Media Scan

Cascade Windows Inc.

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1. Door, Window, Glass Companies Sport Improvements at Glassbuild

<http://www.usgnn.com/newssportglassbuild20110912.htm>

* 1. At the GlassBuild America show, companies are offering damage free guarantees for delivery and offering new and improved U-valves
  2. This shows Cascade what their competitors are doing to improve

1. Using C3, Pella is on Track to Achieve Energy Goals

<http://www.marketwatch.com/story/using-c3-pella-is-on-track-to-achieve-energy-goals-2011-09-13>

* 1. Pella, the window company is coming close to being the best on energy conservation with their C-3 technology.
  2. This makes Cascade aware that the competition on energy conservation is still going

1. Energy Tax Credits Still Available for 2011

<http://www.wowt.com/news/headlines/Energy_Tax_Credits_Still_Available_For_2011_129789583.html>

* 1. Energy efficient windows are about to skyrocket in price so many consumers are scooping them up because they offer a great deal in saving
  2. This lets Cascade know that they should output a large quantity of energy efficient products

1. Quebec door and window maker faces cash crunch

<http://dcnonl.com/article/id46704>

* 1. GBO, Inc., another window company had to cut back a lot because their demand was down
  2. This is good news for Cascade because others could come to them, but also keeps them on their toes to understand the possibility of losing demand

1. ‘Star’ Company Goes into Liquidation

<http://www.corkman.ie/news/star-company-goes-into-liquidation-2877637.html>

* 1. Star Windows is going into liquidation to try and promote their company and have gotten a lot of business from it
  2. Cascade should use this technique or use other techniques to promote their company

1. Breakthrough materials solutions now in PH

<http://business.inquirer.net/19605/breakthrough-materials-solutions-now-in-ph>

* 1. There is an alternative substance that can be used for window and door frames and is cheaper and more effective
  2. Cascade should start using this too to save money

1. Video: Transparent photovoltaic debuts at GlassBuild America

<http://www.glassmagazine.com/news-item/commercial/video-transparent-photovoltaic-glass-debuts-glassbuild-america-118797>

* 1. GlassBuild America has new solar powered windows that act as windows and lights, while being transparent
  2. This shows Cascade that there is new technology they should always be keeping up with

1. Deceunick uses recycled PVC

<http://www.europeanplasticsnews.com/subscriber/headlines2.html?cat=1&id=1316422732>

* 1. Deceunick uses recycled PVC in their products and are acting on a go green program
  2. Cascade needs to keep in mind that recycling not only saves them money but also gives them a good reputation

1. Give your home an annual checkup to help save energy, money

<http://www.lvrj.com/sponsored/give-your-home-an-annual-checkup-to-help-save-energy-money.html?ref=053>

* 1. This story urges citizens to check their energy outputs on their windows and doors
  2. Relevant to Cascade because they can make money from people looking to buy more efficient windows

1. Windows don’t have to be a pain in your wallet

<http://www.projo.com/home/content/decor_cagnetta_0917_09-17-11_CMQB6NK_v9.6733d.html>

* 1. This article is about people using old windows and making their own windows
  2. This relates to Cascade because it budges them into the market of making windows easy and recycled to counter opinions and articles like these