

Coastal's Rapid Response Captures Carolina's Atlantic Hotel Trade

Resort hotels are often hybrids in their fenestration fashion. Many employ standard residential windows on all guest rooms and then opt for a floor or two of large commercial glass at the base to enclose entryways, lobbies, restaurants and other prime mezzanine space.

Planning for all this glass can be challenging.

The hundreds, maybe thousands, of guest-room windows are specified and ordered months in advance, while the large lites of commercial glass aren't even sized until the building is virtually complete. Then, they are ordered on an urgent basis from whomever can offer the best quality, price and speed.

"Did anyone say speed?" asks Jack Hoey, President of insulating glass manufacturer Coastal Glass Distributors of Charleston, South Carolina. "We're in a large resort market. Literally, the whole South Carolina coast, from Myrtle Beach right down to Hilton Head, is a big leisure area with a lot of



Coastal Glass installations at Carolina resort hotels: (clockwise from top) Vendue Range, Baywatch, Camelot and Atlantica.

hotels and several new ones going up every year."

"With mid-size projects, the ideal scenario is for us to ask our customer when they want their glass and for them to say they need it on the job site the next afternoon—or maybe even the next morning."

"We certainly can do that with Super Spacer®," Hoey continues, "because when backed-up with the hot-melt butyl sealant system, our IG cure times are very short. Consequently, our response rates are very quick, and we can schedule things so well that we can be very specific about job site delivery."

"It's a situation where on-time delivery really counts. On a medium size job, where the difference for the glazer is to be able to get his people in and out in one day instead of two or three days, it's a huge deal in terms of their profitability."

"From our company's perspective," he concludes, "making huge deals happen for our customers is

the best way of ensuring similar deals keep happening for us, too. Thank you, Super Spacer."

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