

## Modern Window Insights

No matter what material is used, there will be high demand for quality

By John Stein

Whether you talk about wood, aluminum or vinyl, replacement windows can count on two things: consumers will always be looking for the best value; and those same consumers will often recognize high-quality products and be willing to pay for them.

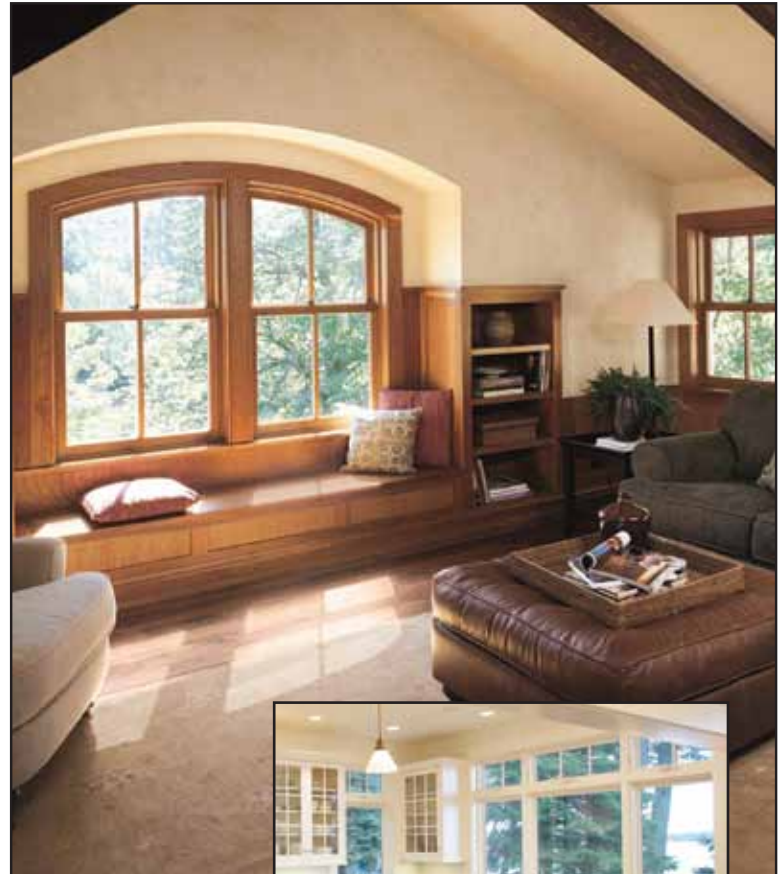
### Aesthetic Impact

Every home has windows and over time those windows will need to be repaired or replaced. The latest trends in window design are ramping up aesthetic impact by offering more colors and increased options for popular wood grain textures.

One of the most prominent design trends for 2017 begins inside and moves to the exterior of the home. According to today's home design experts, creating a visual connectivity between the interior spaces and patio area seems to resonate with all ages. Big windows open up interior spaces and add natural light. This further enhances the effect by linking the indoors with the outdoors.



Today's home exteriors are being created to stand up to Mother Nature's daily punishment. Modern windows offer aesthetic appeal, state-of-the-art materials and installation methods. Because of today's high-tech windows, homes are more attractive and more energy efficient than ever before.



### Energy Efficiency

There's little doubt that modern materials have enhanced the energy efficiency of a home's windows.

Whether it is the manufacturing materials, including multiple-pane glass designs or the infusion of gases between panes of glass, modern windows continue to evolve and provide outstanding value to the homeowner.



### Installation

It doesn't matter whether you are talking about wood, vinyl or aluminum, the ultimate impact for any window will only be as good as the person installing it. Installation of windows requires a deep understanding of home construction principles, a commitment to formal installation guidelines and an overall dedication to delivering the highest quality result.