



WEB BASED APPLICATION SPECIFIC INSTALLATION INSTRUCTIONS



Window Screens

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Window Screens

The last few words of most window product descriptions say: “Comes with screen”. It’s as if screens were a necessary evil, but lacked any value in the sales pitch. After all, what can be said after: “Comes with screen”?

The truth is, there is plenty to say and ignoring the advantages of today’s screen components and materials just may be causing a missed profit opportunity — or at least a distinctive sales advantage if you take the time to understand how important screens are to homeowners.

Offering screens with each window and patio door is a “tax” the fabricator must pay in order to put out a product that will adequately compete in the market place, while some major window companies sell their screen separate. Some manufacturers offer the cheapest screens they can, while others include half-screens rather than full screens. Too often, window manufacturers, after touting the extruded lineals that form their frames and jambs of their windows, utilize thinly constructed roll-formed hollows for their screen frames.

In fact, many manufacturers don’t even make their own screens, preferring to buy them from specialists figuring that these companies have made screen making as efficient as possible, and their economies of scale will keep the fabricator’s screen cost as low as possible.

In addition to being considered a tax, screens are also a source of headaches for the manufacturer. Deliver a window with a torn screen, and the whole window is rejected by the consumer. Deliver a door with an inferior screen and the homeowner curses the door as he struggles to put the screen back on the track, or worse yet, struggles to find someone to rescreen the stupid thing after the cat put a tear in it. The ultimate frustration? Finding a replacement screen after the dog ran through it, not only tearing the screening, but buckling the frame beyond repair.

With all these potential costs, in-attention, and problems, no wonder fabricators treat screens like a “tax”, but they should pay more attention.

Screens Can Be a Dividend

Webster’s defines “dividend” as: something over and above the expected; a bonus; a profit; added value. Can screens be a dividend? Absolutely.

- If homeowners view screens as important (and they do), then when a manufacturer treats them as important, his window and/or door product has more appeal to the homeowner than his competitor’s.
- If inferior screens create call-backs, or other

profit-robbing problems, then when the manufacturer supplies a superior screen, he is reducing his cost, and saving money. If screens can be a source of headaches for homeowners, then supplying a stronger screen that resists

damage, or supplying screens that can be easily re-screened, or supplying screens that can be inexpensively replaced will be “value-added” for the homeowner that he might be willing to pay extra for.



Screens can do more.

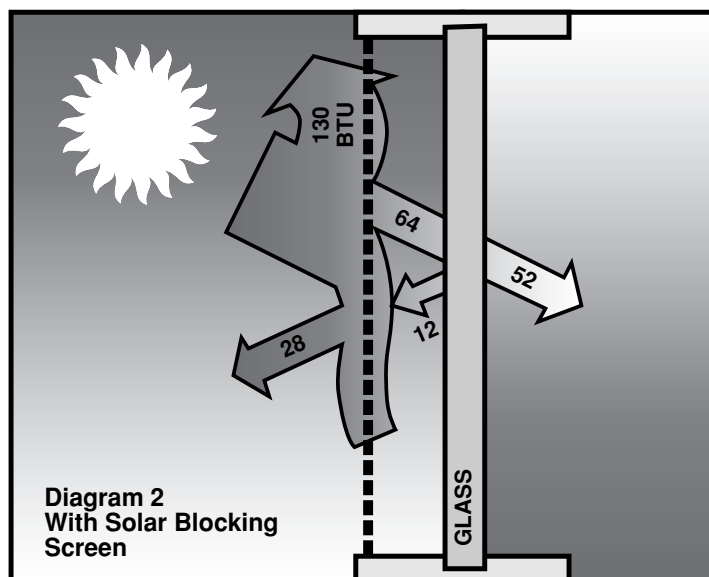
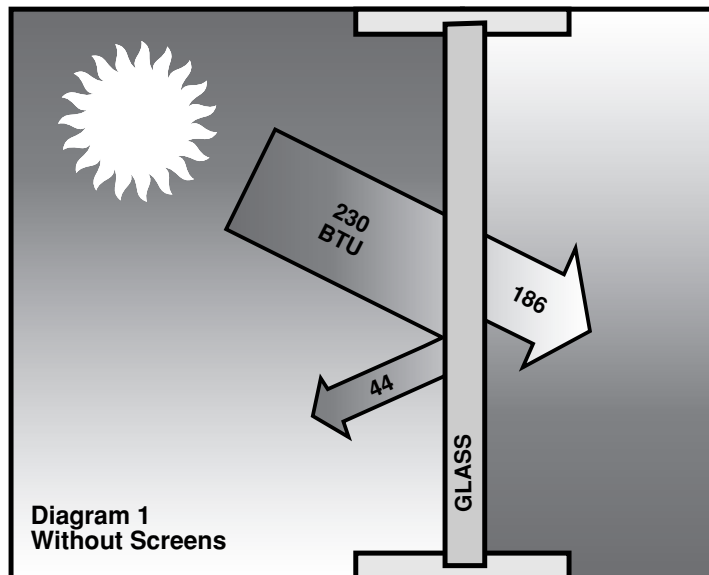
Screens can improve thermal performance, and in a spectacular way where it is needed most.

Current testing methods for window performance only identify U-Value for conduction. This evaluation is useless except in cold climates and in cold weather. In hot climates all year ‘round, and elsewhere during the hot times of the year, U-Value of conduction is not the cause of heat build-up in the home. Solar Heat Gain is the culprit. In fact, Low “E” glazings, triple-pane glazings, and gas-filled IG units are not very effective (by themselves) in blocking Solar Heat Gain. Screens can be used to increase shading coefficients above what is available in even the best glazing package. Best of all, consumers don’t mind having screens on in the warmer weather (they expect them), so they are willing to put up with the reduced visibility that often accompanies all screens, and in particular solar shading screening.

Making the Screen Decision

All windows or doors that include screens can come with a variety of frames and screening materials.

Solar Screening - Utilizing a more aggressive weave in the screen, solar screening acts similarly to polarizing sunglasses. Wide horizontal weave and smaller vertical weave fibers provide reasonable visibility while blocking the sun more than conventional screening.



Depending on which screening is selected, the products can block upwards of 65-87 percent of the sun's heat and glare before it reaches the glass. This results in a more comfortable interior temperature, more efficient air conditioning and lower cooling costs. Exterior shading can help eliminate hot spots around windows, improve daytime privacy and reduce fading of drapes and furnishings. And, there is a variety of colors available to complement any exterior.

Metal vs. Fiberglass Screening Materials - Again, application is the key element. Metal is a more rigid material, tends to last much longer than fiberglass. Additionally, quality aluminum screening

is coated which helps to prevent oxidation. Fiberglass is also a viable alternative, and it costs less money.

Fiberglass screen offers durability, versatility. Though fiberglass will deteriorate more rapidly than metal, there are fiberglass screenings that are long lasting and will not stretch, shrink, dent or support combustion. Fiberglass screening is non-corrosive and is ideal for use in coastal areas. In addition, it requires minimal maintenance.

Roll formed vs. Extruded Frame - When determining the best approach the manufacturer must determine how the screen is to be applied. Roll formed screens are used primarily on residential windows. Screens for residential windows are normally not unusually large and will not take the mistreatment that a commercial screen might.

There are many types of roll-formed shapes, some good, some bad. Much depends on the thickness of the aluminum or steel used for the forming, and the design of the shape.

Roll-formed sections are less expensive than extruded shapes, but they don't have to be inferior. Quality roll-formed sections can be lightweight and strong enough for most residential applications. Extruded shapes may only be necessary for large windows and patio doors in most residential applications because of the extra stability which would be found with a heavier gauge, extruded frame.

In applications where the screen needs to be installed and removed often, extruded frames are desirable, as well.

Safety

Bug-free ventilation is the goal with window screens. It can be enticing to sit on a window sill and enjoy the night air or a balmy summer afternoon. But sitting near a screen on the window sill can be dangerous, as well.

As well and strong as your window screen may be made, it is important to remind your customers that the screens are not a safety barrier — they are a bug barrier. Most screens come with a notice about kids and safety. It does not hurt to remind homeowners directly of the safety concerns

Screens can help sell windows

Today's modern window and door products are a collection of innovative, and high-performance components, the whole of which is greater than the sum of the parts. Until now, too often the least of these components has been the screen.

Many of today's quality window and door products include the best screen possible. Quality screens can improve your product's competitiveness, improve the performance of your window and door product, and make your customers happier— all while adding to the bottom line.