

50 years of vision

Meloche Windows celebrates milestone anniversary



Father-daughter team: Elise Clark and Bob Meloche span the generations that have contributed to the success and duration of Meloche Windows for 50 years.

The common sense approach to business that worked for Bob Meloche 50 years ago is the same one that his daughter Elise Clark relies on today to keep Meloche Windows ahead of the competition. Trusting his instincts was the key to the success of Bob Meloche who realized early on that his customers were looking for great products and service. He started his storm window business in 1957, catering to friends and acquaintances, and

slowly developed a loyal clientele. For Elise, doing what makes sense sometimes goes against the prevailing winds of the industry, but it has led her to decisions that have worked out well for both Meloche Windows – and its customers. The window and door business had grown increasingly competitive beginning in the 1980's when vinyl windows became popular. "It was a lucrative time.....everyone got in, and it was important to find a way to differentiate Meloche Windows & Doors from the competition to survive. Deciding to offer



the Weathershield product line of wood windows was an important step. "Everyone else had discarded wood, but I like the variety and felt our customers would too." To that end, Meloche began to offer Weathershield products, respected in the industry as being known

for quality and endurance. In the 1980's the company focused exclusively on the manufacturing of windows and doors at Meloche's partner operation Pro-Fit Manufacturing. Demand from homeowners to provide sales, installation and service led to a new

30,000 square foot building at 6144 Morton Industrial Parkway that includes offices, a warehouse, and a showroom that is not only Southwestern Ontario's most beautiful, but it also allows our dealer and retail customers to view a wide range of products that we custom

Mission Statement
Meloche Windows' aim is to provide the highest quality, affordable doors and windows with integrity, personal service and friendly, knowledgeable advice.



A cross section of a high-efficiency wood window is one of the product choices available at Meloche Windows. All photos: Ed Goodfellow - Special to The Star

were looking for. Our paint shop has an amazing selection of colours available to the customer, so they never have to pick up a paint brush. In recent years, Meloche Windows has continued to cater to all budgets while adding several high quality lines of product. Baldwin – the Cadillac line of hardware – is now available, in addition to Kwikset and Rocky Mountain hardware. The company also offers Haring interior and exterior doors which are available in any wood the customer desires. We are the only place in southwestern Ontario where you can get Haring, Baldwin and Weathershield. "You would have to go to the U.S. to find all these quality products in one showroom." Rod Mahler, Manager at Pro-Fit Manufacturing and Meloche Windows says when it comes down to it there are a lot of good products out there and what sets us apart is our sales and service departments. We consult with our customers, understanding their needs prior to proposing a solution that is itemized and detailed. In addition an Interior designer is on-site to assist with decisions on colours, style and materials. Part of the business's appeal is the fact that Meloche Windows & Doors actually sells the Pro-Fit product manufactured on site. Customers are encouraged to tour our facility and see how a product is built, allowing them a better understanding when comparison shopping. Retrofitting is different than installing in a new home, it requires knowledge and experience. Our installation crews each have 15-20 years experience and are recognized for the quality work they do, especially important in the retrofit market and the key to repeat business. Elise believes that supporting a local, family-owned manufacturer and retailer is also appealing to their clients. "People know that our name and reputation is at stake". We live in this community; we have pressure to make sure we provide excellence 100% of the time with our clients. "We would like to thank all of our employees, some of whom have been with us 10-25 years," says Elise. Their hard work and loyalty contributed greatly to our success. We would also like to recognize our customers, without them we would not exist today. We appreciate your loyalty and support!!!!

For more information about Meloche Windows & Doors or Pro-Fit, please visit <http://www.melochewindows.com>

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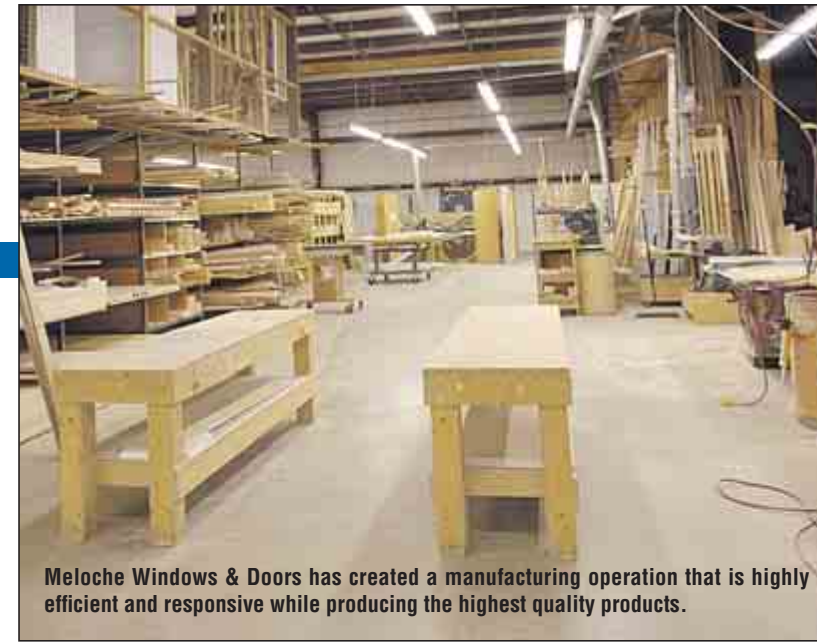
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Enjoy your Celebration!

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