



Welcome to the first issue of our newsletter, the quarterly update from Europe's leading Warm Edge Technology manufacturer, Edgetech. As demand for our Super Spacer® products continues to grow across

the continent, we wanted a way of keeping customers and the industry at large up to date with our plans as our Heinsberg manufacturing facility kicks into production, we bring new products to market, and work closely with customers on some of Europe's most exciting, cutting edge IGU developments. With our growing sales, customer support, technical and marketing teams, we also thought you'd appreciate the opportunity to meet the Edgetech people who are dedicated to helping IGU manufacturers, fabricators and installers use Super Spacer® for profitable sales growth.

#### Market Intelligence

A key driver in Edgetech's success since establishment over two decades ago has been our commitment to understanding and staying ahead of market trends, so our customers in turn can do the same. With energy security and efficiency growing in global importance every day, now more than ever our industry has a role to play in helping our respective governments achieve targets. But while most of US know what these targets are today, where is energy legislation likely to be in the next few years? And how do you ensure that the commercial investments and decisions you make today will be the most cost effective and sustainable when new legislation does come into play? To get these answers, Edgetech has recently invested significantly in comprehensive market research to show us just what these legislative trends are. More on this in the next issue, but in the meantime, if you are looking for market intelligence to help your move to Warm Edge Technology, please get in touch.

And for those of you who couldn't join our 150 visitors who attended the official launch of our Heinsberg manufacturing facility, we've got full coverage in this issue.

Enjoy this issue!

Andy Jones  
European Managing Director

## Quanex Acquisition Accelerates The Future For Edgetech In Europe

Following Edgetech's acquisition by Quanex Building Products Corp. (NYSE:NX), the management teams at both companies are confident about the merger of technology and expertise. Mike Hovan, now Senior Vice President of Quanex Engineered Products comments: "Edgetech has seen substantial growth in its long history but we were aware that for this level of ambitious growth to continue, we would need increased capability from our parent organisation. With this in mind, Lauren International, the parent company of Edgetech, began looking for a buyer with the necessary resources and expertise. We were looking for somebody who has, frankly, the muscle to help grow the business to its full potential."

Quanex CEO David Petratis explains why the company wanted to acquire Edgetech: "Edgetech's involvement in the global insulating glass market, and its manufacturing facilities in the UK and Germany made the deal attractive for Quanex. Our plans call for us to build on Edgetech's people and capabilities that we are gaining in this transaction. Some of the attractive elements of Edgetech are the

strengths of its leadership and the people that make up its business."

Andy Jones, European Managing Director for Edgetech UK and Europe adds: "Feedback from customers and suppliers alike has been very positive. I think they see the value of both companies in what we both currently bring to the marketplace, and they inherently see the benefit of what we can collectively do and offer to our customer base."

Mike Hovan concludes: "Once you start looking at all of the potential opportunities from combining the technologies, people and expertise that both companies offer, particularly in energy efficient products, you come out with some very interesting potential in the future that will help our customers grow."

As a reflection of our new status as a member of the Quanex stable, you'll see our new logos and brand identity being rolled out.



## Heinsberg Facility Manufacturing Full Steam Ahead...



The ongoing 5 million Euro investment into Edgetech's third global manufacturing facility in Heinsberg, Germany continues full steam ahead and the 12.000 m<sup>2</sup> site is now fully operational. It was indeed fitting that the two billionth foot (610,000,000 metres) of Super Spacer® was manufactured from the first line in this newest plant in late spring.

A further two lines will be added in the next 12 months, and mid term more lines are planned to support our ambitious target to more than double production in Europe by 2015.

This latest milestone in Edgetech's meteoric rise was officially launched at our Open Day on May 19th – read on inside...

# When Markets Start To Boil



**Now working with many of the leading IGU manufacturers across Europe, Andy Jones looks at the nature of fast growth markets and shows how quickly Warm Edge Technology has reached its Tipping Point.**

## When Markets Start To Boil

Growth is something we take for granted. Our children, animals, plants, businesses and economies grow. And for the most part, they grow in fairly predictable ways. True, they often grow in small fits and starts, and businesses and economies can also shrink when times are bad, but broadly speaking we expect things to grow like the rings in a tree, regularly, year by year. But many things don't grow this way, or at least, not for crucial periods in their history. Populations, epidemics, social behaviour, individual markets and businesses can all exhibit sudden, explosive growth which catches us by surprise. One of the fastest growth markets in Europe in recent years

has been the energy efficiency sector. Driven by a combination of the need for territorial energy security, limited global oil supplies and rocketing raw material costs, political and economical focus has truly been placed on this subject, and no more so than within the building sector where we face increasingly stringent legislation. EU climate commissioner Connie Hedegaard recently said the EU's target of cutting emissions 80-95% against 1990 levels by 2050 is „technically feasible and economically affordable“. In order to achieve it, member states would have to deliver deeper cuts than planned over the next decade. She said this should be staggered with a 25% cut in emissions by 2020 rather than the current 20% goal, followed by a 40% cut by 2030 and 60% by 2040.

## Come The Time, Come The Product

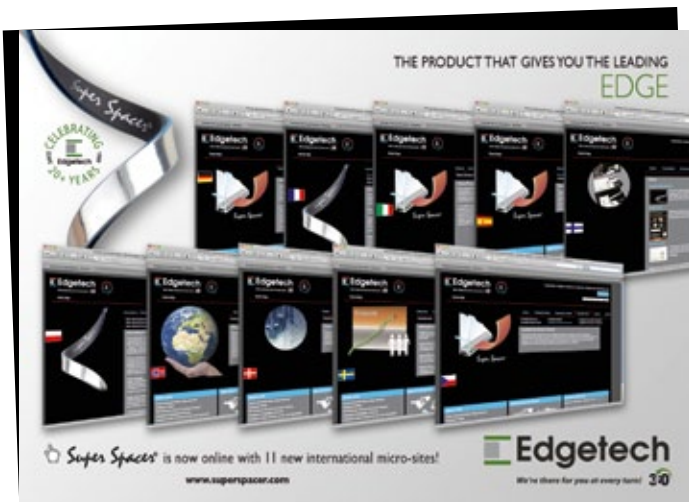
To achieve these demanding cuts, our industry is being quickly forced to wake up to embrace the most cost effective, energy efficient products available to them. The speed of this uptake has taken even Edgetech by surprise over the last two years, as most of the leading IGU manufacturers across Europe started to invest in Super Spacer® to give them a sustainable manufacturing solution. Indeed, 75 of the major IGU producers across Europe and the UK have so far invested in 75 fully automated lines and by the end of 2011, this looks set to hit 90 in total – that's about three times more than the next closest Warm Edge Technology manufacturer. So how have we moved from having just 1% market share, to having 5% share of an explosive market so quickly?

Being in the right time, at the right place with the right product is one explanation. But such explosive growth, typical of epidemics, does not happen by accident. The word „Tipping Point“ comes from the world of epidemiology. It's the name given to that moment in an epidemic when a virus reaches critical mass. It's the boiling point. It's the moment on the graph when the line starts to shoot straight upwards, when ideas and word of mouth, behaviours and new products move through a population at the speed of a virulent disease. It's the moment when the early adopters who were first to recognise the benefits of innovative products become the minority as the mass market suddenly catches up, people see the light as they need to change to compete, a tipping point is reached and the market booms.

## The Tipping Point Is Nigh

This is the point we are at now with Warm Edge Technology in continental Europe - especially Super Spacer®, as more and more IGU manufacturers, fabricators and installers wake up to its benefits. For proof, you just need to look at the numbers - one million meters of Super Spacer® product were supplied into Europe in 2004. In 2011 this volume will be close to 30 million metres. In 2010 alone Edgetech grew by 80%. Our customers are those who are investing in the future of the market, defining and shaping the next generation of the glazing sector to achieve cost effective solutions to legislative demands – and benefiting commercially while doing this. **Can you take the risk of being left behind?**

# Full Service And Support – With 360®



Customers often tell us we are so much more than just a spacer supplier, and a lot of this feedback is due to the marketing support we offer customers. In addition to seminars, marketing material and DVD's in 11 different languages, we have also recently launched our international websites for continental Europe in

11 languages: German, French, English, Italian, Spanish, Danish, Norwegian, Swedish, Finnish, Czech and Polish. Each site includes company information, Super Spacer® product range technical data, including features and benefits, as well as downloadable translated brochures. The new websites are accessible via an interactive map at [www.edgetech360.com/international](http://www.edgetech360.com/international) or for added convenience and functionality, users will be automatically directed to the appropriate translated site based on the selected language preferences associated with their browsers.



Edgetech Europe GmbH is pleased to announce that the Secretariat of the French Commission for Technical

Assessments has registered two new Technical Application Documents (DTA), for CEKAL certification of its Super Spacer® warm edge spacer system using polyurethane and silicone sealing. These documents are in addition to the DTA obtained several years ago for hot melt sealing.

The Super Spacer® system is now available for use by most French insulating glazing manufacturers, who will appreciate its excellent warm edge performance, as well as the speed and accuracy of installation in automatic and semi-automatic mode. Alain Monribot and Edgetech would like to thank all the glazing professionals who have helped to achieve this result, and they will be happy to provide further information on request.

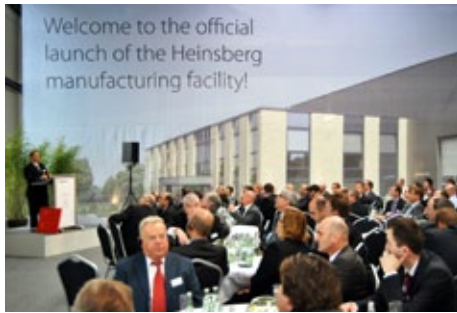
1989: Edgetech established as wholly owned subsidiary of Ohio based Lauren Manufacturing

1994: Edgetech IG, Inc moves to 467,000 square foot facility in Cambridge Ohio

1995: Edgetech establishes distribution and marketing base in Coventry, UK



# Edgetech Official Manufacturing Facility Launch A Resounding Success



Described by the Editor of a leading German glass magazine as „the next chapter in the remarkable success story of the WET spacer specialist“, Edgetech’s 5 million Euro investment in Heinsberg facility was officially launched on May 19th 2011. And what a celebration it was, enjoyed by over 150 industry representatives from across the globe. Local dignitaries, the media, IGU manufacturer customers and suppliers came together for the event which also hosted specialist presentations and speeches. In keeping with our energy efficient Super Spacer® products, the theme of the day was environmental developments in building design, and especially in next generation glazing.

Andreas Max Schultheiss, European Sales Manager commented: “It was wonderful to see so many people gathered together to help us celebrate the official inauguration of our 5 million Euro investment. As well as seeing production in action during guided tours of the facility, we were also able to show guests our planned further expansion including two more extrusion lines by

early 2012, culminating in a total of 6 to support our 80% growth this year. Continental Europe is a strategically important market for Edgetech, and investing in Heinsberg, our third manufacturing facility sets out our commitment to achieve market leadership.”

The day kicked off with a local media briefing which drew in journalists from the press, radio and television and the official presentations throughout the day included: Wolfgang Dieder, Mayor of the City of Heinsberg; Andy Jones, European Managing Director; Mike Hovan, Senior Vice President Quanex Engineered Products; David Petratis, CEO Quanex Group; Energy Agency NRW: Lothar Schneider, CEO, und Dirk Moberg



David Petratis, Quanex CEO

Fachbereich Energieeffizientes Bauen; Michael Rossa, IFT Institut für Fenstertechnik Rosenheim; Isolierglas – Stand der Technik und Entwicklungen

The celebrations then continued into the late evening with a Barbecue on site and classical string quartet. All our thanks to the customers, suppliers and Edgetech team who made this milestone celebration such a memorable one.

If you couldn’t make it to the event, but would like to pay us a visit in Heinsberg please contact Andreas Max Schultheiss, our European Sales Manager.



**2004:** Edgetech GmbH founded in Neuss, Germany

**2007:** The UK’s only dedicated Warm Edge Technology manufacturing facility set up. Edgetech named for the first time in Inc 5000 list of fastest growing private companies

**2008:** Edgetech produces its 1 Billionth foot of Spacer

**2009:** Edgetech celebrates 20th anniversary

**2010:** More than 100,000 sealed units manufactured every day across the globe with Super Spacer®

**2011:** Forecast to hit 2 billion foot production + much more

# Meet The Team – New People & Positions:

To support the new manufacturing facility in Heinsberg, and to help us move towards the ambitious growth targets we've set in place for Super Spacer® sales over the next few years, we've expanded our team and also created some new positions.



**Johannes von Wenserski**  
*Prokurist*  
We are delighted to announce the promotion of Johannes von Wenserski to the newly created post of

Prokurist. This trained wholesale and export trade specialist well known to many of our customers has already been promoted

several times within Edgetech and before his new role as Prokurist, was Head of Office Operations and Marketing Manager. Johannes von Wenserski is not just a professional in managing and motivating our employees; he is also skilled at negotiating with partners and customers and his excellent knowledge of international markets predestined him for a senior management position for Edgetech in Europe.



**Ralph Brzezinski**  
*Work Manager*  
Joining Edgetech at the end of 2010, Ralph's first priority has been to get the Heinsberg manufacturing

facility up and running – an objective he has

successfully achieved. With a background in production and process engineering and operations, Ralph is well placed to deliver manufacturing quality and consistency and provide the production backbone with his team to support our growth.



**Boris Hanisch**  
*PR & Marketing Administrator*  
The most recent recruit to the team, Boris' professional background in on- and offline

marketing and print combined with his language capabilities make him the perfect point of contact for servicing our European customer base for all their marketing needs.

CEKAL  
for measuring the  
quantity of argon and  
krypton gas in double glazing

## Benefiting from innovation Spyglass Basic and Gasglass Handheld v2 measuring instruments

### Gasglass Handheld v2:

The new battery-operated Gasglass Handheld v2 is the only device in the world that can measure argon and krypton in double-glazed windows. The new design offers freedom of movement and facilitates comprehensive monitoring of window quality.

### Spyglass Basic:

The Spyglass Basic specialist measuring instrument operates on the basis of the polarization of a laser beam by the object being measured. Spyglass Basic can be used to analyse the whole structure of a glazed unit in a single measurement operation, which can be carried out without dismantling the unit or breaking the glass.



For further information on this product, please contact Edgetech Europe GmbH.