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***Color Solutions* Trending Hot with Homeowners as Deceuninck North America Introduces Latest Innovation**

New Fabricator Program Adds Colors, Reduces Lamination Lead Times and Expands Marketing Options for Industry-Leading Vinyl Color Offering

[Deceuninck North America](#) is feeding a new homeowner demand for color options with the introduction of the *Deceuninck Color Solutions Program* that expands its color offerings, accelerates lamination times on popular colors, and puts new market-driven tools in the hands of fabricators to help channel the movement. The new program comes just four months after announcing the addition of three new lamination lines to the window manufacturer's growing business.

"Homeowners are breaking out of the recent austere times with a clear desire to infuse more personality and more color in their window choices," explains Filip Geeraert, president and CEO of Deceuninck North America. "We've seen a tripling of demand for lamination and a market swell behind the need for more color options – inside and out."

The Color Solutions Program adds four new lamination colors to an already robust lineup of more than a dozen standard lamination options and a wide custom selection. The debut colors are: Bronze, Midnight, Metallic and Wicker. In addition, Deceuninck has expanded its solid PVC colors for its commercial business, including Architectural Grey and Architectural Bronze as new finishes for both their Revolution Tilt and Turn® and Genius™ window systems.

The Color Solutions Program also introduces an innovative lamination matrix, created to effectively channel demand and manage made-to-order requirements so that lamination times can be greatly reduced. The matrix applies lead times for standard products of as little as 10 business days for five of the hottest color options and no more than 20 business days for the entire non-custom line (additional lead time applies for MTO product).

"We've developed three laminate service tiers plus a custom laminate tier which allow us to rapidly scale to order volumes while managing expectations and efficiencies along all our lines," says Geeraert. "The result is a program that sets a new standard of color and design that effectively help our fabricators meet their customers' demands."

The Deceuninck logo consists of the word "deceuninck" in a white, lowercase, sans-serif font, centered within a solid blue rectangular background.

Rounding out the Color Solutions Program is an extensive lineup of marketing tools designed to help fabricators and contractors promote color options and aid homeowners in making color selections. These include full color brochures, a full line color chip fan deck, and the ability for fabricators to assemble their own custom fan decks for customers.

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About Deceuninck

Deceuninck® North America, LLC is part of the Deceuninck® Group, an integrated global organization specializing in compounding, tool fabrication, design, development, extrusion, finishing of uPVC window systems and composite applications for the building industry. The company is active in more than 75 countries, has 35 subsidiaries (production and/or sales), and is supported by nearly 3,000 personnel worldwide. In 2013, Deceuninck Group achieved consolidated sales of €536.5 million Euros worldwide (approximately \$710 million USD). Deceuninck® North America encompasses fully-integrated design, compounding, tooling, extrusion and quality assurance disciplines for the production of vinyl window and door systems and composite applications for the building industry at its corporate headquarters in Monroe, Ohio. For more information, please visit www.deceuninckna.com.