

Spring 2010

RSL
eNews



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PRESIDENT'S MESSAGE

Recent indications of market stability and increasing sales growth are a welcome sign for all of us in the building industry. Likely, the worst of the recent recession is past and the industry's survivors can look forward to better times.

RSL has made significant progress during the past year. Our production capabilities have improved, product innovations continued, marketing has been enhanced, code compliance has been met in significant ways, energy efficiency and lean manufacturing have been made a greater priority, and sales have increased. Positive momentum is being achieved on all of the company's goals.

We expect the business environment to improve gradually in 2010 and 2011. RSL has made changes to meet our customer's expectations during this period. We anticipate that the new home construction market will change as builders and homeowners seek smaller homes with greater energy efficiency, code compliance, and new decorative glass styles that offer greater privacy with simpler designs. RSL's product offering is growing to anticipate these changes and retaining the many popular glass designs that our customers have come to expect from RSL.

RSL success continues to depend on the strong partnerships that exist between our vendors, employees and customers!

Ron Lewkowitz

President, RSL Inc.

Volume Seven

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Issue One

RSL Blinds qualify for the Federal Tax Credit for Energy Efficient Windows and Doors... most of our competitors' blinds need to be LowE to qualify.



Improved Blinds Between Glass

Continued improvements are the chief reasons why RSL's internal blinds are considered the best in our industry. In 2010, RSL has further improved its BBGs by adding LowE as an option and improving the privacy of the unit by adding lips on both vertical sides to add sightline privacy. Our BBG pass the new ASTM E2190 requirements for IG and all of our sizes, from 36" through 80" meet the energy tax credit U factor and SHGC requirements. Most manufacturers have to add LowE to attain that level. All of these advantages make it possible for RSL to offer the only Lifetime Warranty on BBGs in our industry! Later in 2010, we will introduce white grills and blinds enclosed in the same airspace.

RSL Supplies New Southern Doorlite Customers

RSL is pleased to announce that it has reached agreement to supply wood lites and louvers to customers of New Southern Doorlite. NSD closed its production operations in March 2010 and negotiated terms whereby RSL will continue to supply their customers with products that they have been accustomed to receiving for the past five decades.

We welcome NSD customers and look forward to supplying them with the broad range of Quality by Design RSL products.

Hurricane Impact Doorglass

RSL's Slim Line vinyl frames for Impact resistant door-glass have a major advantage...we can supply clear, LowE, GBG and decorative glass in any rectangular size and style. In stock, we offer our most popular seven decorative designs, five BBGs, eight GBGs with clear or lowE, and eight clear or LowE one lite sizes. However, we also have the unique ability to customize and add Impact to any rectangular product. This flexibility offers our customers an enormous marketing advantage!



*Storm Protection and Beauty
at your Doorway*

Protector Security Doorglass

In areas where forced entry or tornados are a larger threat than hurricanes, RSL offers Protector as a security option. Using the same vinyl frame as our Impact unit, Protector offers laminated glass as a security feature to any rectangular unit. Protector is a terrific sales feature to enhance BBGs, GBGs, and decorative in all geographic areas. Codes in coastal areas made Hurricane Impact tremendously popular and necessary, so security should logically be another important concern for homeowners close to urban areas.

IG Certification

RSL has conducted independent testing with NAMI and IGCC to become certified as a supplier of decorative, BBG, GBG, LowE and clear insulated glass. ASTM E 2190 building code requirements require by July 2010 that all IG be approved and labeled.

New literature for 2011

RSL is excited to announce that new decorative brochures will be introduced January 2011 with a great selection of new designs. Four new zinc camed series, two new black camed series, a new BBG combined with wrought iron, and new patterned glass for simple privacy are intended to offer RSL customers attractive new selections. We anticipate that builders and homeowners will be looking for attractive decorative glass with lower price levels and that is precisely what we will offer in addition to our full selection of middle and higher priced designs. More to come about these designs soon!

New Warranty Labels

RSL Lifetime Warranty labels include painting/staining instructions and our most current U/SHGC levels for half and full lites. These levels are clear and prominent so that homeowners, builders and inspectors quickly and easily can identify that RSL products meet the newest federal tax credit requirements.

RSL Lifetime Warranty
Hurricane Impact Frame & Glass

- High Velocity Hurricane Zone approved #FL 11515
- Meets IG standard for ASTM E2190
- Installation: remove tabs from glass; place frame with glass on table; neatly apply 3/16" bead of Dow 995 sealant perimeter of frame. Lower door cutout onto frame; place inside frame into cutout & snap frames together tightly; install screws into pre-drilled holes loosely; tighten with max. 8-10 inch/lbs; snap 2 short caps on inside frame; install 2 longer caps by bowing in middle to complete
- Warranty is limited to purchase price of product
- Maintenance-free frame does not require painting or staining. If finishing is desired, avoid using primer & apply 2 coats of exterior latex or gel stain. Then top coat with 2 coats of clear polyurethane. Using paint thinners or similar chemicals will void warranty and damage sealant.

Energy Performance Rating USHGC			
	Clear	LowE	LowE Gray
Half Lite	.25-.17	.22-.15	.24-.13
Full Lite	.31-.27	.27-.21	.29-.21

New Jersey • Ohio • Atlanta • Dallas
www.RSLinc.com

New Sales Representatives

RSL is please to announce that our national network of sales reps have improved and expanded noticeably. Nine new reps have joined our loyal team of sales reps. In Colorado and Utah, we welcome Craig Hill and Frank Dow of Intermountain Millwork. In Missouri, Kansas and southern Illinois, we welcome Jim Ganninger and Dan Smith of Millwork Specialists Midwest. And in California, Oregon, Washington, Idaho, Wyoming, Montana & Alaska, we welcome John Moss, Mike Meckley, Mike Montag, Pete Fleming & Aaron Moss of John Moss & Associates.

RSL Website Innovations

Check out our newly designed website www.RSLinc.com and you will find an easy to navigate presentation of RSL products and features. On our home page we offer special attention to our Blinds Between Glass, Hurricane Impact, and Energy Efficiency. Click on these features and you will find a lot of practical marketing resources.

Our customers especially like two new features of our website. In Marketing, you will find a beautiful screensaver that offers a download to your PC or MAC for beautiful screensaver images of homes with RSL decorative designs. Last and certainly not least is our Decorative Interactive Showcase. Access it from our homepage or Marketing page and you will find a unique marketing tool. Click on any size unit and you will see a full selection of our glass on the left, arranged by caming. Then as you scroll over the glass, each piece will simultaneously appear in the door and home of your choosing! Customers love this marketing advantage and some have installed monitors with a wireless mouse in showrooms to allow homeowners and builders to glide through RSL's offering.



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NFRC & Energy Star Certification

On RSL's website, in Energy Efficiency or Products, we have posted short and straightforward instructions titled "NFRC Certification and Energy Star Approval for your Entry Door". These instructions explain how prehangers can get certified for NFRC and Energy Star. They are separate processes. Getting certified enables a prehanger to label their prehung doors with both Energy Star and NFRC. Door and doorglass manufacturers can not transfer this certification. Doorglass, steel doors and fiberglass doors are components. RSL can assist however, by providing our test data so that prehangers do not have to do it themselves. RSL is conducting extensive testing of clear, LowE, GBG, BBG, Decorative and Impact glass in popular wood edge steel and fiberglass doors. We are pleased to share these simulations.



Remember to promote the energy efficiency of RSL doorglass to your customers!

RSL Inc.

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