



## Edgetech is the Best of the Best

The independent results are in ...and it's great news

The results are in for the independent test results from the European testing house for our Warm Edge spacer bar, Super Spacer®, and it's great news for Edgetech customers. We have passed CEN1279 Part 3 with an approved European test house making us one of just a few firms to pass this challenging test in the UK. This part of the standard measures gas loss in sealed units. We're delighted with this achievement, especially when so many companies that make good sealed units are failing to pass this particular part of the standard.

**This independent certification will reassure those who are not yet sold on Super Spacer**

We were confident Super Spacer could meet the standard, but this independent certification will reassure those who are not yet sold on the benefits of Super Spacer.

Just before going to print with *The Edge*, Edgetech was announced the winner of the Energy Efficiency Initiative category at the G04 Industry awards (read more about why we won this award, turn to page 2).

Three of our customers have also been busy achieving CEN1279 Part 2. Congratulations to Goldshield who is the first Warm Edge manufacturer customer in the world to achieve Part 3 of the standard. We've also got more new customers telling us why they chose Edgetech, and information on the latest product developments customers are enjoying.

Andy Jones  
Sales Manager for UK and Ireland

It's official, Edgetech is the best of the best. Here are three reasons why:

1. Edgetech has passed CEN1279 Part 3
  2. We help our customers achieve even the most demanding standards
  3. Edgetech has won the G04 award for Energy Efficiency Initiative
- Read more about all these stories and more, in this edition of *The Edge*.

## Goldshield - the first Warm Edge manufacturer customer in the WORLD to pass CEN1279 Part 3

Goldshield has now achieved CEN1279 Parts 2 and 3, which are the most relevant parts of the standard to sealed unit manufacturers. Part 3 is a particularly impressive achievement because Goldshield is believed to be the first Warm Edge manufacturer customer in the world to achieve this part of the standard.

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## It's official, Edgetech is the best of the best

Just before going to print, Edgetech was announced the **winner of the Energy Efficiency Initiative** category at the G04 Awards. "We're thrilled with this result," says Andy Jones. "The G04 Awards are the annual 'Oscars' of the UK window industry and are attended by more than 600 of the most influential people in the industry. We've worked hard to help the industry meet the required U-values, by supplying an innovative product, but also by raising and debating the issues surrounding Part L. Reading this edition of *The Edge*, I think you'll see why we've won - with our achievement of CEN1279 Part 3, we're steaming ahead."

Tony Higgin of the Gl@zine, and one of the organisers of the awards, explains the philosophy behind the awards: "In an industry that often gets poor press for all the wrong reasons, we want to honour those companies who are not only good at what they do, but are the best of the best. Winners of the awards stand out from the rest and have been awarded for their excellence and raising the industry standards."

It was a good night for Edgetech customer Goldshield too; they were announced as finalists for two of the categories in the award listings.



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## It's official, Edgetech is the best of the best (continued from page 1)

The G04 award reinforces our customers' decision to choose Edgetech. We've invested a lot of time and money in helping our customers to differentiate themselves from their competitors - it's nice to now see the payback in winning this award. Here are some of the reasons we won.

### Investment and growth

2004 marked the start of a significant and exciting time for Edgetech in the UK. Growth in 2003 was impressive, with sales up 63% on 2002 thanks to new and existing customers who grew with us. With a new sales and management team in place in the UK, we forecast growth to continue and are budgeting for a 70% increase over the next 12 months. Edgetech is driven by our attitude to innovation, both technical and marketing, and our determination to deliver real customer value. As a firm indication of its ambitions to take pole position in Europe as well as being market leader in the US, Edgetech IG Inc, recently set up a new subsidiary, Edgetech Europe GmbH. This latest investment on the continent follows hot on the heels of recent £100,000 expansion in the UK with investment in a brand new warehousing and distribution centre based in Coventry to service the UK and Ireland.

### Energy Efficiency at no extra cost

Aluminium is great for all sorts of things, particularly where you need to conduct heat quickly and effectively. It was ideal for cheap spacer bars when insulation was less of an issue. But it's not cheap or cost effective when the full cost of meeting the new standards is taken into account. Other components or profile redesigns are required to make up aluminium's performance gap. If the cost of the window rises because more has to be spent on glass, reinforcement, or profile someone has to pay. And the cost is substantial. Adding chambers to profile, for example, increases tooling costs and more complex profiles also slow extrusion speeds. Slower speeds mean higher costs per metre - bad news for fabricators and installers. Asking higher prices for added value is reasonable, but asking higher prices to compensate for outdated products is not. Edgetech removes all these problems.

### Now that we've won...

Winning this award will not only benefit our organisation, but more importantly this third party endorsement from the industry will help us promote the benefits of Super Spacer Warm Edge technology across the UK (and Europe) so that more fabricators and sealed unit manufacturers can enjoy the energy efficiency benefits with no cost penalty. Customers will also be able to benefit when they are selling to installers by using the fact that the product they sell has won the G04 award for the Energy Efficiency category.

**Manufacturers can enjoy the energy efficiency benefits with no cost penalty**



Jack Dee looks on as Nick Shore, Managing Director of Pilkingtons Building Products UK, presents the G04 Energy Efficiency Initiative Award to Andy Jones and Gerhard Reichert of Edgetech.

## Goldshield - the first Warm Edge manufacturer customer in the WORLD to pass CEN1279 Part 3 (continued from page 1)



Part 3 of CEN1279 is important for the industry because when it is implemented and enforced, anyone making gas filled sealed units will either have to pass this test or stop making them. Companies who currently rely on gas filling to achieve the required legislation, and can't pass Part 3, will be forced to look at alternative, more costly, methods of bringing the U-value of the overall window down to meet the ever demanding legislation.

Mark Goodman, owner of Goldshield, explains more specifically why it was important for his company to achieve both parts of the standard. "Our **standard** sealed unit configuration is now soft coat Low-E glass, Argon filled with Super Spacer, which was recently tested with a fully reinforced Schuco window and achieved an incredible overall window U-value of 1.4w/m<sup>2</sup>k. But we want to expand and felt these certifications were a must to enable us to do that. We've passed both the relevant parts for sealed unit manufacturers, which means our customers can rely on the highest specification, most energy efficient sealed units available. We're positioned at the higher end of the market, and as these results show, we take this position seriously. It's a bonus that we are the first Warm Edge manufacturer customer in the world to achieve this part of the standard. We're thrilled."

# We have dedicated the next two pages to Edgetech customers who have discovered the benefits of Super Spacer

## Three Edgetech customers achieve CEN1279 Part 2 - the benchmark for sealed unit manufacturers

Congratulations to Edgetech customers Senator Windows, Mcllhatton and Co. Ltd. and Holdens Supaseal, who have recently achieved CEN1279 Part 2 - three of numerous Edgetech customers to have achieved the standard so far. This important standard tests moisture penetration in sealed units. The procedure involves the units being stored in relative humidity for at least 14 days, during which time they are measured for length, width and thickness. The thickness of each glass pane was assessed and the cavity thickness evaluated. The units are then

subjected to a dew point measurement test, moisture penetration test, moisture content and climatic test. All three companies wanted to meet the standard for their specifier and architect customers.

Managing Director of Mcllhatton's, Paddy Mcllhatton enthuses: "We always knew we manufactured high quality, performance units, but it's good to have this reassurance for customers. I was 100% more confi-

dent our unit would pass with Super Spacer<sup>®</sup> than if we were using any other spacer bar."

Senator Windows wanted the standard when it started manufacturing its own sealed units. Keith Ogilvie, Quality Manager explains: "Approximately 20% of our 1,200 units (per day) are exported from our factory in Southern Ireland to Northern Ireland and Welsh Local Authorities. For a market so obsessed with quality, it was important we achieved this standard."

Holdens Supaseal has been manufacturing sealed units for 35 years. "We have always had quality standards to back up our products," explains Alan Pearce, General Manager of Holdens Supaseal. "We recognise it's important for our customers to have independent reassurance that our products are of the highest quality. We had every confidence that our window would pass Part 2 of CEN1279 because of our focus on quality and because we use Edgetech's Super Spacer bar, which is an all around excellent product."

**For a market so obsessed with quality, it was important we achieved this standard**

## Super Spacer<sup>®</sup> leaves all other spacer bars in the cold



Realising five years ago that Warm Edge was the technology of the future, Warwickshire based sealed unit manufacturer, WR Woolley started using a Warm Edge spacer bar.

Unfortunately, WR Woolley was unhappy with the specification of this particular product and unimpressed by the lack of support. "We recognised the benefits of Warm Edge spacer bars, but soon realised different suppliers offer very different packages," explains Rob Callagher, Sales Director with WR Woolley. "That's why we approached Edgetech.

"After making the switch to Edgetech's Super Spacer<sup>®</sup>, our biggest customer, building company Jelsons, is impressed with the difference. They have asked for all their windows to be made with Super Spacer because it blends in with any colour profile, and the sight lines are near perfect even on curved units. An advantage Jelsons didn't enjoy with our previous Warm Edge supplier."

Super Spacer has recently passed CEN1279 Part 3. Unlike Edgetech, many companies that make good sealed units are failing to pass this test for gas loss. "It is more than compliant and that makes Edgetech a good selling proposition," continues Rob. "It's a good buying proposition for our customers who get all these benefits at no additional charge. Super Spacer is also a great marketing tool for our customers, giving them an edge on the competition."

"There is also significant time savings for us when fitting Super Spacer. It takes less than one minute for Super Spacer compared with three minutes for aluminium. We are currently using Super Spacer in 30% of our units, but plan to increase this to 50% in one year and 100% eventually. When this happens, production should increase by at least 33%, thanks to the superb time savings advantage. Other benefits mean that we no longer need fixing keys to get the angles right on conservatory roofs. We only need one colour because the bar blends in with any window colour or material. All we need to stock are the different sizes. All this and the continuity of depth of the spacer bar at 5mm means there is no room for movement, unlike the aluminium alternatives."

Contact Tel: 02476 326087



## The benefits of Super Spacer are clear to Newent

Gloucestershire based Newent Windows is a professional installer driven by differentiating itself from its competitors. It decided one means of differentiation was to change from aluminium spacer bars to Super Spacer<sup>®</sup> - Edgetech's Warm Edge alternative. "We used to find it was cheaper to buy in sealed units with aluminium spacer bars, so we only manufactured a portion of our own," explains Tim Davis, Managing Director of Newent. "Using Super Spacer we can actually make money from manufacturing our own units while differentiating and maintaining the highest level of quality control. It makes the process so much easier because it moulds into any shape or size. We only signed up for Super Spacer six weeks ago and the benefits are already clear in terms of time saving and ease of installation into the glass unit. In addition to the ease of manufacture, the Super Spacer bar has very impressive thermal efficiency - more than enough to comply with the Document L requirements. And to top it off, Edgetech's marketing support also perfectly complements the already leading marketing support we get as a Shepley Visage installer."

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## Tradition combined with the latest technology - 115 year old company switches to Edgetech

Building company Jelson Ltd. is 115 years old this year and to stand it in good stead and looking ahead to another century of business, the company is embracing the latest in Warm Edge technology by switching to Edgetech's Super Spacer®. Jelson Ltd buys its units from WR Woolley, an Edgetech customer (also featured in this edition of *The Edge*). Graham Gale, Window Coordinator for Jelson Ltd. explains why he's pleased WR Woolley changed spacer bar supplier. "WR Woolley was using another supplier's Warm Edge spacer bars, but we experienced a few problems with them. We are confident it will improve the thermal efficiency of the window, and we are already impressed with the way it blends more effectively with the surrounding window frame, whether white, woodgrain or colour.

"We don't compete with other window companies because we only make windows for our own houses. With 900 employees producing 350 houses a year, it's vital that we maintain our well earned reputation for high quality. We do this by presenting our customers with the highest quality houses built with the highest quality components and using the latest technology."

Contact Tel: 0116 266 1541

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## Falcon flies high with Edgetech



Ipswich based Falcon Glass has been making glazed units since 1983 using aluminium spacer bars. In April, Falcon embraced Warm Edge technology and added Edgetech's Super Spacer® bar to its units. "We first saw Super Spacer at Glassex four years ago," explains Eamon Sheppard, owner of Falcon Glass. "We decided to switch now because we wanted to stay ahead of the

demands of Part L. Edgetech's compliance with the thermal efficiency standards is superb.

"Customers are already loving the new technology and are delighted with the improved sight lines. Edgetech made it easy for us to change over, too. Three of our employees went on a days training with Edgetech to ensure we were completely happy with the new technology. And it was worthwhile with a time saving of 20 minutes for every 40 units made with Super Spacer compared with aluminium.

"Super Spacer is also good news for companies like mine, wanting to take advantage of the timber window replacement market. Timber windows that use aluminium spacer bars can mist up and need replacing. We've often been asked to replace the units in timber windows for just that reason. I'm confident the customer will be impressed with the new units incorporating Super Spacer. Edgetech is a professional company who provides an all around good service."

Contact Tel: 01473 288690

## Edgetech fits the bill

With credentials as a substantial company with an experienced management team, the stage was set for New World Developments' ambition to manufacture the best ever GRP composite door. Sales Manager Alex Moore describes the process which includes Edgetech's high performance spacer bar.

"We knew that fabricators were looking for a more secure, attractive and longer-lasting domestic doorset than any existing product," says Alex, "but because we wanted to have the best possible design, it took us three years of extensive development work to get to our launch at Glassex and Interbuild."

Working with industrial designers, it was decided that a double-skinned GRP door was the way forward. Designing a double GRP skin was a critical quality decision and, although more time consuming and expensive to produce, its advantages have paid off.

New World wanted the new door to have "kerbside appeal." "We examined every aspect of a door and improved it. For example, by using New World's unique patent pending glazing system, developed with the help of Edgetech, we were able to achieve a triple glazed door which was free from the usual unsightly fixings associated with glazing cassettes. Our triple glazed system allows us to offer an exclusive range of glazing designs where the lead and film are protected from the elements as the decorative work is in the centre of our triple glazed unit. This also makes cleaning much easier," explains Alex.

Apeer is manufactured in seven solid and eight glazed styles and is available in seven colours. All the hardware is incorporated and with a wide range of door and frame sizes, all the fabricator has to do is fit the integral door frame into the opening. A range of sidelight and fanlight designs with an arched head are also available. The Edgetech Super Spacer® bar fits the bill perfectly!

Contact Tel: 028 2564 9323



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## "I couldn't sleep at night"

Direct Door Panels has been producing glazed units for five years and now manufactures high volumes of decorative sealed units each week. With Edgetech's help, they are looking forward to becoming the only company in the UK to manufacture triple glazed units for panelled doors using Cushion Edge™, another Super Spacer® product from Edgetech. "Diversifying to Edgetech means we can double our turnover to £2 million by 2006," explains Paul Edwards, Sales and Marketing Manager of Direct Door Panels. "The machinery we bought to apply Edgetech's Super Spacer bar will more than pay for itself within six months.

"The benefits of Super Spacer are clear. We manufacture a lot of unusual shapes, and we used to have to apply the spacer bar by hand. It would take one man 15-20 minutes for a difficult bend. It now takes 15-20 seconds for a difficult bend. We want to be more than a door panel company - we want to be the best. Edgetech gives us that leading edge with its tried and tested product, long guarantees and compliance with Document L.

"We did shop around for a Warm Edge spacer bar supplier, but found that they are all very different. I couldn't sleep at night if we chose one of the other companies. With Edgetech I know I can sleep well!"

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# INTERNATIONAL NEWS

As readers of this edition of *The Edge* can see, we have been busy here in the UK. But Edgetech I.G. Inc. has been busy internationally. Here we catch up with some of these global developments.

## Edgetech I.G. Inc. expands with new subsidiary Edgetech Europe GmbH

As a firm indication of its ambitions to take pole position in Europe as well as in the US, Edgetech I.G. Inc. has set up a new subsidiary, Edgetech Europe GmbH.

Torsten Keemss, previous General Agent for the company in Continental Europe, becomes Managing Director of the new German based subsidiary. "The rapid expansion of our operations across Europe over the last 18 months led to the establishment of Edgetech Europe GmbH as the next logical step in our expansion programme," he explains.

This latest investment on the continent by Edgetech I.G. Inc. follows hot on the heels of recent expansion in the UK. Edgetech UK Inc. experienced 65% growth in 2003 and is budgeting for a 70% increase in 2004 leading it to invest in brand new warehousing and a distribution centre based in Coventry to service the UK and Ireland.

## Super Spacer passes the test at Rosenheim

Super Spacer<sup>®</sup> proved its insulation capability with the renowned independent test institute, Rosenheim ift. Super Spacer reached a psi value of 0.038 in PVC-U windows, 0.04 in timber windows and 0.054 in aluminium. The psi value measures the heat transition of the specific material being tested, as opposed to the combination of materials.

## Congratulations America!

Congratulations to our American colleagues, who have just been awarded with the prestigious Crystal Achievement Award for the Most Innovative Marketing Programme. This award is one of the top industry accolades in America.

## New Korean distributor for Super Spacer

With the Korean market for Warm Edge technology increasing, Edgetech has appointed a new Korean distributor for its Super Spacer bar. To move forward in this increasingly important market, Edgetech has teamed up with the professional ATS Group.

## Super Spacer achieves SEOO INSE

Super Spacer has recently passed the Spanish SEOO INSE standard test. Super Spacer stands out against other spacer bars for its thermal efficiency qualities, and passing industry standards around the world is great news for forward thinking sealed unit manufacturers everywhere.

## Edgetech Europe expands its sales team

Edgetech UK has had to expand to stay ahead of the increasing demand, and so has Edgetech Europe. The German office has added two new members to its sales team - Georg Janik joined in June and will cover Eastern Europe and Russia. Horst Matias has also joined the team and will cover central Europe.

## Getting rid of Georgian bar headaches

While the end result is a superb looking product, many fabricators dread manufacturing Georgian bars. Applying them has always been a difficult, time consuming job. Edgetech can now offer an online solution with the Lisec machine for high volume manufacturers. The head of the applicator makes a small groove for the bar to fit into, removing the hassle for sealed unit manufacturers. There's no need for additional machinery because it's all in a computer programme. And because it's fully automated, it's there if you need it and you can disable it if you don't - it's just a matter of selecting the relevant option on screen. Edgetech launched the new Georgian bar applicator at Glassex and has already had a lot of interest.

For more information call Andy Jones on 02476 705570.



## A successful show for Edgetech



Edgetech's return to Glassex for the eighth year running was a resounding success. "We are delighted with how the show went," says Andy Jones. "It was imperative that we were there because we wanted to make a clear statement to the industry, which we now think is ready for Warm Edge technology. We had a total of 95 leads from the show - 15 for full automation solutions and 51 leads for manual application solutions to apply Super Spacer. The remaining leads were from people buying sealed units. But it wasn't just about winning new business. It was a good opportunity to bring existing customers up to date with future developments, too. Feedback for the stand itself was good, with several people saying it was the best stand there because it was a working stand. It was a hive of activity for the full four days."



## Edgetech employee in profile

In this new section of *The Edge*, we'll be talking to different members of the Edgetech team to find out what they do, where they've come from and what they enjoy doing in their spare time. In this edition we'd like to introduce you to Karl Jones, our Technical Services Engineer.

Karl has worked at Edgetech for just less than a year, but came with 12 years industry experience. "I've worked for a number of key players in the industry, but Edgetech is by far the best," explains Karl. "With its American backing, Edgetech can afford to develop the product to the highest quality and provide the sales and marketing support to back it up. I joined Edgetech just in time - just as it is being proven to be the best spacer bar available. It helps achieve excellent U-values, you can make any shape unit with it, and it saves sealed unit manufacturers time and money."

In his spare time Karl races a Yamaha R600 and is currently looking for sponsorship.

## Call Edgetech now for your free 'get-out-of-jail' card

Those who keep up with developments in sealed unit technology will know Gerhard Reichert, Vice President of Business Development at Edgetech I.G. Inc., a noted expert on the subject. It is greatly down to Gerhard's technical expertise and passion for Edgetech's Super Spacer® technology that the US swung so comprehensively behind Warm Edge spacer bars. Where and when did Warm Edge technology develop? How and why did it happen? What are the technical developments that made it possible? How will we cope with further changes in Building Regulations and much lower and demanding U-values? The answers are in the latest paper from Gerhard Reichert, available free of charge from Edgetech on 02476 705570.



## Edgetech's right move

Edgetech has already started to invest heavily in the future to meet the increased demand for its Super Spacer® product. The No-Metal, all-foam formula of Super Spacer blocks the heat escape path and provides the best thermal performances in the industry. People are waking up to the benefits of Warm Edge technology, and Edgetech is at the forefront of this next generation of sealed unit manufacture. Andy Jones, Sales Manager for the UK and Ireland, explains how the shift in attitude is affecting Edgetech. "While we experienced over 60% growth in 2003 and

are budgeting for a 75% increase in 2004, we've also invested well over £100,000 on a move to a brand new warehousing and distribution centre based in Coventry to service the UK and Ireland.

"We were keen to stay in Coventry despite our expansion, because of its central location and easy access to the country's road network. Our new home will stand us in good stead as we continue to grow in response to the increased need for windows and doors with superior thermal properties."

## did you **?** know

- The very first double glazing unit patented in 1865 by Mr Thomas Stetson was manufactured using Warm Edge technology.
- Super Spacer units withstand the 140°C temperatures, 95-100% humidity and constant UV bombardment in the world's toughest durability test: the P-1 chamber.



**Edgetech**  
BETWEEN YOU AND THE ELEMENTS.

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