

I can see clearly now: Hurricane resistant windows and doors stand up to shipping and punishing weather, but still look good!

For Abe Lopez, President/CEO of SIW Windows and Doors, business has long been a family affair. Born in Cuba, and arriving in Florida at the age of eight with his family in 1981, he began working in the family window business in 1990. Throughout the decades, their business grew to where they now offer a complete line of high quality, hurricane impact resistant, aluminum windows and doors. These are products engineered, tested and manufactured to withstand hurricane force winds from 210 to 390 miles per hour, as well as the flying debris that goes with a hurricane.

While SIW Windows and Doors has an outstanding reputation, that image wasn't on display when the windows were shipped or delivered. The non-branded corrugated packaging they were using looked low-end and wasn't instilling consumer confidence in the products; not to mention the products were sometimes damaged in shipping.

After meeting with Abe, Great Northern Laminations recommended Laminations' VChannel[®], their latest offering in the three-sided edge protection market.



Abe Lopez, President/CEO
of SIW Windows and Doors

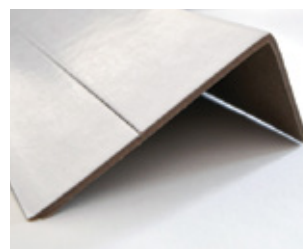
VChannel® would be easy to use and integrate into SIW's production process. Workers could simply fold along the score and the VChannel® was ready to use. Other advantages included:

- Easily stack one on top of another
- Use space efficiently
- Optimize transport

VChannel® also provided SIW Windows and Doors a flexible shipping option that could be quickly converted into UChannel® for optimal protection of its products.

Something else that was very important to the Lopez family was branded packaging that would set their product apart from others in the marketplace. In Laminations' packaging solution, high quality printing was used to place SIW's logo to reflect the company's high-end brand.

The end product was durable and branded—exactly what the Lopez family was looking for. And when it comes to SIW's customers, Lopez says the VChannel® creates a very favorable first impression.



“Now our packaging sets the tone for our quality product. Customers can clearly see that they’re getting the best hurricane impact resistant windows and doors available in the marketplace.”

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