



**weather-tek**  
replacement windows,  
doors & more

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*Guide to  
buying windows.*

YOUR SEARCH ENDS HERE

# Find the right replacement windows for your home

Do you feel like you've read every window review and still can't decide which replacement window is best? You aren't alone. Shopping for windows or doors can be a complex, confusing process. We've tried to make it as easy as possible with this helpful guide to buying windows. Get started on your journey now, and call our team if you need help along the way!

Quick Link >>

**Look for the quick links inside!**

**With one click they'll take you back to our website where you can learn even more!**



1

STEP 1

# Map out your goals & budget

If you are just getting started with your search for the best replacement windows for your home, here are some helpful tips to map out your budget and overall goals for this important project.

## Things to Consider

- **Your Lifestyle** - Think about the maintenance you are willing to perform on your windows. Some products have trade-offs in cost, quality, and appearance that show up in the form of added maintenance needs.
- **Your Home** - Make sure the products you are considering are a fit for your home. If you are only replacing some of the windows, you'll want to match the look, feel, and style to your old windows. Keep design in mind as well, ensuring you maintain the architectural integrity of your home.
- **Whole House vs. Room-By-Room** - Find a company that will let you replace your windows on your desired schedule. Don't be pressured into taking on more project than you are ready for - they should be able to break the project into phases if desired!
- **Length of Time in Your Home** - If you plan to stay in your home for some time, investing in higher quality windows is a great idea. If you are replacing windows to sell, let your window company know!
- **Financing & Budget** - Getting a few different estimates and looking at a few different product choices will help you weigh what is important to you. Most window companies offer financing options that can help you accomplish your project with little cash out of pocket if that's your goal.
- **Promotional Offers** - There are a myriad of promotional offers out there - from installation to product discounts, consider what is important to you. Be wary of any deal that "is too good to be true" and make sure to ask the window company about any fine print that might apply.
- **Trust & Value** - A lot of competition in the window industry means you can and should be picky about who you work with! Choose a partner that you can trust throughout the process, one who focuses on education, not sales, and on your needs, not their products.



Looking for window financing or discounts?

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**Sign up to receive our monthly specials. Click here to take you directly there!**



# Understand your options & key terms



*Replacement windows come in two basic styles - full-frame & pocket installation.*

At Weather-Tek, we provide both full frame and pocket installation choices, helping you accomplish your exact project goals.

## Full-Frame Windows

Full-frame replacement windows mirror that of new construction installations. The entire window frame and sash are removed and replaced. This often results in superior weather tightness and larger glass areas.

## Pocket Installation or Insert Windows

Insert windows install directly into the existing "pocket" of the window being replaced - preserving the frame, exterior siding, and interior casing. They allow you to replace your windows with minimal disruption or construction in your home.

## Key terms to know!

- **Clad Window** - Refers to a wood window that is covered with aluminum, vinyl, or fiberglass on the exterior
- **Nailing Fin** - The vinyl or aluminum fin of the exterior frame that is used for installing a full replacement window
- **Sash** - The portion of a window which is separate from the frame and into which the glass is set, can either be stationary or operable
- **Sill** - The horizontal base forming the bottom of a window frame
- **Transom** - A window stacked above a window or door, can be either stationary or operable

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**Explore more window and door terms on our website! Click here to take you directly there!**



## Choose your window style



*Wisconsin's largest  
brand selection of  
windows & doors.*

Often times the rule of thumb is that a window is replaced with the same style as the existing product. For example, an awning product fits best in an existing awning opening. But, when replacing windows, sometimes you can get creative! An old opening for a double hung window may have new life as a casement window.

Opening up a wall with a new picture, bay, or bow window is another great way to add new life to your home. It may seem like a simple place to start, but understanding these different types of windows, their operation, and best application is great foundational knowledge when selecting new windows for your home.

- **Double Hung Windows** - Featuring two operable sashes that slide both up and down, the convenience of a double hung window with a tilt-in feature makes for easy cleaning.
- **Single Hung Windows** - With two sashes, but just one operable opening from the bottom up, single hung windows provide an economical choice due to their simpler style and operation.
- **Casement Windows** - A single sash choice for clear views and easy operation, casements are hinged on the side and operate with a hand crank making them ideal for difficult to reach spaces.
- **Awning Windows** - Awnings are hinged on the top and are often used to create a versatile and unique look when paired with other windows.
- **Picture Windows** - For expansive views, a picture window is typically a large, inoperable option – paired with operable windows, it creates an attractive feature in your home.
- **Gliding Windows** - Gliders are a great choice for use by a deck or porch because they do not protrude outward.
- **Bay & Bow Windows** - Bay and bow windows are popular on the front of a home. They extend outward and are comprised of a series of fixed or operable windows.
- **Specialty Shapes** - The options are endless with window shapes and sizes – create drama and detail with specialty shaped windows in your home.
- **Round Top Windows** - Round top windows offer arched and half moon options that add style and beauty.

# Select your materials & window brand



With more than 20 window, door, and accessory product lines all under one roof, we've got the largest brand selection in Wisconsin. We've hand-picked the best products for every budget, function, and design. We're here to be your source of unbiased advice on what's truly best for your particular project.

## Our Featured Partners

- Marvin Windows and Doors
- Integrity Windows and Doors
- Pella Windows and Doors
- Weather Shield Windows & Doors
- Andersen Windows & Doors
- ecoSmart Windows & Doors by Great Lakes Window

## Top qualities of each different window material

### Vinyl Windows & Doors

- Low cost
- Energy efficiency
- Low-maintenance
- Eco-friendly
- Weather resistant

### Wood Windows & Doors

- Beautiful appearance
- Various color options
- Material strength
- Customizable shapes & sizes

### Clad Window Options

Clad windows and doors really do provide the best of both worlds – strength, durability, and a low-maintenance exterior paired with the beauty of wood on the inside. From aluminum to fiberglass and even vinyl clad options, you'll find a clad window or door for every application at Weather-Tek.

### Fiberglass & Composite Windows & Doors

- Strength & durability
- Energy efficiency
- Low-maintenance
- Eco-friendly
- Weather resistant

### Aluminum Windows & Doors

- Customizable shapes & colors
- Lightweight
- Strength & durability
- Low-maintenance

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**Read more about each window material on our website! Click here to take you directly there!**



## 5

## STEP 5

## Consider energy savings &amp; ratings

The ratings below are based on zone-specific ENERGY STAR® Ratings. Lower/higher value recommendations are based on installation in the Northern Zone. Weather-Tek offers one of the lowest U-rated options on the market, the ecoSmart Window. It's a smart choice for those wanting to lower their utility bills and enhance comfort year-round.

U-Factor  
or  
U-Value

**Measures the overall thermal performance (insulating capability) of a window**



Lower  
is Better

Solar Heat Gain  
Coefficient  
(SHGC)

**The measure of how much radiant heat enters your home from the outside**



Higher  
is Better

Visible Light  
Transmittance  
(VT)

**The measure of the amount of light transferred through the window glass**



Higher  
is Better

### Look for Products that Offer these Energy Efficient Features:

- **Zone-specific ENERGY STAR® Ratings** - Clue – we're in the Northern Zone which has recently tightened requirements for efficiency
- **Frame Material** - Many people don't realize that frame choice makes a big difference in efficiency; choose a material that minimizes heat and cool transfer, and a design with added insulating factors
- **Triple Pane Glass** - Adding another layer of glass reduces thermal transfer
- **Glass Glazing Options** - Metallic coatings on the glass itself block external heat loss by reflecting that heat back into the room
- **Gas Fill** - When the space between windows is filled with argon or other gases, it slows the movement of cool or warm air between panes and improves thermal performance
- **Proper Installation** - No matter how efficient a window is, it's still only as good as the window installer who put it in your home



Quick Link >>

**Get more energy saving tips on our website! Click here to take you directly there!**



## 6

## STEP 6

# See product samples first-hand

When you are buying something, there's nothing better than seeing it first-hand. Just like you'd never buy a car without a test drive, seeing product samples first-hand helps you to touch, see, and feel for yourself what can't be accomplished by shopping online or just talking to a representative in your home.

## Why Visit a Design Gallery?

- Compare different brands side-by-side to make the best manufacturer choice for your home
- See the real operation and function of windows rather than just samples in your home
- View exact color swatches since brochures and websites don't always display them precisely
- Shop without the pressures of having someone come into to your home
- Explore window accessories and other options you might want to consider
- Get a better grasp on the company you are working with, ensuring they are the right fit for your project

Located in Pewaukee, Wisconsin, our new Window & Door Design Gallery has over 8,000 sq. ft. dedicated to product displays. We will showcase more than 20 different window, door, and accessory product lines all under one roof, bringing you the largest resource for brand selection in Wisconsin!

## Take a Virtual Tour of Our Design Gallery!

We get it. People like to shop in their pajamas from the comfort of their couch. If visiting our Design Gallery doesn't fit your schedule, or if you are just starting your search, don't worry! We're adding a 3D virtual tour to our website - giving you the next closest thing to a real-life visit!

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**Take a virtual tour of our Design Gallery!**  
**Click here to take you directly there!**



## 7

## STEP 7

# Select features & accessories

When it comes to buying windows for your home, it's not just the shape, style, or function that you have to select...there are dozens of additional features. From the simplicity and economy of a stock white vinyl window to special features such as grilles, hardware, and glass options, you can make the windows in your house as unique as you are! Our window and door experts are here to help you sort through all the available options, determining together what features fit your house, your budget, and your lifestyle!

## What Window Features Should You Consider as You Shop?



From a white vinyl interior to a custom colored stain on a wood interior, the sky is the limit! Some products have fewer options, so if color is high on your wish list, let us know! With our on-site, custom matched staining center, your color choices are endless.



Similar to the inside, exterior colors and finishes vary by brand and model. From basic white to the custom color exterior finishes, the exterior of your windows bring unique architectural interest and curb appeal to your home. We can help you find the right look!



Many people consider a triple pane upgrade or decorative glass features when selecting their windows. Insulated, coated, laminated, tempered, and more – glass effects energy efficiency, light, sound transmission, and the overall look of your windows!



From a simulated product that gives the appearance of individual windows, to a true divided light, we carry many styles. Or, choose a product that offers grilles between the panes of glass for easy cleaning! Wood grilles allow you to match the interior finish and color of your windows.



From fiberglass mesh to aluminum, or micro-fine stainless steel, you have several choices for the screens in your windows. Upgraded screens typically offer a clearer, crisper less obstructed view. Screens can also come in a variety of colors to accent your window's overall design.



Window hardware, blinds and shades, art glass, brick mold profiles, and even home automation are all considerations when buying windows. Complement your choice with many accessories! We'll help you explore available options for the product that you choose to put in your home.

# Ask about warranty coverage & service



Windows and doors are only as good as the manufacturer who makes them and the company who sells and installs them. The product you put in your home should have a warranty program that protects you in the event of a product or installation problem.

## Here's Some Questions to Ask When Comparing Warranties:

- How long is the warranty valid for? If the answer is "lifetime," how is that measured?
- Does the warranty cover parts? All parts? Stationary parts? Moving parts? Glass? Hardware?
- Does the warranty cover labor?
- Is the warranty a limited warranty or full warranty?
- Is the warranty transferable to a new owner of the home?
- Who do you contact for service or repair?
- How soon can you expect a window to be fixed or replaced while under warranty?
- What is the overall track record for this product?
- What maintenance is required under the warranty?
- What would void the product warranty?

By asking questions and reading the manufacturer's warranty, you'll enjoy a peace of mind about your decision. There are plenty of products on the market today. Make sure you choose one that provides you with the best quality and value!

## What's our warranty program?

The relationships we have with our manufacturer partners doesn't stop with the sale. Our service department leverages our partnerships to ensure you receive guidance and support for years to come. The warranty programs we offer feature manufacturer warranties, as well as enhanced service and installation extensions.

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**View details on our warranty program. Click here to take you directly there!**



## Measuring & ordering



One of the most challenging parts of replacing windows is measuring and ensuring a proper fit. If you are using a professional window installer, they will visit your home to check the size of your windows prior to placing your order. Why have this done professionally? If you measure your windows incorrectly and order the wrong size, you are ultimately responsible for the added time and expense of making the windows fit.

### Your Window Company Will Measure:

- **The Inside Width of the Old Window Frame** - To ensure a proper fit, we will measure jamb-to-jamb in three places - across the top, middle, and bottom. Then, we'll take the smallest measurement to make sure the window will slide into place during installation.
- **The Frame's Height** - Starting at the top of the sill to the underside of the head jamb, we'll measure in three places - at the left jamb, in the middle, and at the right - once again using the smallest measurement.
- **The Squareness of the Frame** - Squareness is checked by measuring the diagonals from corner to corner. If the window is square, the two measurements will be the same. Not perfectly square? Don't worry, it's common. As long as the frame is not out of square by more than a ¼ inch, the installer can shim the replacement window relatively easily to perform a quality installation.

### Schedule an in-home measure

Before you can order replacement windows, you'll need to have each opening measured and inspected for any special installation requirements. This is the most important step in the process and ensures you get the best performance and fit for years to come!

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**Schedule an appointment today! Click here to take you directly there!**



# Prepare for installation



How much time have you spent shopping for windows online? Reading model specifications, window warranty information, and third party reviews can give you great product knowledge, but people knowledge is just as important. The WHO behind who installs, services, and warranties your windows and doors is really the most important information to research.

## Here's a Few Questions to Ask Your Window Company:

- How did you select the products you offer?
- What is your relationship like with the manufacturers you work with?
- What sort of training do your installers receive?
- Do you have a full-time, dedicated service department?
- Can you repair my window in the future if I do have a problem?

## How Can You Spot Poor Installation? What are the Risks?

- **Poor Operation** - When a window or door is poorly installed, the most obvious effect is poor operation. Doors that stick, windows that don't slide properly, closures that don't draw a door in tight. If the wrong size products are used, they can cause warping, poor operation, and poor performance.
- **Water Damage & Infiltration** - One of the most important elements in construction is creating a water-tight "building envelope" – the physical separator between the interior and exterior of a building. If a window or door installation is not properly completed, water can leak behind flashing and siding, Tyvek wrap, insulation, and into the home causing permanent damage.
- **Air Infiltration** - Much care is taken to select the most energy efficient windows, it's amazing how few people think about how installation effects the efficiency of these products. From improper measuring and sizing, to poor support and shimming, a poorly installed window will leak air, causing a draft.
- **Appearance** - The visual cues of poor workmanship include the general aesthetics of the fit and finish of the opening, gaps in miter corners, nail holes in trim boards, and more. Even job site cleanliness and disposal are a big part of doing the job properly.

## Installation services & training!

Installation services from Weather-Tek ensure that your product performs at its best for years to come. Visit our Design Gallery where you'll find a hands-on contractor training center. We don't just install windows, we teach other construction professionals as well!

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**Learn more about installation on our website! Click here to take you directly there!**



UNPARALLELED WINDOW & DOOR KNOWLEDGE

# Our four company divisions



**weather-tek**  
replacement windows,  
doors & more

Working with homeowners at their convenience to find the right product options to fit their home, their lifestyle, and their budget.

### **Our Replacement Division Features:**

- A single source for the entire project
- Wood, vinyl & composite products
- Expert, professional installation services
- Exclusive product & install warranties
- Attractive financing options



**weather-tek**  
commercial &  
historic experts

Commercial projects and historic renovations require a deep product knowledge paired with exceptional project management skills.

### **Commercial Construction Services:**

- Commercial products for every industry
- Architectural & design resources
- Historic renovation & tax credit expertise
- Exclusive products & manufacturer offerings
- Project management support



**weather-tek**  
residential products  
& trade partners

Home building and remodeling professionals appreciate the wide variety of products and services we provide at Weather-Tek.

### **New Residential Construction Services:**

- Homeowner education & selection assistance
- Design consultation
- Job site support & services
- Installation services & training programs
- Ongoing service & warranty support



**weather-tek**  
installation &  
field services

Product selection is only half of the equation, which is why we provide a broad array of installation, service, and warranty support.

### **Providing Installation & Support Such As:**

- Professional installation services
- Contractor training center & classes
- Installation inspections & audits
- Service & repair department
- Warranty programs & services



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Visit our Design Gallery and see why selection, knowledge, and service make us Wisconsin's choice for homeowners, builders, architects, and commercial contractors alike!