



Protecting All
That Matters.

The Impact

newsletter

Number 1 – April 2016

Message from Craig Speed, CEO, to Florida's Windows and Doors Dealers

If you feel anything less than cherished by your current window and door supplier, we would like to have a discussion with you about becoming one of our Dealer Partners. At AWP, our Dealer Partners are the center of our universe and define everything that we do. They expect high performance, reliability, competitive prices, confidentiality, on-time delivery, responsive service, clear and correct communication and more. To AWP, you still matter. AWP believes that bigger isn't better, better is better. At AWP we are large enough to provide you the full range of products and service levels your business demands while still small enough for your business to matter to us. We are beholden only to you. We understand that if we focus on helping you grow your business and provide you the quality products, competitive pricing and leading customer service you deserve, our business will benefit. And we are not in a race for growth at the expense of our Client Commitments. We are not looking to sign-up every Dealer in Florida. In fact, we are looking for only a few select partners in each market. A limited number of Dealer Partners and an even smaller number of Preferred Partners we can focus on and protect in each market. Is your current manufacturer protecting you?

[Click here to read the full press release](#)



Craig A. Speed
CEO of AWP Windows
and Doors

Product focus: our new Casement Window detailed by Ignacio Escobedo, VP of Manufacturing & Engineering

"AWP is proud to announce the next generation Impact View Casement window. Beyond its' beauty, practicality and ease to operate, the new Impact View Casement window offers enhanced performance with concealed three point locking system and DP75 rating on the most popular sizes," said Ignacio Escobedo, Vice President of Manufacturing and Engineering at AWP.

The new Impact View Casement window includes features such as:



Ignacio Escobedo

- Clean, Contemporary Minimalist Design
- Exceptional Sound Attenuation Characteristics
- Large and Unobstructed Views
- Concealed three point locking system for added security and clean visual presentation
- Durable Costal Hardware Package providing smooth and reliable operation oneven the largest sizes
- Available in a variety of colors or applied veneer finishes
- Available with butt hinges for commercial applications

“This New Casement window displays the Expert Craftsmanship,Contemporary Design and Innovation that will define the New AWP,” said AWP CEO,Craig Speed. “This new product further illustrates the point that Bigger isn’tBetter, Better is Better. We invite all Dealers to learn more about how this product and the New AWP can help your business Stand Out From the Crowd.”

[Click here to read the full press release](#)

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Industry's latest news

Replacement Fenestration: last summer a stir was caused by the inability of the Florida Building Commissionto address replacement fenestration in existing buildings. The situation remains the same with the exception of several proposedmodifications to the Florida Energy Code. The most significant affecting south Florida is EN 6926 by the Responsible Energy Coalition. This modification, along with 58 additional modifications affecting the 2016 Florida Energy Code, will be heard by the Energy TAC on April 11 in Gainesville.

Atlantic Hurricanes season forecast for 2016-2017: Global Weather OscillationsIncorporated, a private global weather prediction group led by David Dilley,Senior Research Scientist, has issued a prediction for the 2016-2017 hurricane season. Dr. Dilley predicts this season (June - Nov) will be the strongest in over 4 years and the most hurricanes making landfall since the 2004-2005 season. Mr Dilley predicts that 11 states will be at risk in the 2016-2017hurricane season from New England to Florida and from Gulf of Mexico to Texas.Full predictions on globalweatheroscillations.com

Source: FMAFebruary’s newsletter, Globalweatheroscillations.com

Celebrating our new fleet, with Virginie Hoebanx, Director of Marketing

Virginie Hoebanx recently joined AWP as Director of Marketing to help build

the brand. The arrival of the new fleet coordinates with the new brand strategy and brand building efforts currently underway at AWP and will provide the business an image boost as they took the opportunity to reflect the new modern branding for the entire fleet.



Virginie Hoebanx

“The new trucks have replaced an ageing vehicle fleet which required significant expenditure to maintain and keep operational. The new fleet now delivers lower operating costs as well as an increased reliability we need in order to help ensure that our recently shortened delivery schedules are Virginie Hoebanx maintained”, commented Jim Koscica Chief Financial Officer.

“The new fleet is also good news for our customers as the trucks we’ve added to the fleet will enable us to further extend our delivery capability to the job site, based upon the shortened length of the trucks and the addition to lift gates on all the vehicles. Deploying the new mix of vehicles will also allow more flexibility to meet the commitments of our new Quick Ship Programs,” said Ignacio Escobedo Vice President of Manufacturing and Engineering.

[Click here to read the full press release](#)



Featured project: Miami Beach Guard House

AWP Windows and Doors the window and door manufacturer who's products have built Miami Beach for the last 58 years, announced this week that they have been selected to outfit Miami Beach's new lifeguard stations.

“AWP is honored to be selected to protect the life savers of Miami Beach. Miami Beach and its landmarks are iconic to Miami and the State of Florida, it's little surprise they chose the most iconic brand in Miami with our over 58 year history of commitment to this community. Our products help build Collins and OceanAvenues, now they also protect the beach and those that protect you.” commented Craig Speed CEO of AWP Windows and Doors, LLC. “The City and the architect could have chosen any manufacturer, they chose AWP to be the first line of defense. Bigger isn't Better, Better is Better!”



"It's about the quality and capability of the AWP products", said Ignacio Escobedo, Vice President of Manufacturing of AWP, "the sun, the salt, the wind and heat present a constant barrage in this extreme environment and our products are up to the test. No other manufacturer provides the same value for a price as AWP, Architects are starting to take advantage of this opportunity with their projects."



[Click here to read the full press release](#)

Interview: 10 minutes with Joe Escribano, General Manager at AWP

VH: What have you learned in 30 years?

JE: After so many years, the aluminum, wood, vinyl and glass that goes into a window/door somehow ends as part of your DNA and you become a window guy. It is then you learn, that the lemonade you made thru the years is really good. Sweet. Refreshing. I'd do it again. Really a good ride!

VH: What's your best industry story (That you can tell in public)?

JE: All x rated, cannot share.



Joe Escribano

VH: What is it about this industry that kept you in it for 30 years?

JE: The first 10 years you think you know everything. The second 10 years you get to know everything. The third 10 years, nobody cares that you know everything. On the fourth 10 years, you gladly forget all you learn about windows and doors, you just want them to go up and down and open and close as they suppose to do.

VH: How did AWP and you find each other?

JE: I'd like to forget. Please, don't insist.

VH: What is your secret recipe for the best Spanish paella?

JE: Mucha mano izquierda. No body, but my people will get that. But you are all invited to my next gathering, bring good wine, this excludes French, of course.

VH: What would you say to people that say that Barcelona is the best Football Club in the world?

JE: Once a dreamer always a dreamer.

VH: How do you spend your free time?

JE: Doing absolutely everything I want.

VH: We heard you love red wine. Even though everybody knows French wines are the best, what would be your recommendation to us?

JE: Considering the French, the smart ones that is – not many left, I'm afraid, buy 70% of La Mancha

yearly grape crop to make their wines, I say, viva Pepe botella (you will have to dig into French history to know about Pepe), I put a Ribera del Duero against any French wine any day of the week and twice on Sunday, to really taste the best wine in the world. P.S. when we talk about French wines, we speak of southern France, coincidentally the closest part of France to Spain, yeah, now we're getting it. Of course travelling north you will meet the Vikings, still uncivilized and drinking moon shine made from potato skins.

THE DEALER'S CORNER

we give carte blanche to the dealers we work with

Interview: 10 minutes with Danny and Richie from Alpha Windows and Doors

Danny Hazout and Richie Goodman

"I eat, sleep drink and breathe the window and door products; impact resistant"

VH: How long have you been in the business?

RG: We established this business in 2003. With the intent of being the best possible impact window and door company.

VH: What did you do before working on the window & door industry?

DH: I entered into the business prior to 2003 solely focused on the installation side of the business. The foundation of our company was built on installation prior to becoming a distributor. I am a specialized glass and glazing contractor.



Richie Goodman

RG: My history has always been in the sales side of the business I went to college for marketing management. People don't know that, but prior to that I was exposed to the building material's trade because of my father who was an architect-industrial designer and he worked with all of the major developers, builders & contractors. In fact, I almost became an electrician. I've been working on construction sites since I was in grade school, it's in my blood.

VH: What brought you into the industry?

RG: What brought me into this business was the advance of impact windows and doors I was a shutter salesman and I recognized the fact that impact windows had an excellent level of protection as well as many additional benefits that shutters could not provide. I'm originally from the greater Miami area and I have witnessed the devastation of hurricanes and I felt compelled to help my community protect themselves from these devastating weather related events. Also the other benefits of these products will help make it a safer community as well.

VH: Is there one thing in particular you are specialized in?

RG: Our primary business is residential & commercial remodeling, the removal and replacement of existing windows and doors. This is a path we took many years ago and this is what separates us from the companies that strictly do new construction. We also specialize in the high end residential new construction market as well as contractor sales and exports.

VH: What are your expectations in regards to your partnership with AWP?

DH: In terms of our expectations of AWP, out of all the companies I have worked with, AWP is more willing to work with a company like ours, to promote your products. And you've been very cooperative in that sense. Your product lines are outstanding.

In terms of expectations, you've been meeting and exceeding them considering the limited amount of time we've been working together. So, we're pleased! And I can speak for my business partner as well, the other day we both looked at each other and said "this is a company that wants to work with us, that wants our business". Taking into consideration how much business we've generated for other companies, and sometimes they lack of cooperation. We agreed that, of all the companies we partnered with, AWP was stepping up. That's what we call a partnership.

VH: What is your favorite AWP product and why?

DH: I love the casement and the 1900 SGD a lot. But I love the horizontal slider most because both window sashes are operable, while none of your competitors have this feature. But what I love the most about AWP is that you offer top of the line quality, competitive with the best in the business, but at a better price.

[Visit Alpha Windows and Doors](#)

Meet Ryder: our fleet management provider

Jennifer Hanlon, Specialist
Corporate Communications - External



Ryder operates behind the scenes, managing critical fleet, dedicated transportation, and supply chain functions for over 50,000 customers that make the products that consumers use every day. Fleet Management Solutions provides a broad range of services to help businesses of all sizes, across virtually every industry, deliver for their customers.

From leasing, maintenance, and fueling, to commercial rental and used vehicle sales, customers rely on Ryder's expertise to help them lower their costs, redirect capital to support their core business, and focus on what they do best so they can grow. Dedicated Transportation Solutions combines the best of Ryder's leasing and maintenance capabilities with the safest and most professional drivers in the industry.

With a dedicated transportation solution, Ryder helps customers increase their competitive position, reduce risk, and integrate their transportation needs with their overall supply chain. Supply Chain Solutions optimizes logistics networks to make them more responsive and able to be leveraged as a competitive advantage. Globally-recognized brands in the automotive, consumer goods, food and beverage, healthcare, oil and gas, technology, industrial and retail industries rely on Ryder's leading edge technologies and world-class logistics engineers to help them deliver the goods that consumers use every day.

Need more information about Ryder services?

[visit Ryder.com](http://visit.Ryder.com)

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