

Window Distribution and Installation Companies Can Reduce Costs, Increase Profits and Reduce Liability with New Installation Methods and Materials

The purpose of this white paper is to briefly explore a new method the window and door industry could use to reduce installation costs while minimizing the potential for litigation resulting from leaks created by conventional installation methods. In addition, the opportunity is created for additional profits as crews become more effective, and customers more satisfied. More windows can be installed faster and less time is spent on expensive call backs. Window manufacturers, resellers and installers are looking for ways to improve window installations and do whatever they can to avoid the problems associated with poor installations and the potential of resulting litigation. A recent survey showed that 85% of window resellers who serve the pro market provide installation as a service. This service is a vital part of a window reseller's business model. However, it causes significant exposure if the installation is done incorrectly. Three things are needed to minimize these problems: 1. Improved methods 2. Improved materials and 3. Consistent training and monitoring of quality. While it is obvious that a solution to these problems is needed, the solution itself is not so apparent.

One of the reasons these problems exist is clearly seen by studying standard window installation methods and materials. Current construction methods require a rough window/door opening that is within ¼ inch tolerance. As a result, the construction of window openings requires the work of skilled masons or carpenters to ensure that the openings are constructed to tolerance. Even so, many openings are out of tolerance, meaning that they are too large, too small or angularly uneven. In addition, a standard window in a block home often requires a precast concrete window sill. Correctly installing standard wood window bucks requires a high level of precision. A large percentage of windows installed with current products have to be refitted and have leakage with the resulting potential indoor air quality problems. Window leaks can result from many other things as well, including rough framing not being flush with the outside of the building around the openings, improperly flashed windows, and poor sealing of the interface between the buck and the window.

The issue of water filtration into buildings has become of greater concern with the recent increase in catastrophic storms. Even when perfectly executed, traditional window and door sealing methods can allow moisture in, causing mold and mildew to grow. This not only proves to be costly, but can also be a health hazard and a cause for homeowners to seek legal action. Thus, improperly sealed doors and windows create the opportunity for costly business problems for everyone involved in the construction: general contractors, mason contractors, framing contractors, window manufacturers and window distributors and installers.

Homebuilders, window suppliers, window manufacturers and the organization responsible for the installation may be challenged to demonstrate that every reasonable effort was made to ensure quality of construction in the event of a construction defect lawsuit. For example, a major national builder settled a lawsuit for over 40 million dollars in response to leaky and faulty window installations. Building inspectors hired by the homeowners removed the trim from 1,800 windows and took roughly 10,000 photographs, finding gaps in siding that allowed extensive water leaks, according to Scott Sullen, the attorney who represented the homeowners. It is made clear in this case that existing building methods are insufficient for construction that has evolved over the past few decades.

Consumers are more likely to be unsatisfied and take legal action as a result of construction quality problems. In spite of this, research shows that most general contractors, window manufacturers, and window installers continue to use methods and materials that were developed decades ago and haven't been improved upon. One of the areas that is key to a happy customer and a reduced risk of litigation is the evolution of the construction methods related to the installation of windows.

The method to deal with this is simple. By creating an adjustable seal or flashing for the attachment of windows or doors, you can size your openings for an exact fit. This precision will eliminate water infiltration; the trigger for mold and mildew growth. Health risks associated with mold growth from moisture is greatly reduced from the use of our product. Problems concerning liability and finances are also reduced because mold litigation, which can cost millions of dollars, is virtually a non-issue.

The window bucking system developed by Window Seal eliminates many of these problems. This is a new technology and method unavailable with other products and approaches.

Window Seal all metal window bucks practically eliminates problems associated with air and water infiltration, and simplifies and speeds up window installations. Traditional installation requires a skilled work force to fill its demand. Window Seal eliminates the complexity of preparing openings for windows and doors, making it easier for contractors to find workers who can efficiently install windows and doors. By adjusting your opening for an exact fit, Window Seal exceeds manufacturer's specifications and allows for a fast and precise installation. This allows for more profits for the installer, less liability for the builder, and a more satisfied customer base.

The cost of Window Seal is comparable to the cost of preparing the average opening and completing the window installation with wood window bucks. In an instance where the cost is slightly higher, the money saved in time, labor costs, and return services calls far exceed the difference in product costs.

One major building supplier quotes "when I saw the Window Seal product at the International Builder's Show in Orlando this year, I saw it as an immediate solution to a very real problem with window installations; and that is water leaks and the subsequent serious mold problems that can result from them. I strongly believe that the use of Window Seal in both new construction and remodeling projects will greatly reduce this risk, and I look forward to working with Window Seal in introducing this product to the South Florida construction industry and to our many customers."

The Window Seal system is a new world solution to an old world problem. Our method reduces costs and liability for leaks and health hazards while improving efficiency of installation. Window Seal window bucks are available for every major window brand. They can be used in concrete block construction, frame construction, steel construction and ICF buildings. Products are available for both commercial and residential applications as well as remodeling and retrofit installations.