



FOR IMMEDIATE RELEASE
May 30, 2007

PCBC BOOTH #N5717

Media Contact:
Mindy Meyring
Purdie Rogers
mmeyring@purdierogers.com
(206) 628-7700

Company Contact:
Tom LaManna, Vice President Sales
Atrium Windows and Doors – California
tom.lamanna@atrium.com
(800) 992-5226 x3202

Atrium Windows and Doors – California Introduces New Generation of Residential Replacement Windows

New Aspirations® , Dynasty® and Heirloom® lines offer high-performance windows for every view

ANAHEIM, Calif. – Atrium Windows and Doors – California recently launched its new good, better and best lines of vinyl replacement windows – Aspirations®, Dynasty® and Heirloom®. The new generation of products provides styles and designs to meet a variety of window replacement needs. Select products will be on display at the PCBC show (booth #N5717) May 30 to June 1, 2007.

Atrium vinyl windows are precision engineered to provide worry-free beauty and performance with a myriad of styles and value-added options for every setting. Developed specifically for the residential replacement market, the new product lines include a wide selection of window styles including single-hung, double-hung, sliding, casement, picture, awning, as well as bays and bows.

“The new Aspirations, Dynasty and Heirloom collections are a valuable addition to our current product offering providing a price point and design for every type of residential replacement need,” said Tom LaManna, vice president of sales for Atrium Windows and Doors – California. Whether a contractor is looking for cost-efficient, high-performance windows, or the best of the best, we’ve got a number of options to offer.”

The Aspirations Collection offers outstanding cost-efficient options in quality window craftsmanship to meet the real world requirements of everyday life. The line has custom enhancement options which include decorative flat (5/8” wide) or contoured grids (1” wide) that fit between the glass panels and never require cleaning or maintenance. Custom decorative glass options are also available. Specific models include: single-hung, three and two lite sliding, bay and bows, geometric shapes and picture windows. The horizontal slider will be on display at the show.

Additional value-added features include: screens with integral lift rails providing easy access and removal, a low-profile sweep lock that engages the metal reinforced mulling post for added security and integral sliding rails for easy sash mobility.

The Dynasty Collection provides exceptional value in high quality, custom made windows. Available in a host of the most popular window styles, the Dynasty collection can enhance existing window coverings without disturbing the integrity of a home’s architectural style. Specific models include: single-hung, single sliders, bay and picture windows. The horizontal slider will be on display at the show.

Additional value-added features and benefits include: a coil balance system providing easy sash mobility, an auto latch keeper that engages the mulling post for added security, equal size glass panels that create attractive, symmetrical viewing and screens with integral lift rails providing easy access and removal.

The Heirloom Collection is set apart through its meticulous craftsmanship and extraordinary performance. The collection offers the best of the best including exceptional thermal efficiency, as well as long lasting durability. The rigid-vinyl construction and fusion welded sashes and frames create windows that are as durable as they are beautiful. Specific models include: double-hung, double sliders, casement, awning and picture windows. The double-hung and casement will be on display at the show.

Additional value-added features and benefits include: large, multi-cavity vinyl chambers that improve thermal performance and reduce sound infiltration, full-perimeter weather stripping that helps prevent against air and water infiltration, a coil balance system providing easy sash mobility and equal sightlines that create attractive, symmetrical viewing.

Standard features and benefits available on all of the new product lines include:

- Multiple installation methods including: nail fin, replacement flange, block frame and brick mold
- Solid vinyl construction offering superior insulating value and low maintenance operation
- Fusion-welded frame and sash corners providing maximum strength and energy efficiency
- Double-pane (3/4") glass with warm-edge spacer offering optimum thermal performance
- Extruded, integral vinyl interlock that draws sashes tight to form weather barrier
- Screen with integral lift rail allowing easy access and removal

All of the collections are available through Atrium Windows and Doors – California and can be ordered online.

Visible Energy Savings

Both the Dynasty and Heirloom lines offer Atrium's new Cardinal LoE-366 glass. The new glass delivers the ideal balance of solar control and high visibility – it keeps the heat out while letting the light in. The superior energy efficiency is the result of its unprecedented triple layer silver. The benefit? Less draw on an HVAC system which results in lower energy bills for homeowners.

Limited Lifetime Warranty

The lines are backed by Atrium Companies transferable Limited Lifetime Warranty covering materials and workmanship from the date of installation. For more detailed information on the warranty please visit www.atrium.com/ca.

About Atrium Windows and Doors – California

Atrium Windows and Doors – California have been supplying high-end vinyl replacement windows and doors to the Southern California market since 1989. With a distribution reach into Nevada, Arizona and New Mexico, Atrium California offers its remodeling dealers comprehensive products, programs and in-depth customer service to distinguish partnership value.

About Atrium Companies, Inc.

For more than 50 years, Atrium Companies, Inc. (atrium.com) has offered the highest quality window and door products to meet the demands of builders, contractors and distributors in the residential construction industry. Dedicated to meeting the needs of its customers, the Atrium family of brands provides a versatile range of window and patio door products, including vinyl and aluminum models, as well as replacement and new construction product lines. A variety of window styles is also available through the Atrium family including single- and double-hung, horizontal slider, casement, tilt-and-turn and architectural shapes. Specialty products range from hurricane impact solutions with Atrium's Safe Harbor® impact-resistant windows, patio doors and hurricane window shutters, to innovative soundproofing Silent Guard™ Sound Suppression Windows. The company's portfolio of brands includes its flagship Atrium Windows and Doors brand, Superior Windows, Thermal Industries, North Star Vinyl Windows and Doors, Danvid Door and Window, HR Windows, Champion Window and Darby Door.

###