

THE MARKET

Everyone has a different idea of “home,” and the dream of owning a home remains alive and well. For over a century, Andersen Corporation has focused on turning ideas into reality. Now more than ever, Andersen windows and doors make it easier to dream about home — easier to design and easier to install.

ACHIEVEMENTS

From the start, three underlying principles have motivated every Andersen innovation: energy efficiency, beauty, and durability.

At the turn of the 20th century, window frames and sash were commonly made on-site during construction. Standardizing sizes and manufacturing in a controlled environment were the logical next steps toward improved quality and performance. In 1905, such standardization proved to be the first innovation of founder Hans Andersen when he invented the “two-bundle” method of making window frames. Horizontal and vertical frame parts in incremental sizes were bundled separately, and they could be assembled into a window frame in just 10 minutes. As a result, builders could more efficiently create windows in sizes people wanted and dealers could stock the parts at a lower cost.

By 1932 Andersen eliminated the need for on-site assembly altogether with the industry’s first fully manufactured window unit, the Andersen® master casement.

Andersen’s 1966 invention of Perma-Shield® exterior cladding all but guaranteed peace of



mind for homeowners. Perma-Shield cladding protects the exterior and virtually eliminates maintenance.

From the 1970s to the 1990s Andersen continued to set the pace for innovation with advancements in energy-efficient design and Low-E glass technology.

In 1991 Andersen developed the revolutionary Fibrex® material — a composite made of vinyl and wood fiber reclaimed from Andersen manufacturing. Fibrex material exhibits some of the best thermal and low-maintenance qualities of both its source materials. Strong and water resistant, Andersen uses Fibrex material across its product lines.

HISTORY

Danish immigrant Hans Andersen and his family began the business as a lumberyard in 1903.

The Andersen family opened for business along the St. Croix River in Hudson, Wisconsin. From this location, they used the river to transport logs directly to the site. Andersen soon specialized in window frames, selling more than 100,000 in 1909 alone. In 1913 Andersen moved across the river to Bayport, Minnesota, where its headquarters and main manufacturing facility remain to this day.

Today Andersen employs more than 9,000 people with manufacturing facilities across the United States, including Minnesota, Wisconsin, Iowa, Virginia, Texas, New Jersey, and Georgia, and Ontario, Canada.

THE PRODUCT

Andersen products have come a long way since the two-bundle system of 1905. Yet the vision remains: “To lead the window and door industry by creating products and services that are different and better as measured by our customers.”

Andersen windows and doors are now available in nearly unlimited sizes, shapes, styles, and price points.



Andersen offers a full portfolio of windows and patio doors — the Andersen® Architectural Collection, including Andersen A-Series and E-Series/Eagle® windows and doors, as well as 400 Series, 200 Series, and 100 Series products. Andersen’s product portfolio also includes Renewal by Andersen® replacement windows and start-to-finish installation services, Silver Line® windows and doors, American Craftsman® windows and doors available at The Home Depot®, and Andersen storm doors.

As Andersen continues to refine and develop products, the focus continues on applying the right material for the right application. This approach allows Andersen to develop highly innovative product lines boasting practicality, efficiency, and design flexibility. Also, Andersen windows and doors are all covered by Andersen’s exclusive Owner-to-Owner® limited warranty. While most other window warranties end when a home is sold, Andersen’s coverage — 20 years on glass, 10 years on nonglass parts — is completely transferable from each owner to the next. Visit www.andersenwindows.com for warranty information.

RECENT DEVELOPMENTS

In response to a rapidly changing marketplace, Andersen now offers an expanded portfolio that complements a diverse range of building, remodeling, and replacement projects. The expansion has allowed the brand to compete strongly where it has never competed before, offering replacement, remodeling, and new construction solutions for virtually any style home, including single-family living, multifamily housing, and light commercial construction.

PROMOTION

Throughout the years, Andersen has built its brand to be one of the most recognized brands in the building products industry.



SUSTAINABILITY INITIATIVES: From the beginning, Andersen has built a reputation for environmental stewardship and producing energy-efficient products. Among the many distinctions the company has received, Andersen was among the first window companies in the nation to meet ENERGY STAR performance requirements in all geographic regions. The company was also the first window manufacturer accepted into the Environmental Protection Agency’s ENERGY STAR program and was awarded the 2012 ENERGY STAR Sustained Partner distinction for its family of brands. Andersen published its first corporate sustainability report in 2012.

As a company devoted to environmental stewardship, Andersen strives to minimize pollution, conserve natural resources, promote energy conservation, develop long-lasting products, and continuously improve the organization’s environmental performance overall. People who select Andersen windows and doors are choosing products that are energy efficient, sustainable, and durable.

In the 1930s and 1940s the home was understood to be an investment in the American Dream. Andersen urged consumers to add value to their investments with the proclamation that “Only the Rich Can Afford Poor Windows®.”

The 1950s saw homeowners become more brand conscious. Andersen responded with a strong consumer message to look for builders who choose Andersen products as an indication of the quality the builder put into the rest of the home.

Enter the 1960s, the era of remodeling and Andersen Perma-Shield® windows. As people replaced old windows, what could be more valuable or timely than windows and patio doors that required little or no maintenance?

With the emergence of the first real energy crisis in the 1970s, homeowners became energy conscious. Families battled for control of thermostats. With the message, “The Beautiful Way to Save Fuel,” Andersen emphasized that the home can be beautiful and energy efficient.

In the 1980s, television advertising was the king of marketing media. At this time, Andersen became the first window company to advertise on television, with the theme, “Come Home to Quality, Come Home to Andersen®.”

Showing signs of burnout from the stress of the workplace during the 1990s, baby boomers looked to their homes as an escape. By inviting people to “Come Experience Andersen Light,” Andersen was able to leverage the idea of home as an appealing cocoon.

At the start of the 21st century, Andersen celebrated 100 years in the window and door industry as people once again changed how they looked at their homes. Home dwellers began to blend style with technology and self-expression, and Andersen supported this new point of view with the slogan “Long Live the Home®.”

Today, equal attention is given to remodeling and replacing windows and doors to update styles and save

energy. Expanding its product lines, Andersen now offers products to meet every need.

BRAND VALUES

Andersen embodies the very spirit of home and the belief that home is more than a physical place. This belief has helped create one of the most enduring brands in the building products industry and the most recognized brand among windows and doors.

THINGS YOU DIDN'T KNOW ABOUT ANDERSEN CORPORATION

- Andersen has been on the leading edge of mass production and customization technologies since it first began mass production in 1904 — a full nine years before Henry Ford put the automobile on an assembly line.
- In 1914 Andersen Corporation created one of the first employee profit-sharing programs. This vision continues today in a progressive attitude of sharing the rewards of success with employees, as demonstrated through substantial employee ownership of the company.
- In 2007 Andersen completed its 100 Years 100 Homes project in partnership with Habitat for Humanity. Launched in 2003 to commemorate the company’s 100-year milestone, Andersen committed to funding and building 100 Habitat homes. The relationship between Andersen and Habitat for Humanity remains active to this day.
- In 2012 the Andersen Corporate Foundation celebrated 70 years of giving. This foundation makes donations to hundreds of nonprofit organizations annually, providing affordable housing, activities, and awareness in health, safety, education, youth development, and civic and human services in the communities where Andersen employees live and work. To date, the foundation has donated more than \$50 million across North America in the communities Andersen employees call home.