



270 Sparta Avenue, Suite 303 ▪ Sparta, NJ 07871
973-726-4920 ▪ Fax: 973-726-4921 ▪ www.njwindow.com

NEWS RELEASE

Media Contact: Bob Nyman, Partner
Livingston Marketing, 201-342-2401

American Architectural Window & Door Soars to New Heights *– Company Adopts New Name to Reflect Expansion –*

SPARTA, NJ, September 12, 2008 – Commercial window installation leader New Jersey Window Erectors of Sparta, NJ is pleased to announce a new name for the company. Now known as American Architectural Window & Door, the company has embraced our national symbol, the American bald eagle, with its wings spread to symbolize the new name and the company's market expansion and continued growth.

“Our new name and new visual image better reflect our expertise, our range of capabilities, the markets we serve and the value we provide,” said John Zoetjes, president and founder of American Architectural Window & Door (formerly New Jersey Window Erectors). “We have been more than a New Jersey-focused window company for quite some time. We are well known in the Philadelphia (PA) metro area and we work as far south as Baltimore (MD). We are also seeing steady growth with Manhattan and Westchester projects. Now we want our customers to know we are the same great company with a different name.”

A mainstay of American Architectural Window & Door's business has been window replacement work in the multi-family apartment market, where its reputation is second to none, but the company has considerable experience with, and regularly handles, many other types of fenestration projects. “One of American Architectural Window & Door's strengths is our ability to manage a wide variety of installations,” said Zoetjes. “From commercial office buildings and storefronts, to high-rise condos and institutions, from replacements to new construction projects, we offer building owners, property managers and builders a full spectrum of supply and installation services. Our new name is intended to reinforce this.”



New name and logo for fenestration company formerly known as New Jersey Window Erectors

Launched as New Jersey Window Erectors over a quarter century ago by John Zoetjes, the company has built a broad base of loyal, repeat customers in the property management/property owner arena. Last year

more →



270 Sparta Avenue, Suite 303 ■ Sparta, NJ 07871
973-726-4920 ■ Fax: 973-726-4921 ■ www.njwindow.com

NEWS RELEASE

Media Contact: Bob Nyman, Partner
Livingston Marketing, 201-342-2401

American Architectural Window & Door Soars to New Heights

– continued –

the fenestration specialist opened a branch office between Philadelphia and Trenton to handle projects in the Mid-Atlantic region. Recently, with the installation of windows and doors at the Brighton Towers luxury condominium complex in Atlantic City, NJ, the company reached a major milestone of a quarter million windows and 23,000 patio and terrace doors and enclosures furnished and installed since the company started.

Expansion for American Architectural Window & Door is not limited to geographic territory. “We continue to expand in terms of the product manufacturers we work with, the materials we use, new ‘green’ fenestration technology, our expert sales and field staff, and the in-house engineering services we offer,” noted Zoetjes. “Our customers rely on and appreciate our capabilities, especially in staying abreast of the latest installation techniques and products. American Architectural Window & Door efforts continually place us at the forefront of the fenestration field.”

###

American Architectural Window & Door is a full-service fenestration supply and installation leader, serving customers with commercial, institutional and multi-family residential properties. With locations in Northern New Jersey and Eastern Pennsylvania, the company manages replacement and new construction installation projects from Maryland to Connecticut. For further information on the company and its services, call the main office at 800-495-8175 or visit the website at www.njwindow.com.