

## MASTERPIECES FROM MELOCHE



WELCOME TO AN EXCITING NEW CONCEPT.  
THE MELOCHE WINDOWS & DOORS GALLERIA.  
HERE YOU'LL FIND AN EXCLUSIVE COLLECTION OF  
DESIGNER PIECES TO ACCENT THE STYLE OF YOUR HOME  
WITH TRUE ARTISTIC VISION AND FLARE. COME ON IN AND  
TAKE A LOOK. WHAT WORK OF ART WILL YOU CREATE?

# THE WAY WE SEE IT, YOUR HOME IS A CANVAS, WITH UNLIMITED OPPORTUNITIES TO EXPRESS YOUR STYLE AND VISION.

While many local companies have been in maintenance mode, shying away from bold moves, Meloche Windows & Doors is reinvesting in the community that has supported its success for 54 years. “We remain steadfast that Windsor’s economy is going to come back better than before,” declares general manager Rod Mahler. “We believe!”

Demonstrating their trust, president Elise Clark and her team are opening a second showroom featuring premium windows and doors at Gallery M, located at 1825 Manning Rd. in Tecumseh. Opening in April, quickly followed by a grand opening celebration, the new Meloche Windows & Doors Galleria will elevate people’s expectation and appreciation of finely crafted, high-end windows, doors and hardware.

The finishing touches on the new location are almost complete. More than a just a showroom, Meloche Windows & Doors Galleria will be a hard-working 1500-square-foot design centre with full-sized, functioning products on display and a communal meeting room equipped with computer, TV and manufacturer information. “We expect builders, architects, designers and decorators to use our meeting room when sourcing windows, doors and hardware or when making decisions with their clients,” Elise says.

To assist homeowners as well as industry professionals, Meloche Windows & Doors Galleria has created a new position: staff interior designer, Nora Franko, will be on hand daily to provide style advice and practical knowledge. Dealer representative Steve Rock will ensure the right fit by working with architectural drawings for new residences and visiting older homes to take on-site measurements. He will coordinate schedules with contractors to ensure timely delivery.

Meloche’s long relationship with the community tells Elise that it’s time to establish a new level of selection and quality. “The lines that people from Windsor-Essex County would have to go to Toronto or Michigan to find in the past are now available here,” Elise says. She anticipates discerning designers, home builders and homeowners from London and surrounding areas will be drawn to Meloche Windows & Doors Galleria.

The displays alone are worth the trip. “Our entry doors and windows are very unique and will be very attractive to the custom home builder,” Rod says.

Ingenuity abounds. Instead of installing a big patio door, the Galleria reveals a telescoping door that slips out of the way. Its motorized panels slide open and shut with the touch of a button. Meloche has the capability to provide a wood-framed door of four to six panels for a maximum width of 13 feet. “We’re removing the barrier between indoor/outdoor living,” says Elise.



*Picture perfect:  
Weather Shield windows  
and doors perform superbly in  
all seasons.*



Weather Shield windows and doors perform superbly in all seasons. The HR175 historic renovation windows blend energy efficiency with the grace of historically accurate details. Direct-Set windows allow homeowners to put their own signature on their new residence with unique accent window shapes and finishes.

Harring Doors are the wood stile and rail specialists, manufacturing high quality doors enriched with naturally beautiful wood. A stunningly simple door to a minimalist residence; a sturdy, secure door for a handsome suburban home; or a pair of massive double doors to a castle – Harring Doors' interesting range of styles assures the perfect look can be achieved.

With homeowners paying so much attention to detail, hardware has become another important consideration in residential design. Meloche Windows & Doors Galleria has responded with luxury hardware delivering distinctive adornment and unparalleled quality.

Sóko designs sculpturally decorative hardware and accessories, handcrafted using the ancient labour-intensive wax method of casting to create hardware from molten silicon bronze and stainless steel.

The Baldwin hardware collection is crafted of the finest 100% solid forged brass and designed in cooperation with museums and historical foundations. The mortise and tubular locksets, hinges, push/pull and kick plates, door stops and holders, switch plates and cabinet hardware appear to be from yesteryear, yet they are guaranteed for today's quality, durability and security.

Valli & Valli's hardware is technologically sophisticated and alluringly contemporary in design, as befitting an Italian manufacturer.

Rocky Mountain Hardware's door sets are offered in breathtaking styles, including Aztec, Gothic and fleur de lis. For the creative homeowner, custom hardware can be made to order.

Of course, the Galleria will also carry all of the great products by Meloche Windows & Doors and its partner operation, Pro-Fit Manufacturing. Proudly manufactured in its sprawling 110,000 square-foot LaSalle factory, Meloche makes custom vinyl



replacement windows in numerous designer colours, steel and fibreglass door entrance systems, storm doors, patio doors and garden doors. Wood windows and doors, skylights and shutters are also available. "For the retrofit market, everything is made to order," Elise says.

Dependable, maintenance-free and competitively priced, Meloche's windows come in every popular style: awning, bay, bow, casement, casement fixed, double hung, end vent, Magic View, side slider, specialty and more. To maximize the amount of natural lighting in a tight corner, Meloche designed its Point of View window, a good-looking, unconventional two-light bay with a birch or oak head and seat.

Frames are given durable finishes with custom paint colours applied in Meloche's own paint facility. "When you have our windows in your house, you never have to worry about painting frames again," Rod says.

Style counts in a home's appearance and resale value, so it behoves homeowners to choose upgrades with care. "No one should feel rushed or pressured into making important decisions regarding their property," Rod says. One of the many reasons Meloche decided to locate its new showroom at Gallery M was its ambiance. The sunlit space with its enclosed connecting walkway links the new window and door showroom to Marquis Tile, Marquis Fireplaces, BetterMade Cabinets, a spa and even an

orthodontist who gives patients and parents beepers so they can browse the complex while waiting. "Our hope is that people will find the experience of shopping for windows and doors pleasant and reassuring," Rod says.

Once decisions are made, Meloche's own team of professional installers deliver the new windows and doors. If the windows of an



older home are to be replaced, the installers carefully remove the old glass and frames, clean and repair the area and efficiently and expertly set and secure the new products. Every installer has been on the job for 15 years and longer, so they know what they are doing. "Installing windows is not a task for the do-it-yourselfer," Rod says. "It takes experience to perfectly retrofit a custom window into a house that has settled over the years."

Clearly, Windsor-Essex County people who have called in Meloche Windows & Doors over the decades appreciate the difference that real skill and reliability make. Customers' confidence has kept the company flourishing. Even in the middle of the recession, "we have had a 30% increase in our business," Rod says. "December through March is generally a slow time for the window and door industry, but we haven't stopped. In fact, we added two new full-time installation crews through the harsh winter months."

The company got a huge boost in orders through its involvement at the 2009 Windsor Home & Leisure Show. Joining forces with other building suppliers, Meloche Windows & Doors erected the Green Home inside the Windsor Expo Centre. The house incorporated energy efficient, environmentally safe flooring, finishes, fixtures and furniture. "The response was tremendous. People had no idea Meloche had these terrific green windows and doors," says Rod.

Being part of the exhilarating project inspired Meloche and other suppliers to come together again for this year's show, to be held March 26th to 28th,

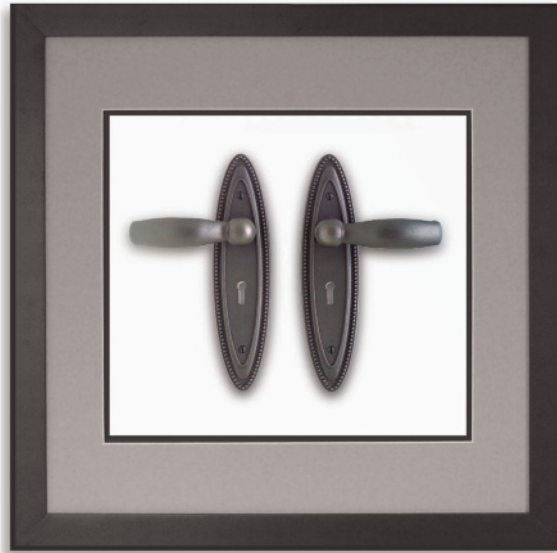
and create Dream Land, a landscaped backyard and pool set against the backdrop of a house fitted with Meloche's Weather Shield premium windows and French doors. Rod is very excited. "It's a great collaborative effort for all of us."

Another super effort is the company's \$20,000 donation to Transition to Betterness to fund the transformation of a patient room in Metropolitan Hospital. The donation was made on behalf of Bob and Margaret Meloche and Meloche Windows & Doors, with a commitment to additional contributions to T2B for the next 10 years. "We're all really proud to be able to do something to help T2B and give back to our community," says Elise. The dedication of the hospital room is in April.

With so much positive activity, it seemed like icing on the cake when Elise learned recently that she had been nominated for the Entrepreneur of the Year award in the 20th annual Windsor-

Essex Regional Chamber of Commerce Business Excellence Awards. "It is so terrific that her father is able to see this. Throughout her 35 years in this company, Elise has carried on his tradition, while expanding on his dream," Rod says.

Opening Meloche Windows & Doors Galleria is all part of the evolving vision – and Bob is right in the midst of it. At 81 years old, the company founder still reports for work every day. "He is very involved with our development and manufacturing processes," Elise says. "My father is priceless. We couldn't do without him."



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# MELOCHE

## WINDOWS & DOORS LTD.

### GALLERIA



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