

Comfort Windows Applies “360 Approach” to Quality

> > Liverpool, New York-based Comfort Windows leaves nothing to chance when it comes to quality. Its business model includes all facets of bringing high-performance windows to market, including insulating glass fabrication, window manufacturing, retail sales and installation.

“By overseeing every piece from building our products to installation, we have very tight control over quality,” said Alfred “Fritz” Gentile, general manager for Comfort Windows. “Our staff is highly trained and experienced, and all our windows are installed by Comfort Windows’ employees. We use no subcontractors. This dedication to quality control speaks volumes to our customers and has really helped us develop a strong referral base.”

Comfort Windows Co. is a family-owned business that opened its doors in 1978. Today, the company manufactures its handcrafted, energy saving insulating glass windows from a 35,000 square-foot facility in Liverpool, employs 200 people and builds approximately 850-900 units per week. The company has retail showrooms and warehouse space in Albany, Syracuse and Rochester, occupying an additional 100,000 square feet.

When Comfort began manufacturing insulating glass units in the late 1970s, it used a metal

“box” spacer system, which, according to Gentile, “led to a disappointing number of seal failures.” As spacer technology evolved during the 1980s, the company experimented with a number of different systems, but still was unable to find one that would provide the desired quality and long-term durability.

In the early 1990s, when the company was struggling to produce complex shapes using a metal spacer system, it found Super Spacer®. In the beginning, Super Spacer



was chosen for shapes because of its flexibility, but then Gentile and his colleagues decided to perform an experiment.

“We built windows using three different spacer systems, one being Super Spacer, and put them into our own homes,” Gentile said. “We checked them regularly for signs of seal failure and condensation. We were surprised and excited to find there was a visible difference with Super Spacer – a much warmer interior with little or no condensation. Ever since, Super Spacer has been the only spacer system in our

factory. We figured if it’s what we want for our own homes; it was the product we wanted to give to our customers.”

Temperature swings no match for Comfort Windows

Upstate New York is renowned for its dramatic temperature changes and harsh winters, so Comfort’s products need to stand strong against the elements.

“We put the very best into our products, from Low-e coatings and gas filling to Super



Alfred “Fritz” Gentile, general manager, Comfort Windows

accreditation, which is reserved for companies that take a systematic approach to addressing all aspects of the building system with respect to health and safety, building durability and energy efficiency.

Comfort Windows also uses Edgetech’s marketing materials, including the SustainaView and Health Smart Windows programs, to help sell the benefits of condensation resistance and sustainability. “These programs give us a jumping off point to discuss important issues with customers. Edgetech does a great job of packaging information that is important to homeowners,” Gentile said.

Comfort Windows custom manufactures and installs a variety of double-and triple-glazed windows. Comfort’s retail showrooms also feature an array of high-performance building products that include quality door systems, structural siding, extended living sunrooms, insulation and basement finishing.

For more information, visit www.comfortwindows.com.

Spacer. When temperatures change, insulating glass expands and contracts. Super Spacer is flexible and has a ‘memory’ so it will expand and contract with the unit without breaking or cracking due to stress. It’s a vital component that helps our products maintain integrity and energy efficiency for the long-term,” Gentile said

Energy efficiency and sustainability are also a concern for Comfort’s customers. In fact, the Comfort Home Improvement Division achieved the coveted New York Building Performance Institute (BPI)