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## **SUNRISE WINDOWS INTRODUCES SUNBLINDS IN DOUBLE HUNGS, SLIDERS & TILT-IN SLIDES**

### **Sunrise Windows Is First To Introduce Mini-Blinds In Between The Panes Of Glass For Double Hung, Slider, And Tilt-In Slide Windows**

TEMPERANCE, MI., Dec. 2004 – As the first vinyl window and sliding patio door manufacturer to offer SunBlinds, mini-blinds between the panes of glass, Sunrise Windows is making history again, and once more with SunBlinds.

When the Temperance, Michigan innovator first introduced SunBlinds at the 2002 Remodeling Show in Indianapolis, the blinds were in the company's brand-new sliding patio door. Originally available only in Casements, Picture Windows, Bays, Bows, and Sliding Patio Doors, there was no way to make it available in Sunrise's ever-popular Double Hung Windows, or Sliders and Tilt-In Slides. Since "limitations" is a dirty word for a company so dedicated to leading the industry in original designs, operation and options, Sunrise Windows could not rest until it figured out a way to make SunBlinds work for some of its top-selling windows. The immediate success of SunBlinds on the market, as well as winning the 2003 Crystal Achievement Award for Most Innovative Window for SunBlinds only pushed the company even more.

The answer to getting SunBlinds into Double Hung, Slider and Tilt-In Slide Windows was a combination of ingenuity and redesign on several levels. Among the most important considerations were keeping true to the original design of the window – the look Sunrise pioneered in 1994 with its high-quality, low-maintenance vinyl sculpted into a beautiful traditional wood appearance along with its energy efficiency, easy operation, and lifetime durability. With an entire team devoted to producing another break-through industry innovation, Sunrise was able to completely work through every issue and come to a very satisfactory solution in plenty of time for the product's debut at the 2004 Remodeling Show in Chicago.

While Lift & Tilt SunBlinds are available for Casement, Picture Windows, Bays, Bows, and Sliding Patio Doors, the mechanism for this style is incompatible with the nature of Double Hung and Slider operation. So, the team focused on using SunBlinds' Tilt-Only operation style, since the easy-to-use lever was located at the top of the sash. This allows the blinds to tilt either way by sliding the lever left or right.

"There has been a phenomenal response to this new ability to use SunBlinds in Double Hungs and Sliders," said Gary Delman, President of Sunrise Windows. "Homeowners have seen the advantages of having mini-blinds in between the panes of glass, and now having them available in some of our best-selling window styles has only made SunBlinds even more popular."

Sunrise Windows, Ltd., offers a very extensive line of high quality windows. The vinyl window manufacturer received the 2003 Crystal Achievement Award for SunBlinds for Casements, Picture Windows, Bays, Bows, and Sliding Patio Doors. They have also received the 2004 Crystal Achievement Award for Most Innovative Marketing Program. Windows include double and single hung, horizontal and tilt-in sliding, bow and bay, casement, garden, and basement, in a variety of colors, including woodgrains, and other options.