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## **AWP WINDOWS AND DOORS ANNOUNCES NEW 2016 PARTNER PROGRAMS FOR DEALERS**

**Miami, FL, January 5, 2016** – AWP Windows and Doors today announces they have introduced new 2016 Partner Programs for their Dealer Clients that help their partners time-to-market with new value based commitments. These innovative programs deliver increased value and savings to customers. AWP is the manufacturer of America's first certified impact window, and is a long-standing manufacturer of high quality aluminum and vinyl windows and doors for the Florida and Caribbean residential and light commercial market.

Unlike competitors who have saturated the marketplace with their dealer network, AWP has chosen to focus on a handful of select Dealer Partners and work closely with them to drive competitive advantage. AWP has applied best practices to establish a common structure for a single, more cohesive program that can help its partners drive sales like never before. "We are confident that this new approach will allow our Partners to more quickly identify and respond to business opportunities. Most significantly, it will enable us to help partners grow their business and increase profitability.", said Virginia Hoebanx, Director of Marketing. "This program should be very interesting to those dealers who have grown weary with the current less-than-stellar service levels and attention they are receiving from our competitors as well as the lack of differentiation they are achieving by representing the same products as everybody else on their street. If you can't differentiate, you can't sell on value and end up caught in this continual pricing game. It is important to understand that this program isn't for everyone, nor will it be offered to everyone. We are looking for select partners and will cap participation in the program before it waters down our Partners' competitive edge." said Joseph Escribano, Managing Director of AWP.

"At the end of the day, bigger isn't better, better is better." said Craig Speed, CEO. "Our breadth of products, nimbleness and location provides AWP a competitive advantage in South Florida and we are now going to use this to our Partners' advantage. We are laser focused on our Partners needs for growth in the hyper-competitive markets we serve."

"We are focused on our Partners; they are the life blood of our organization. So it is crucial for us to continue making significant investments in this channel," said Stewart Struzer, Vice President of AWP. "We are very excited about these programs which we feel will generate tremendous success for our growing Partner base. No other manufacturer in the industry offers the same responsiveness that, coupled with new pricing models and more hands-on support and training, will provide Partners with the best opportunity to succeed."

### **About AWP Windows & Doors**

Established in 1958, AWP Windows & Doors, located in Miami, Florida is a long-standing manufacturer of high quality aluminum and vinyl windows and doors for the Florida and Caribbean residential and light commercial market. AWP is the manufacturer of America's first certified impact window. The company offers both impact and non-impact products and sells its products through a professional network of dealers and distributors. All of AWP's products are rigorously tested to be in compliance with Dade County Product Approval and Florida Product Approval current standards. Originally founded as Yale Ogron Windows, AWP has years of experience building code approved window and door products. AWP's website address is: [www.awpwindowsanddoors.com](http://www.awpwindowsanddoors.com).

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