



## Ask the Expert

How can windows really transform a living space?

**There are so many advantages to creating a space that allows for more natural light.** It's about more than having a brighter room; there are a lot of health reasons, too. Natural light makes a space more enjoyable to be in. Historically a bigger window meant more temperature transfer from the outside in and reverse, but that isn't an issue

with the technology we have today. We can bring the outside in while keeping temperatures separate.

Whenever you can bring the indoors and outdoors together to extend a space, increase airflow, and expand square footage, it helps everyone live better. It's why the multi-slide doors in our Series 7000 performance line are the staple of our company.

Everything else is complementary so we can be a single-source for architects and designers—but opening walls is what we are all about.

The industry is demanding larger and larger windows. It's one of the fastest growing trends, and Western Window Systems is answering the call. The sliding door systems in our performance line can be built up to 17 feet tall, so you can go bigger and have a stronger structure while maximizing outdoor views.

Aesthetically our main focus is to create clean lines and narrow

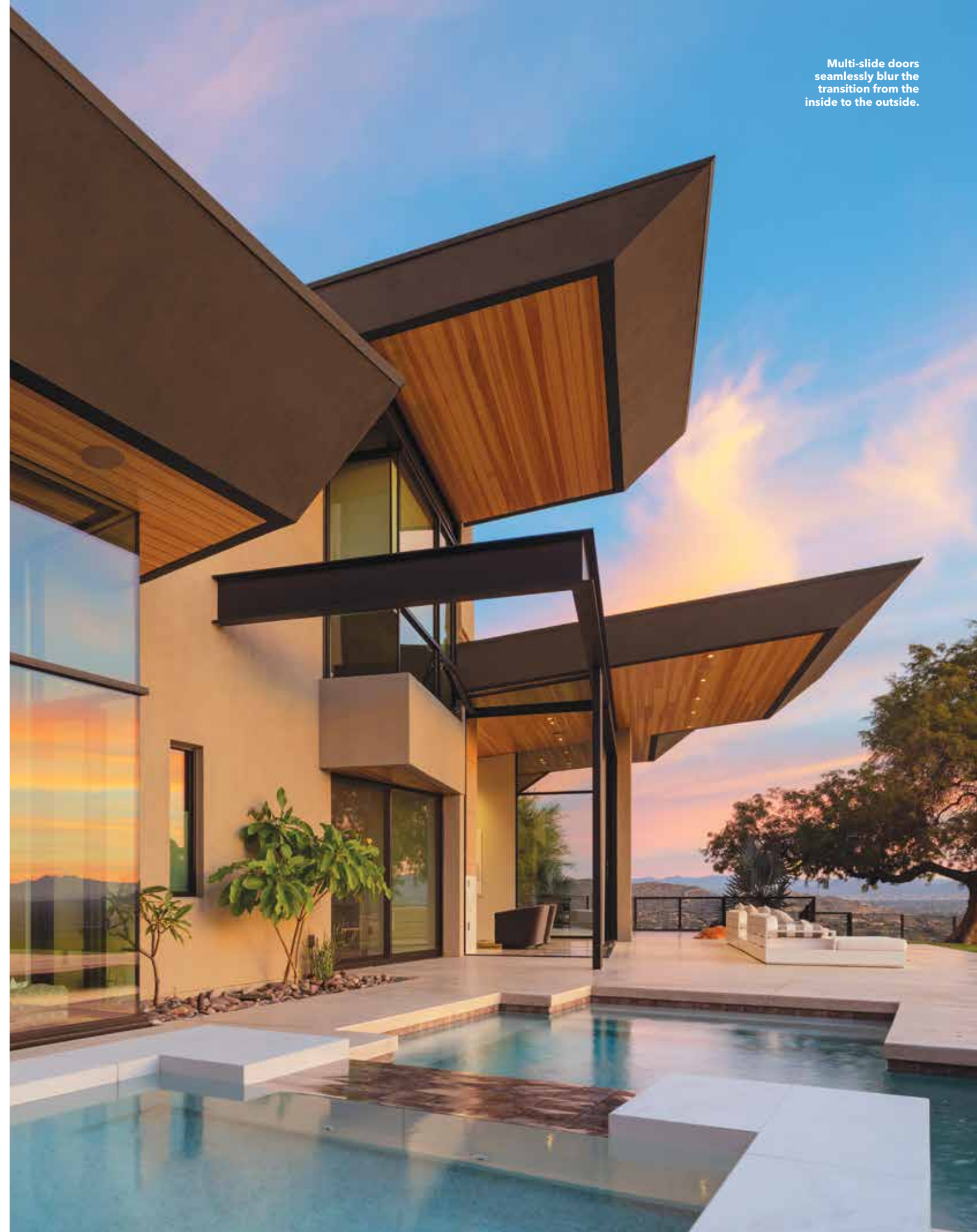
profiles, and to not take away from the outdoor environment. We don't have an expanded option of profiles because the objective is for people to see out of their homes and not have the windows themselves be the focus. However, we have recently, at the request of customers, added a simulated steel line to give the look of steel with a much more affordable price tag. We rely on architects to get creative with their designs and develop new ideas, which in turn drives us to continue to push the limits and deliver beautiful new options.



**Ty Cranford,**  
Architectural Sales Director,  
Western Window Systems

Airflow, natural light, exposure to the outdoors—it's all about bringing the outside in and helping people live better. And that's at the core of **Western Window Systems'** mission. Started in 1959 as an insulated glass manufacturer, the company works directly with architects to custom-design and build windows that not only meet design needs but also enhance the life of occupants. For **Ty Cranford**, the company's architectural sales director, windows are in his blood. The third generation of his family to work in the window and door business, Cranford is passionate about the many ways windows can be used to enhance a space.

Multi-slide doors seamlessly blur the transition from the inside to the outside.



PHOTOS: COURTESY OF WESTERN WINDOW SYSTEMS