



## FOR IMMEDIATE RELEASE

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**IBS Booth W5045**

## Atrium Hurricane Impact Program Provides Homes with a SafeHarbor<sup>®</sup>

*Builders using impact-resistant products give customers protection from flying debris*

DALLAS – The 2004 and 2005 Atlantic Ocean hurricane seasons will not soon be forgotten. While 2006 was much calmer, coastal-area contractors rebuilding and building anew should make every effort to use the highest quality, impact-resistant windows, sliding doors and hurricane shutters to protect their customers' homes. To meet this need, Atrium Companies, Inc. is launching its newly updated SafeHarbor<sup>®</sup> Hurricane Impact Program at the International Builders Show, Feb. 7 to 10 in Orlando, **booth W5045**, which will launch across the Gulf and Atlantic coast markets during the second quarter.

The SafeHarbor Hurricane Impact Program is an umbrella of Atrium's impact-resistant products coming together under a single Atrium brand to provide builders with the most comprehensive offering of impact resistant products. The suite of products includes vinyl windows in single- and double-hung models, as well as new casement, awning, horizontal slider and special shape configurations. There is also a complete SafeHarbor line of aluminum windows. Completing the company's impact program are aluminum and vinyl sliding patio doors and various models of hurricane shutters.

"In 2004, four hurricanes hit central Florida in less than two months with \$22.9 billion in insurer payouts, and everyone knows the impact of Hurricane Katrina in 2005," said Chris Reilly, director of marketing communications and replacement programs at Atrium Companies. "The Hurricane Impact Program is a direct result of meeting an ongoing need in the market for high-impact products that meet or exceed code requirements and are of the structural quality and contemporary styling our customers demand."

### ***Tested to Perform***

Under lab-simulated storm conditions, SafeHarbor aluminum windows withstood the impact of a 9-pound 2-by-4 piece of lumber traveling at 35 miles per hour. While the glass shattered, a thin laminate membrane used on all SafeHarbor windows and doors held the pieces of glass in place. Under further testing, the window stood up to wind pressure of 171 miles per hour, which meets and exceeds stringent building code requirements for impact-resistant windows.

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### ***SafeHarbor Product Offerings***

- **Windows** – SafeHarbor windows come in comprehensive vinyl and aluminum lines and are available for replacement and new construction applications. Windows use 5/16-inch-thick glass with two layers of glass laminated with a durable, interlayer membrane.
- **Patio doors** – SafeHarbor patio doors are also available in comprehensive vinyl and aluminum lines for replacement and new construction applications. Glass used in SafeHarbor patio doors is 7/16-inch tempered, laminated glass.
- **Hurricane shutters** – Hurricane shutters in the SafeHarbor Hurricane Impact Program include with Bahama, rolling and accordion models.

#### **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, Danvid Door and Window, HR Windows, Champion Window and Darby Door.

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