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PRESS RELEASE

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SUNRISE WINDOWS MAKES CUSTOM WINDOWS MORE CUSTOM

Simulated Divided Lites Are Added To Extensive List Of Options

TEMPERANCE, MI., Apr. 10 – Sunrise Windows, a vinyl window and sliding patio door manufacturer based in Temperance, Michigan, has introduced one the industry’s next top trends to its already extensive list of options: Simulated Divided Lites, or SDL’s.

To answer the growing demand for options that replicate the traditional craftsmanship of windows in older homes, Sunrise had to find a solution that would not compromise its dedication to providing innovative and highly energy-efficient products. This solution, which has met with overwhelming success, is a new twist on an old look: divided lites. However, instead of individual window panes and all the problems and frustrations they present, the architecturally distinct look is achieved with traditionally-profiled grids on the interior and exterior of the insulated glass unit. A spacer bar between the panes of glass shadows the grid for the classic three-dimensional look of divided lites.

On Sunrise’s premium-performing windows with thermally-efficient insulating glass, Simulated Divided Lites allow dealers to present homeowners with an option that showcases their home’s solid, handcrafted history. When color-coordinated with the interior and exterior colors of the window or door, SDL’s make a custom-made product even more tailored, which suits consumer trends towards personalized products over mass-produced ones.

Sunrise Windows is a leading manufacturer of premium-performing vinyl replacement windows and sliding doors in 16 color combinations and cutting-edge options, such as between-the-panes mini-blinds, in three distinct product lines. The company has won awards for innovative approaches in product, manufacturing, and marketing 4 years in a row through the Crystal Achievement Awards.

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