

137 Things Window Companies Won't Tell You About Vinyl

Manufacturers spend millions in propaganda to convince consumers to buy vinyl.

If you are a typical homeowner blessed with a visit from your local vinyl window salesman, you've probably heard things like: "Our vinyl windows will last forever. We have a double lifetime warranty. Nobody beats our prices." Window dealers sell vinyl, not because they are so good, but because the PROFITS are huge.

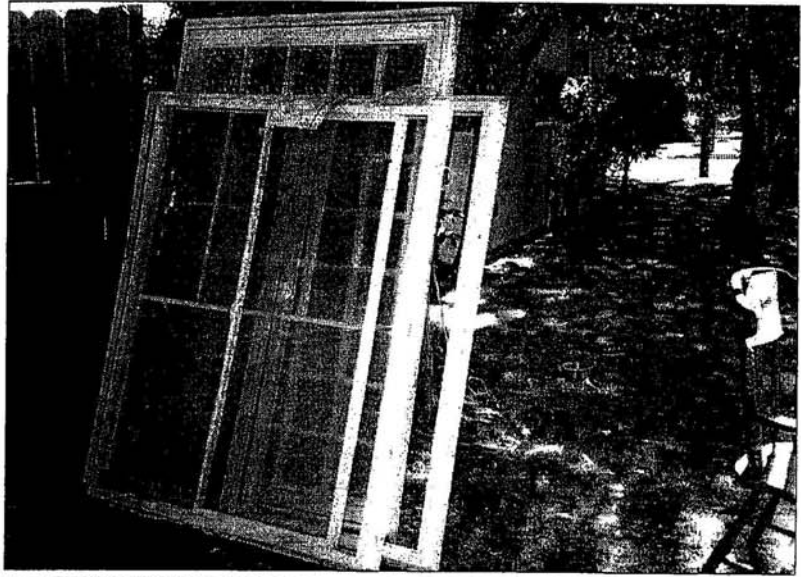
This article is a compilation of FACTS derived from many sources such as books, magazines, and mostly the internet. Once you have researched vinyl for yourself, you'll think twice before falling for the sales pitch and putting poor quality materials on your home.

My confession:

I made over \$100,000 per year selling plastic windows and siding to unwary homeowners. As an independent contractor selling for one or more dealers, I could make thousands on one job by simply getting a signature on a contract. If I was making that kind of money as a salesman, what do you think the dealer was making?

There were many well scripted sales "pitches". I was the Marketing Director or Advertising Manager. If you let us use your home for a model or show home, we'll give you a special deal.

The fact is that if you spend more than about \$250 for most installed vinyl windows, you paid too much!



Vinyl framed "replacement" windows being removed after only four years of use. Twisted frames on a southwest exposure.

Conviction Brings Integrity

At first, I believed what my company told me about vinyl. "Vinyl is final". It would last forever. Homeowners would pay upwards of \$600 to \$1000 for an installed window because the product was so good. After all, we are giving them a "lifetime warranty".

It wasn't until a couple of years into it that my eyes were opened. Customers were calling all the time about their windows sticking, water or air coming in, or asking why their white windows started turning yellow? And because we were just the "dealer" we deferred all the complaints to the manufacturer. Unfortunately that vinyl window manufacturer went out of business and so much for the "lifetime warranty".

I decided to do my homework and really find out the technology behind vinyl. What was found is astonishing! It didn't take long before I knew that not only would I never sell vinyl again, but I would never even put the product on my own home...for any price!