a DP-50 rating for coastal regions, or to Level "D" hurricane protection. The new door offers six different hardware colors and an optional foot lock. I know you'll love the operation of this door, the new locking features on the hardware, and the fact that it comes knocked down (KD). This makes installation easier and less expensive.

If you think we are finished, think again! We'll keep you posted on updates, and our next newsletter will introduce more exciting product news! Stay tuned.



## Been to YouTube Lately?



By Dennis Ragan,  
Gorell Marketing Manager

For those of you who spend time on the Internet, you may be aware of a very popular web site called YouTube (<http://www.youtube.com>). This web site allows practically anyone to view and upload videos for public consumption. There are an unbelievable number of videos placed on YouTube, most from ordinary people who want to share videos they've shot with their camcorders.

Companies and organizations are placing videos on YouTube as well. Gorell has several on the site. One, an Armor Glass® commercial, has

been viewed more than 1,500 times.

Why are we telling you about YouTube? Because it's a "social media" web site that affects search engine rankings—and high search engine rankings bring more potential customers to our web site and to you.

We'll explain more about social media in future issues of *Window Perspectives*, but we're encouraging you now to start by visiting YouTube. You can "just visit," but the power of your involvement occurs when you create an account, which allows you to "vote" and comment on the videos.

Just go to <http://www.youtube.com> and look for the log-in link at the top

right section of the page. Click on "Log In", then on "Sign Up" to create a user name and password. Once your account is established, log in as a member, type in "Gorell" to find Gorell videos, then—where it says "Rate"—click on lots of stars to give the videos a high rating!



# Gorell introduces new sliding patio doors!



By Rich Gibson,  
Gorell Engineering Manager

You can order the ALL-NEW Gorell 6300 Series patio door NOW!! This entirely new line of sliding patio doors is designed to be tougher than ever—without sacrificing value or beauty. Door features include:

- Fusion-welded sash and mechanical frame joints to allow easy transport and handling.
- Double weather stripping to keep doors airtight.
- Zinc-yellow chromate roller housing that's extremely durable.
- Nylon tandem rollers to make the door remarkably smooth and quiet to operate.
- Commercial-grade hardware with heavy-duty two-point keylock for superb resistance to intrusion.
- Sloped sill design that offers better water performance.
- Vinyl top-hung screen for smooth operation.

6300 Series doors are rigorously tested to rigid AAMA, ASTM air/water, FER and structural overload standards. These doors feature light reinforcement and easily meet the code requirements of all areas that require a DP-35 or less.

We designed these new doors with the homeowner in mind, too. These products can be ordered with any of the high-performance Low-E glass options Gorell offers. Consumers can also choose from a wide array of interior and exterior color options, hardware finishes and grids to make their new door as beautiful as it is strong.

6300 Series doors will be available the week of June 9.

Gorell is also introducing a new line of hurricane sliding patio doors—the 6400 Series—within the next few months. These doors are currently undergoing brutal large missile impact tests for coastal applications. We are using our previous testing experiences to help resolve many of the issues we experienced with past doors. For example, each frame joint has a custom-cut gasket that's held in place with five stainless fasteners to ensure top quality levels.

We've also added extra-deep glazing channels that absorb the kind of extreme stresses we experience during missile impact testing. We've included intricately placed weep fabrication to pressure equalize the door openings. This maximizes the water performance while minimizing air infiltration. 6400 Series doors allow for greater air gaps in the hollows around the metal reinforcement to enhance thermal performance.

Gorell's new hurricane sliding doors will also be engineered for value. It's easy to "over-build" a door when high levels of performance are a must—but overbuilding adds unnecessary costs without adding value. We understand how tough it is to stay within your remodeling budget, particularly with the new code regulations.



That's why the new Gorell impact door will provide all the protection required by code without breaking the bank.

Gorell will also offer a non-impact version of the DP-50 door! The 6350 will be available with a super-heavy reinforcement option, yet it will still allow homeowners the option of choosing any Gorell high-performance glass system. This door will also be introduced within the next few months.

Ask your Customer Service Representative or Regional Sales Manager for more information on Gorell's new sliding patio doors.

## CREDIT CARD ACCEPTANCE CHANGES

Great news for our customers who want to use credit cards to accumulate reward points—Gorell now accepts American Express as a method of payment. With the addition of American Express, we now accept all four major credit cards, including AmEx, MasterCard, Visa and Discover.

Beginning June 16, 2008, as an incentive for prompt payment, Gorell will waive the 2% credit card convenience charge to customers

who pay invoices within 10 days from the date of invoice. Invoices paid by credit cards that are 11 days or more beyond the invoice date will incur the 2% credit card convenience charge. Have a great summer, and enjoy those reward points!

John Bartlebaugh,  
Credit Supervisor



# GIVE YOUR BUSINESS A BOOST WITH WINMASTER!



By **Nick Connavino**,  
Gorell Inside Sales Representative

The December 2007 dealer newsletter mailing featured WinMaster, our premier estimating and ordering system. Since that mailing, dealer interest in WinMaster—and new activations—have TRIPLED!



Dealers have recognized the value WinMaster brings to their businesses. WinMaster can help you:

- Produce professional, accurate quotes easily and quickly.

- Eliminate costly pricing errors.
- See grid drawings to ensure the proper proportions are ordered.
- Eliminate ordering mistakes from hand-written and faxed orders.
- Save time and money.

Enhance your business by taking WinMaster into the home on a laptop computer. Separate your company from the competition by presenting a more professional image. Show your customers their windows, quote their jobs on the spot, and close the deal!

WinMaster is a system that's specifically formatted for your company so that you can customize it for your specific business needs. It's available for your company-wide network—to enable your staff to share estimates and quotes—or it can be used on a stand-alone computer.

Manage your sales and customers:

- Enter your margins or markups for your Gorell products, and WinMaster will calculate your selling prices.
- Set up, assign special pricing or

- discounts and manage your customers, especially those with repeat business.
- Monitor quote activity with the built-in log.
- Store quotes and purchase orders by customer.
- Receive email order confirmations and link to *e-View*.

Manage your business:

- Calculate gross profit margin.
- Display a cost/profit summary including job sell, job cost and job profit.
- Eliminate hand-written orders, faxing and file drawers of quotes.
- Electronically share estimates and quotes.
- Work more efficiently and effectively with your Gorell business at your fingertips.

If you haven't had the opportunity to see WinMaster in action, talk with your Regional Sales Manager or call Gorell and ask for me. I will be glad to schedule a remote demonstration of WinMaster and talk with you about how this superb tool can enhance your business and save you time and money.

Go WinMaster!

## Turn your employees into customer service dynamos!



By **Brenda Hill**,  
Gorell Customer Service Manager

Is your company providing the best possible customer service? Are you taking steps to continually improve your employees' performance and turn them into customer service dynamos? In order to truly be the best, consider providing constant feedback to your employees to help them provide superior customer service. These are just a few ways to be the best:

- Stop everything to answer phone calls and emails. No matter what you're doing, it's important to answer the phone on the first ring and respond to emails from customers right away. Customers want to know that you are available to them when they need something or have a question. If a customer leaves a voicemail, strive to get back to that customer within a half hour.
- Fix challenges immediately and follow up. When a customer has an issue or

problem, be aggressive in correcting it immediately—and always follow up to make sure things are as they should be. Also check whether or not you can be of further assistance.

- Remain personal. With so much technology available today, we sometimes lose that personal touch. Pick up the telephone just to say HELLO, and don't rely solely on email communication. When you send something to a customer, add a personal note, candy or even a little trinket.
- Teach your employees to SMILE. When speaking with you on the phone, customers can tell whether you are smiling or not!
- Continually train your employees. I know it seems like many training programs are the same, but if your employees walk away with just one idea they can use, it's well worth it. Training reinforcement is important, because employees typically walk out of a training session excited, then get caught up in their day-to-day activities and don't use the techniques they

learned. Plan to attend training programs with your employees and follow up on the techniques that all of you learned.

- Give your employees feedback! Meet with your employees frequently to let them know how they are doing, and always start and end with a positive. Let them do the talking. Employees can tell you what they feel they need, and you can also help guide them about what type of training you feel they need. Even your star employees need to know how they are doing!



# What's happening with credit and our industry?



By Arnold Levitt  
Gorell Vice President of Finance

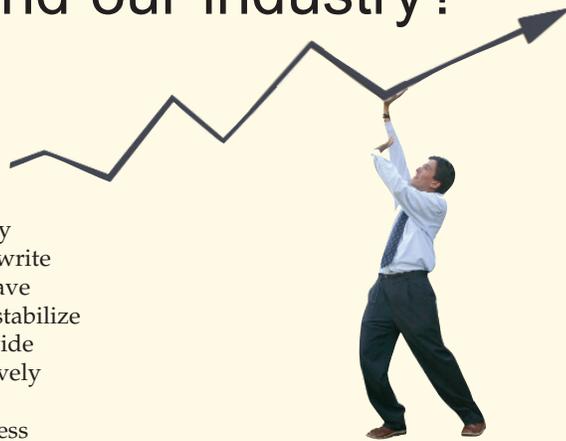
Since the bursting of the credit bubble last summer, we're continuing to see fallout from the de-leveraging of credit markets worldwide—and the effect it's having on the borrowing of funds from financial institutions. Banks are fearful of lending to each other—worrying what the real worth of the other bank might be, due to it not writing down toxic loans on its books to market value and, therefore, possibly not being able to repay the lending institution when due.

So one can see the problem for average businessmen and consumers who want to borrow.

The Federal Reserve Bank, fearful of a complete meltdown of the banking industry

and the havoc this would create, quickly lowered interest rates and opened its discount window not only to commercial banks, but also investment banks to inject liquidity into the system and avert a complete collapse of the monetary system. Banks have taken steps to write down billions of these loans and have obtained billions in new equity to stabilize their balance sheets. Many worldwide financial institutions have aggressively addressed the problem and only in hindsight will we know if the process of de-leveraging has concluded.

In the meantime, we in the home-improvement industry have seen our lenders tighten up the requirements for lending to our customers. Some institutions have ceased lending entirely in our market for the time being. The federal government is trying to help and is in the process of



issuing checks to individuals to stimulate purchasing. Congress is working on law(s) to assist first-time homebuyers and owners subject to foreclosures. Hopefully these steps will help, and we will see an upturn in our industry shortly.

## TAKE ADVANTAGE OF THOSE LAST FEW SWEEPSTAKES LEADS!



Gorell's "Win a Houseful of ENERGY STAR® Qualified Windows" sweepstakes ends June 30. We've received thousands of entries through [www.gorell.com](http://www.gorell.com)—and passed along those excellent sales leads to you! Our sweepstakes entry form was designed to qualify

the leads, and we hope you've had success in converting a high percentage of those leads to sales. We'll continue to forward you sweepstakes leads until the end of the month—please be sure to follow up on these promptly so you don't miss out on a sales opportunity.

The three sweepstakes prizes—a Grand prize of a houseful of ENERGY STAR qualified windows, First-place prize of five windows and Second-place prize of three

windows—will be awarded shortly after the sweepstakes ends. If a homeowner in your sales territory wins, we will contact you to help you generate publicity in your area.

We are also pleased to announce that, because of your highly positive feedback about the sweepstakes program, we will soon begin a new window sweepstakes.

## Stimulate your summer sales with our special GE Money promotion!



### GE Money

We know that sales are harder to close during the summer because homeowners are spending their disposable income on vacations—so we've created a promotion to combat this issue.

During the months of July, August and September, Gorell will reduce the dealer rate on one of the most popular GE Money promotions. The Project Line "No Payment/Deferred Interest for 9 Months" promotion always gets the phones ringing.

This promotion removes homeowners' concerns about "money being tight right now."

Customers who take advantage of this promotion won't have to make any payments for 9 months from the funding date. On top of that, if the purchase is paid off in full before the 9 months are up, all of the interest is waived!

Normally this promotion would cost you a fee of 4.35%. We've worked with GE Money to bring down that rate for you, so it will now only cost you 3.00%! That's about what you would be charged for a credit card purchase.

This promotional offer is available on

qualifying purchases that are funded from July 1, 2008, to September 30, 2008. To take advantage of this promotion, include "Plan Number 119" on your application.

If you haven't signed up to be a part of the Gorell/GE Money program, you are missing out on this special and a great financing package. There is still time to sign up so you can enjoy the benefits of this promotion and all future promotions. If you aren't signed up, ask your Regional Sales Manager or Customer Service Representative for an application today.



# Are you still doing annual employee reviews?



By Brian Zimmerman,  
Gorell Executive Vice President

If your answer is “Yes,” then please take some advice—STOP! There is nothing more painful than the dreaded “annual review.” Both managers and employees despise the process, and for good reason. The traditional annual review process simply doesn’t work.

The annual review process is riddled with issues, the biggest problem being that it’s annual. Providing feedback to employees once a year doesn’t make sense—managers typically just remember what has happened in the last month or two and forget the first ten months.

Also, it’s easy for managers to be overly harsh and focus only on the negatives (a.k.a. “areas for improvement”), or they tiptoe around the issues and are too afraid to give anything less than “Excellent.” Neither of these approaches builds strong employees. Even worse, the second approach can open up your company to lawsuits. There are countless cases in which an employee is fired, then files a “wrongful termination” lawsuit. You can be sure that those annual reviews will become Exhibit A, and you will

have backed yourself into a corner if all of the employee’s ratings are Good to Excellent.

So, what’s the right answer? Many companies have turned to “Performance Management.” This isn’t just a relabeled version of annual reviews—it’s an entirely different philosophy on employee development.

Performance Management is based around the idea of providing continual feedback to employees about their role in the company and how their individual goals affect the value they add to the company. In this process, employees set personal developmental goals that will increase their ability to contribute to the success of your company.

At the first meeting, both sides need to agree on the personal development plan for that particular employee. You should set small, measurable goals for that quarter. In all subsequent meetings, you should have an open discussion about the progress the employee is making toward meeting those goals. Once an employee starts achieving some of the goals, both of you will have a

sense of pride and achievement. Once you achieve that first victory, both sides will stop dreading the process and start getting excited about their career development.

There are literally thousands of books and articles about performance management



available today. If you haven’t done so already, I encourage you to read a book or a few articles about the topic. Some processes are very sophisticated, while others are more basic. You’ll have to decide what works best for your organization, but don’t be afraid to try a few different approaches. As with any change, it can be awkward at first, but it can’t be any worse than rating whether someone “works well with others” on a scale of 1 to 5!

## New ENERGY STAR® labels for samples and displays!

Gorell has created a new label to promote its consecutive ENERGY STAR awards—as well as its green products. The clear label can be adhered to Gorell sample and display windows. We have enclosed one with your newsletter. Please contact your Customer Service Representative to request additional labels for any Gorell sample or display windows and doors you currently have.



## GORELL LAUNCHES CUSTOMER SERVICE “BUDDY PROGRAM.”

To better serve your needs, Gorell’s customer service department has implemented a buddy system. Every customer service representative will now have a dedicated back-up representative. This back-up person will be aware of your company’s specific needs so that we can handle your requests more efficiently. If you haven’t been introduced to your back-up representative yet, contact your primary customer service representative.

## Gorell Windows named to “Hot 50” List of Green Products.

Gorell’s 3008 Casement Windows with Ultra Master III™ glass have been named to *Green Builder Magazine’s* “Hot 50” List of green products. The list covers a wide range of products, including windows and doors. Gorell’s Ultra Master III Casement Windows are one of only five products recognized in the windows and doors category.

# What's New at Gorell?

## Use Gorell's new "green" logos!

Gorell has created two new logos to promote its green windows and doors in sales and marketing efforts. The first is a slightly modified version of the standard Gorell logo that incorporates a small green leaf to signify Gorell's commitment to manufacturing green windows and doors. Gorell has also created a brand-new symbol that



states "Gorell Green." Both of these items are now available on e-Central for you to download and use in your marketing initiatives. The marks can be used to promote the



[www.gorell.com](http://www.gorell.com)

green aspects of Gorell's products—and manufacturing processes—when appropriate.

## New Credit Supervisor Named at Gorell

Due to continued growth, Gorell has added a full-time Credit Supervisor, John Bartlebaugh. John will manage credit lines with our customers. He comes to Gorell with 14 years of experience. You can expect to receive more frequent communications about your order and credit status, as this will be John's primary responsibility. This frequent communication, in conjunction with the information available to you through the e-Credit function on our e-View web site, will help ensure a better-managed flow of orders and fewer "surprises." You can contact John at 800-946-7355 x1858 or [jbartlebaugh@gorell.com](mailto:jbartlebaugh@gorell.com).



**John Bartlebaugh**

## New pivot bar makes window installation easier than ever.

As part of its continual improvement philosophy, Gorell will soon be using a new integrated pivot bar tie-in system on all Gorell single- and double-hung windows. The new pivot bar will allow the sash to maintain the integrity of the frame width during installation. This will eliminate the need for jamb adjusters and help ensure proper weather strip compression—making installation faster and easier for you! The new pivot bar will be used on all single- and double-hung windows manufactured beginning June 30.



Constant Force Balance with new pivot bar

## What would YOU like to see in the Gorell newsletter?

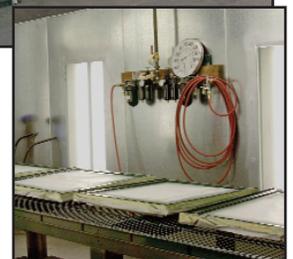


We want to hear from you! Are you interested in a specific topic? Or in reading an article written by a certain Gorell employee? Let us know what types of articles you would like to see in upcoming issues of Window Perspectives, and we'll do our best to provide them. Email your ideas to [newsletterideas@gorell.com](mailto:newsletterideas@gorell.com).

You can also complete a brief online survey about the type of articles you'd like to see by visiting our e-Central dealer web site.

## ENJOY FASTER TURNAROUND TIMES ON GORELL PAINTED WINDOWS.

Gorell began painting vinyl windows in its factory as of May 1, 2008, to meet the extraordinary demand for painted products. We've installed an impressive new paint line with wide-ranging capabilities. The paint is environmentally friendly and tested to AAMA standards. It's also highly resistant to scratching and peeling, so Gorell vinyl windows will continue to be maintenance-free and maintain their lasting, beautiful "new" appearance.



Bringing the painting process in-house allows us to better serve you. We can now offer much quicker turnaround times on painted products—so you'll receive your orders promptly and can install windows and doors in a timely manner. In addition to our standard six exterior color options, we can also offer any custom color requested by a homeowner.

Keep the orders coming—we're ready to go!



# Customer Care Corner

We at Gorell are asked numerous questions by dealers like you—questions about everything from our products to the marketing materials and sales aides we offer. Customer service is one of our top priorities, so we always try to answer your questions as quickly and thoroughly as possible. "Customer Care Corner" offers you another opportunity to get the answers you need—directly from Gorell's customer service team. E-mail your questions to your Customer Service Representative or [mthomas@gorell.com](mailto:mthomas@gorell.com). One of our Customer Service Representatives will provide an answer to you by e-mail, and we'll publish some of your questions in future issues of *Perspectives*.



By Katie Mumau,  
Gorell Customer Service Representative

**Q: What products are available with the BetterVue™ screen option?**

**A:** The BetterVue screen option is available on all window and door products except 1000 Series storm windows, 4200 Series storm doors, and aluminum-framed patio door screens for the 6000 Series.

**Q: Are Simulated Divided Lites (SDLs) offered on all Gorell product lines?**

**A:** SDLs are available on 3000 Series, 5000 Series and 5300 Series windows, as well as on 6000 Series and 6100/6200 Series patio doors. They are available exclusively in the colonial pattern.



## THE WINNER!

Congratulations to Brett Heinemeyer of Dixie HomeCrafters. He correctly solved the word search from the March issue of *Perspectives*. Thank you to everyone who entered the contest.

Complete the word search puzzle in this issue for your chance to win. Words can be found in the diagram reading forward, backward, up, down and diagonally. Circle the words you find, then mail us your entry for a chance to win a special prize. Send it to the attention of Debbie Fleming, Gorell Windows & Doors, 1380 Wayne Ave., Indiana, PA 15701. The deadline for entries is July 14, 2008. One winner will be determined by a random drawing from the correct entries.

NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_  
 COMPANY NAME: \_\_\_\_\_

Y	U	E	X	X	O	C	N	G	L	S	P	Y	K	T	F	H	W	V	K
O	V	H	T	C	O	A	N	B	E	I	L	Q	G	L	K	W	I	R	D
U	Q	J	Y	F	T	I	G	K	E	X	A	I	K	G	B	M	N	S	R
T	D	N	W	I	N	E	A	K	Q	T	B	R	D	I	B	P	M	Q	Q
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H	P	A	I	N	T	I	N	G	H	E	M	J	V	T	Y	N	S	V	O
I	I	V	R	A	S	T	V	Y	U	E	S	K	C	O	L	W	E	N	Y
X	J	Z	S	K	T	N	F	T	G	L	J	U	X	U	X	Y	K	K	Y

BAR	GEMONEY	PAINTING	SLIDING
BETTERVUE	GREEN	PERFORMANCE	SMILE
CREDIT	LIFTRAIL	PERSONAL	SWEEPSTAKES
DOORS	LOCK	PIVOT	TRAINING
DYNAMO	MANAGEMENT	RECESSED	WINMASTER
ECONOMY	NATIONAL	SERIES	YOUTUBE

## CONTACT INFORMATION

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