



President's Message

In these difficult economic times, I am especially proud of RSL's performance. Our team offers friendly customer service, is dedicated to product quality, and has the experience to ensure our continued growth. RSL is a secure and stable company- proudly owned by the family that started it in 1964- growing steadily in market share, leading the way with exciting product innovation, and determined to continue focusing our attention on the one thing that matters most...customer service.

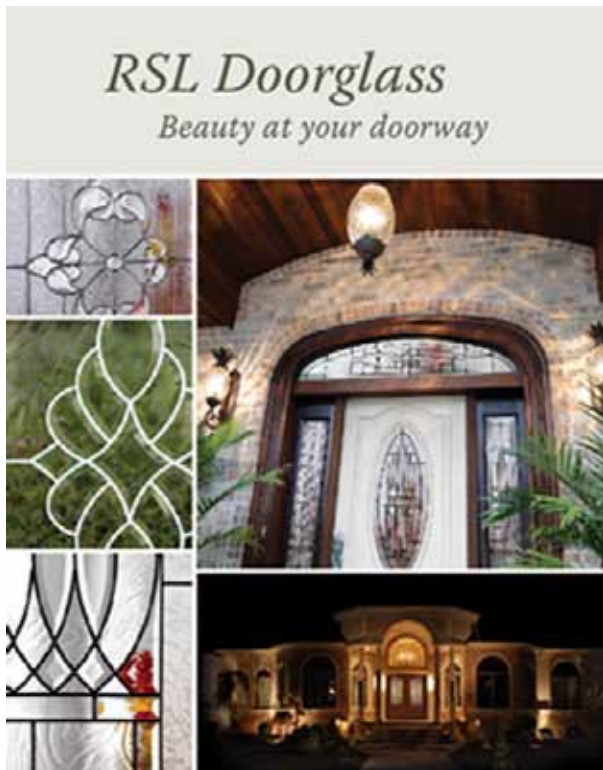
This newsletter and our new catalog is filled with beautiful new photography, new products, and new marketing tools that will make a real difference for our customers and their sales teams. If 2010 was a year of ensuring stability and developing product innovations, 2011 will be the year of improved lead times. It was admittedly difficult to anticipate the highs and lows of our building industry during the past few years. When we worked diligently to maintain lean inventory levels, we were caught short when orders suddenly flooded in. Seasonality and predictability have nearly disappeared. So, RSL has dedicated itself to improving the operational plan for our production facilities, so that we can produce more, inventory more and meet our customer's expectations for shorter lead times.

On behalf of my family and the entire team of RSL employees, I thank you for your continued support and business. We appreciate your friendship and business!

Ron Lewkowitz
President, RSL Inc.

Introducing

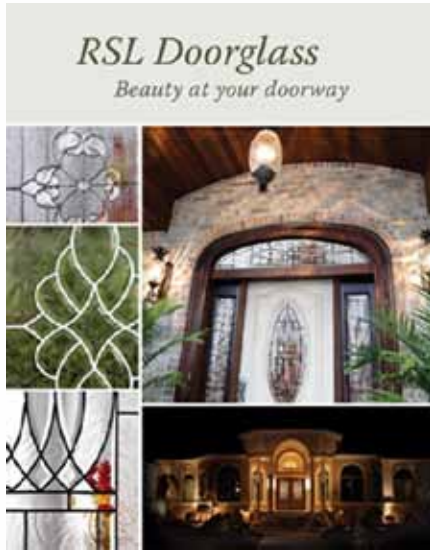
RSL's 2011 Decorative Entryways Catalog



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2011 Decorative Entryways Catalog



RSL is proud to introduce its 2011 Decorative Entryways catalog. This marketing tool has many exciting features. Expanded from 50 pages in 2009 to 68 pages, this catalog introduces new sizes, new decorative series and new coming options. Once again,

RSL relies on our customer feedback that homeowners prefer to choose doorglass first by size and then by coming.

Thirty two decorative series are categorized into three architectural styles, Classic - Contemporary - Craftsman. On page 4, our catalog offers a Decorative Selection chart that lists the coming, architectural style, privacy rating (from 2 to 10, less obscure to most

obscure), and all of the sizes that each series offers. Seven new decorative series are introduced in this catalog (Iberia, Infinity, Crown, Amsterdam, Glacier, Prism & Reflections) and highlighted by a yellow "New" icon.

Also, new to our catalog are:

- Hurricane Impact selections (pages 52-55),
- Craftsman 22 x 14 and 25 x 15 ¼ designs, 22 x 36 ventlite (page 65),
- Blinds between Glass options (pages 62-65), and
- Privacy options of sandblasted and rainglass (p 57).



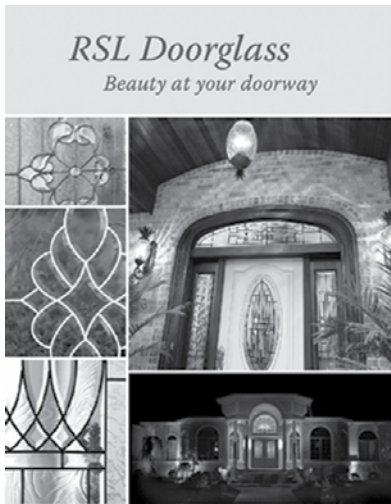
Decorative Interactive Showcase

Our updated website www.RSLinc.com has a new feature that is extremely customer friendly. Check out our Decorative Interactive Showcase on the home page by clicking on the title or the home and then choosing any one of the five sizes offered. Enlarge the view to fill your monitor and then simply move your cursor over the various glass styles on the left. Instantaneously, the glass that you select will appear in the door and home! RSL customers have found this to be a wonderfully helpful tool for homeowners and builders to select the doorglass that they like best.

Visit Our
Decorative
Interactive
Showcase



Matching Price Catalog



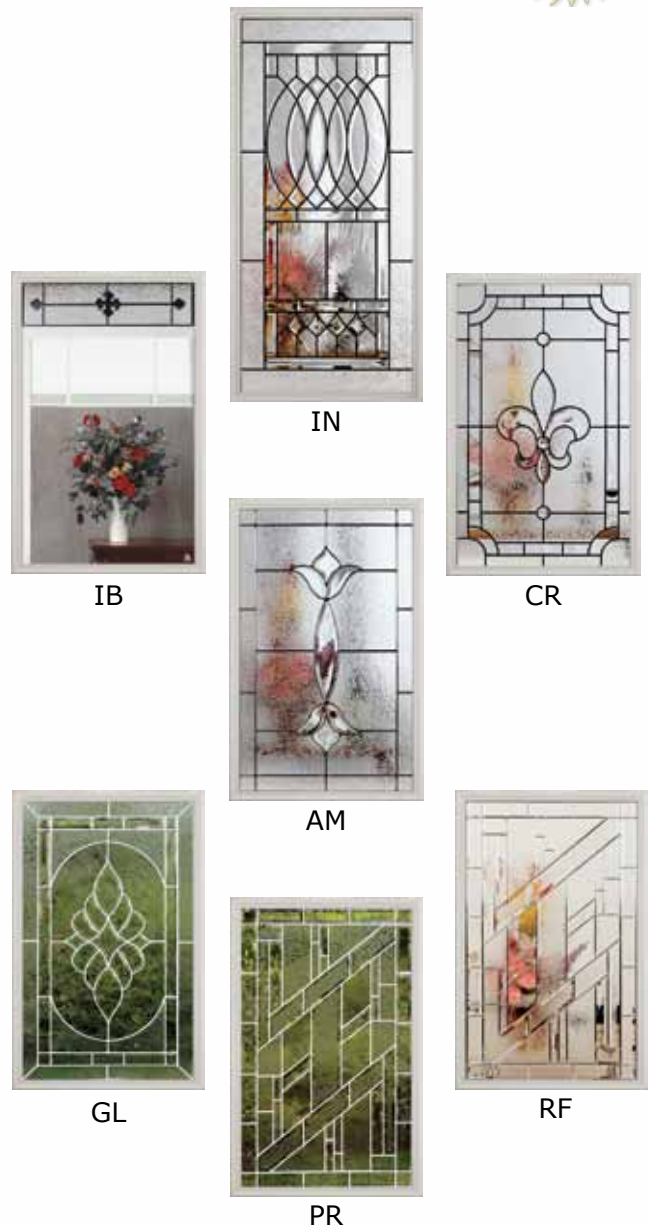
Our 2011 price catalog begins with Clear & LowE commodity doorglass with extruded vinyl and injection molded frames, then wood doorglass & louvers, and concludes with Decorative Doorglass. Our price catalog matches our Dec-

orative catalog with an easy to follow format. A special feature is our online search tool. Customers can view our price catalog on-line and find any product instantaneously with RSL's instant product search; simply go to www.RSLinc.com/prices and when you see the price catalog, go to the Edit button at the top and type in the part # that you are searching for. Without delay, your search is completed.

Prices have not increased in 2011 and some prices have been reduced to give customers an even greater competitive advantage!

New Decorative Designs

Our 2011 selection has been expanded with the introduction of seven new decorative designs. These seven series have the following coming options: two zinc, two black patina, two white, and one wrought iron combined with BBG. Throughout our catalog, these new designs are highlighted with a yellow "New" icon.



Decorative Doorglass		Decorative Doorglass	
22-44 & 71-81 / New Doorglass & Louvers		22-44 & 71-81 / New Doorglass & Louvers	
22-44 & 71-81		22-44 & 71-81	
Decorative Doorglass	22-44	Decorative Doorglass	22-44
Decorative Doorglass	71-81	Decorative Doorglass	71-81
Decorative Doorglass	22-44	Decorative Doorglass	22-44
Decorative Doorglass	71-81	Decorative Doorglass	71-81
Decorative Doorglass	22-44	Decorative Doorglass	22-44
Decorative Doorglass	71-81	Decorative Doorglass	71-81
Decorative Doorglass	22-44	Decorative Doorglass	22-44
Decorative Doorglass	71-81	Decorative Doorglass	71-81

RSL BBGs



RSL's fastest growing product category is clearly our blinds between glass.

Our BBGs are popular for seven reasons.

1. Our BBGs are the only ones in the industry with a lifetime warranty for glass and frame.
2. Customers rely on our BBG quality and reliability. Less than 1% of all RSL BBGs experience any field problems. Customers rely on this exceptional performance to eliminate callbacks and costly replacement problems.
3. Our BBGs have labels affixed to them that include .30 U Factor and .09 SHGC on full sized units without needing LowE. Another unique RSL advantage!
4. Our BBGs are available in white or almond colors and clear or LowE glass.
5. RSL offers blinds and contoured 18mm grills in the same airspace with our new PVC smooth frame. By eliminating a third pane of glass, RSL reduces cost and weight.
6. RSL BBGs have a unique privacy feature that blocks the sightline gap that appears in our competitors blinds.
7. New in 2011, RSL includes a decorative flair to BBGs by adding wrought iron at the top of all "Iberia" units.

RSL Mascot

For the past few years, customers have asked about the dog on our BBG pages.

That's Riley, an extremely friendly Soft-coated Wheaten Terrier. He has been coming to work with our president one or two days each week



for the past 10 years, starting as a tiny pup. He is the ideal office guest because he does not shed and has no dander. He gets treated quite well and truly has the "life of Riley". Here's another photo of our RSL office mascot.



Architectural Styles

RSL's thirty-two decorative designs are divided into Classic, Contemporary and Craftsman architectural styles on pages 4 & 5 of our Decorative Doorglass catalog. There are 17 Classic styles, 13 Contemporary styles and 2 Craftsman styles.

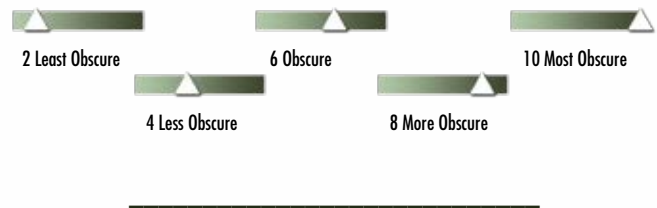
Since there are Craftsmen sizes of doorglass and Craftsman architectural styles of homes, let us explain the differences. The architectural style of Craftsman became popular in California from 1900 to 1920, then quickly spread throughout the United States, and faded from favor after the mid 1920's only to recently regain popularity. Two builders in California-the Greene brothers- were primarily responsible for developing the Craftsman style of simple 1 to 2 story bungalows with low-pitched gabled roofs, and full porches supported by tapered square columns. The Greene's and the Craftsman style that they developed, were influenced by the English Arts & Crafts movement and an interest in oriental wooden architecture.

Craftsman sizes of door-glass, depending on the door manufacturer, are either 22x14 or 25x15 ¼. RSL has introduced this style in both sizes. The goal of Craftsman style glass is to accentuate the wide and box-like shape of porches. Zinc or black coming is typical of the Craftsman style. RSL has chosen to popularize them in our Horizon, Reflections, Serenity and Infinity doorglass options found on page 37 of our Decorative Catalog.

ARCHITECTURAL STYLE	PRIVACY RATING	CAMING
CLASSIC		
AM - AMSTERDAM	8	Z
BC - BEVEL CLUSTER	8	B
BG - BRIGANTINE	5	P
BL - BLOSSOM	9	Z
CM - CAPE MAY	7	B
CR - CROWN	8	P
CS - CONSTELLATION	6	B
DA - DAHLIA	8	P
EL - EMERALD	8	Z
DM - DIAMOND	8	Z
EM - EMBASSY	8	Z
FL - FLORAL	8	Z
GL - GLACIER	5	W
SE - SERENITY	5	Z
SM - SMOKED	8	B
TAJ - TAJ	5	B
WI - WISTERIA	9	WI
CONTEMPORARY		
AR - ARTIC	9	Z
AS - ASBURY	9	L
BB - BEVEL BRASS	2	B
CO - COVENTRY	8	Z
IB - IBERIA	9	WI
IN - INFINITY	7	P
LO - LOTUS	9	Z
LP - LONGPORT	9	L
OB - ORNATE BEVEL	8	L
PR - PRISM	7	W
RF - REFLECTIONS	7	Z
TU - TUSCANY	9	L
TX - TEXAS STAR	8	P
CRAFTSMAN		
HO - HORIZON	8	P
TE - TEMPLAR	8	P

Customers Care about Privacy

Our market research consistently confirms that homeowners value privacy at their front door. That is why RSL uses glass patterns that offer both privacy and attractive combinations of light and artistic design. In order to help our customers identify the amount of privacy that each design offers, we have given each a privacy rating which can be found on page 4 and on close-ups throughout our Decorative Catalog.



Custom Glass Colors & Textures

RSL has been extremely successful in customizing decorative glass for homeowners and architects that have an idea of what they want but need someone to create it for them. Nine glass colors, nine glass textures and 3 coming options are all available to create custom insulated designs in an impressive 3-4 weeks! The process becomes truly easy when customers provide digital drawings. Check out pages 68-69 for examples and simple instructions of how to work with RSL to develop truly custom designs.





New Sunburst GBG

In addition to our standard sunburst GBG, we have now added a true radius sunburst GBG.



3201GBG - 22 x 10



3201GBG-TR - 22 x 10

Clear 22x36 Ventlite

- Eliminates the need for a screen door
- Air & watertight
- Removable screen
- Stainless steel warm edge spacer
- 7 open positions
- Woodgrain finish & sturdy construction
- UV resistant polypropylene frame
- Ergonomically friendly handle
- Available in LowE



3089VE
E3089VE

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Rainglass & Sandblasted Glass Added for Privacy

Homeowners that are looking for low cost privacy now have two glass patterns, Rain and Sandblasted, in nine different sizes.



Caming Innovation

RSL is pleased to introduce the first white camed decorative glass.

Available in the Glacier and Prism series, white caming offers an elegant look that matches doors and windows more than simply hardware. Customers that have previewed this exciting innovation are raving about its appearance and marketing advantage. We are confident that homeowners and builders will respond just as favorably!



Quality Frame Materials

RSL offers a lifetime warranty on all frame and glass combinations. If finishing is desired, each warranty label details the best priming, staining or painting instructions. Our tan frames are the same price as maintenance free white frames.

- Our clear and LowE commodity products are maintenance free and all use white or tan woodgrained polypropylene(PP). They require no finishing.
- All RSL decorative doorglass use white or tan woodgrained ASA frames which have excellent weatherability and are easily painted or stained without priming.
- Clear and LowE BBGs use white or tan woodgrained PP frames. They are maintenance free and require no finishing.
- Hurricane Impact and BBG-GBG doorglass use a high performing smooth white PVC frame.
- Custom sizes and all 2_ _ _ part #s use white or tan woodgrained PVC frames



Great Thermal Performance

As an Energy Star Partner, RSL has conducted extensive testing of our Clear & LowE glass, Blinds, Grills, Hurricane impact, and Decorative doorglass. U Factor, Solar Heat Gain, Sound Transmission and Visual Transmission have been tested in both steel and fiberglass doors and appear in full on our website. On the chart on page 68 of our Decorative Doorglass catalog, some of our test results are given and those with green shading achieve impressive energy saving levels for tax credits. Our products have already been successfully tested in Masonite, Plastpro, Crest, Taylor and Tru Tech doors.



R5 Superior Thermal Performance

Growing interest in R-5 rated commercial and residential windows (U-Factor of .20) has led RSL to conduct R&D to develop the most thermally efficient doorglass. We are proud to announce that our research has been successful and we have already conducted testing of an R-5 product. When architects and builders begin specifying R-5 windows, RSL is ready to supply that market.





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