

Callen CONNECTION

February 2014

“As always, I was very impressed with everyone involved. Wade is excellent at coordinating the specifics for the job, and Eric is an excellent carpenter that really knows his way around window installation. Great job by both!!”

— Terri & Joe F., Milwaukee

Infinity® Fiberglass Windows from Marvin Enhance Home’s Appearance, Comfort, and Energy Efficiency

Callen is the area’s exclusive provider of Infinity® Fiberglass Replacement Windows by Marvin. The Infinity® line of windows and patio doors offers many benefits including...

- Remarkable durability - Infinity®’s pultruded fiberglass construction is eight times stronger than vinyl and three times stronger than wood.
- Beautiful in design and style, the windows incorporate the details of traditional wood windows without the maintenance.
- Infinity®’s strength provides narrower frames for expanded views and easier operation.
- Low E 366 high-efficiency insulated glass provides increased comfort and energy savings.
- An EverWood interior woodgrain finish that stains, paints, looks, and feels like wood, yet best of all, is impervious to moisture, with no discoloration and no swelling.
- A simple no-hassle experience from initial consultation to the final coat of varnish.
- Made by Marvin, installed by Callen craftsmen the right way, windows and patio doors “Built for Life.”

Style options are many, including double hung, casement, glider, bow, bay, awning, polygon, octagon, round-tops, and picture window. Multiple color choices and hardware options, along with the Everwood interior woodgrain allow you to match both your home’s interior and exterior. Infinity® Windows from Marvin can also be custom painted.

In addition to quality installations and a Marvin Limited Lifetime Guaranty, homeowners are also protected by Callen’s Lifetime Workmanship Warranty through our Total Owner Protection (TOP) program. Contact Callen to schedule a free consultation or visit either our Brookfield or Muskego Showroom.



“Why is there moisture on my windows?”

by Mike Wood, Sales Manager

This is a common question asked by many homeowners every year in the winter when the temperature drops. More often than not, people with homes that are less than 20 years old ask the question, or people with homes that are much older with newly installed windows. While the simple answer would be to just blame the windows, it is actually much more complicated than that.

For those of you that are not meteorologists, Wikipedia defines the dew point as “the temperature below which the water vapor in a volume of humid air at a constant barometric pressure will condense into liquid water. Have you ever had an ice-cold glass of lemonade outside on a warm, humid day? Did you notice how the outside of the glass accumulated moisture? The reason that the water collected on the outside of the glass has everything to do with the dew point.

“So what does this have to do with my windows?” you might ask.

When discussing window condensation with homeowners, I always tell them that there are two parts to solving their window moisture problems. One part is my job, and one part is their job.

The first part (my job) is to make sure that the home has windows with a high quality glass package that will keep that glass temperature as high as possible. It is important to set realistic expectations at this point. When the temperature outside is 0° and the inside temperature is 70°, it is unrealistic to expect your inside glass temperature to be 70°. Typically, depending on the quality of the window, the inside glass temperature will be somewhere between 30° and 55°. Obviously, the warmer it is, the better. This is important because, if that glass drops below the dew point, you will see moisture appear on the glass.

The second part (the homeowner’s job) is to control the humidity levels in the home in order to keep the dew point as low as possible. There are many sources of humidity in the home, including humidifiers, heating systems, cooking, showers and baths, plants, pets, and even our bodies. All of these things contribute to the amount of moisture in the air inside our homes. As newer homes have been built tighter with less air leakage, and older homes are being retrofitted with tighter energy efficient products, this moisture cannot escape to the outside like it used to be able to.

So what can a homeowner do?

During the winter months, carefully monitor the humidity levels in the home. The following chart shows where your indoor humidity levels should be based on the outdoor air temperature.

Outside Temperature (°F)	Inside Relative Humidity (%)
-20	15-20%
-10	15-20%
0	20-25%
10	25-30%
20	30-35%

Another solution that has proven to be very effective is to use a heat recovery ventilator (HRV) to exchange the moist inside air with the dry outside air. These systems work by drawing the warm moist air from the house into the unit through your cold air returns, sending it to the outside of the home through a duct, and then drawing cool dry air from the outside back into the house to replace it. An HRV can be purchased from your local heating and cooling contractor, who will typically do the installation and adjustments required.

In addition to maintaining lower humidity levels, open any heavy curtains and move furniture away from windows that may block air circulation. Keep plants out of your bow and bay windows in the winter. Be sure to use an exhaust fan in any bath or shower areas to take the moisture outside of the home, because that moisture doesn’t just stay in the bathroom.

If all of this sounds like a lot of work, or if you like to have a little more humidity in the air than what is listed above, you should expect to see some moisture on your glass. If you have wood windows, you can expect this moisture to seep into the sash frames and damage the finish, rot the wood, or grow mold along the edge of the glass.

However, if you have windows that are made of fiberglass or vinyl, this moisture will typically dry up once the weather outside warms up or the humidity level in the home drops, without causing damage to the finish or function of your window.

To alleviate the issue of window condensation, consider installing Infinity® Fiberglass Replacement Windows. Contact Callen to schedule a free consultation.

Callen Receives 10 Remodeler Awards and Tom Callen Recognized with Image Award

Callen received nine awards in the Milwaukee/NARI-sponsored 2013 Wisconsin Remodeler of the Year Awards (WRA) presented January 17, 2014.

The company was recognized in the following remodeling categories:



- Residential Kitchen \$40,000 – \$80,000: Gold Award
- Residential Exterior Under \$100,000: Gold Award
- Residential Kitchen \$20,000 – \$40,000: Silver Award
- Residential Addition \$60,000 - \$100,000: Silver Award
- Residential Addition \$100,000 - \$250,000: Silver Award (two awards)
- Residential Interior \$50,000 - \$100,000: Silver Award
- Residential Interior Over \$100,000: Silver Award
- Residential Bath \$30,000 - \$60,000: Bronze Award

Company owner Tom Callen was also presented with the Milwaukee/NARI Image Award that recognizes an association member that has contributed to the enhancement of the home improvement and remodeling industry's image. Tom was honored for being an association member for more than 25 years, serving on the Board of Directors, on the Finance Committee, and on the Milwaukee/NARI Foundation Board. He was also recognized for being committed to promoting the industry through his support of Milwaukee/NARI events, as well as encouraging his employees to pursue NARI certifications.

In addition, in conjunction with the WRA program, Callen was announced as the recipient of the "Reader's Choice" Award presented by *M Magazine*, as its submission in the Residential Interior Over \$100,000 category was selected by *M Magazine* readers as the favorite remodeling project of the seven submissions in that category.

Employee Spotlight



Robert Pavlick is a Lead Window Installer for Callen Construction. In this role, his main responsibility is removing existing windows and upgrading them with full-frame windows, but he also has experience with patio doors and bay windows.

Robert has been with Callen for eight years and has been working in the industry for 17 years.

"I enjoy the satisfaction of working on a project from the beginning and seeing it through to completion. Meeting homeowners and traveling to different places each day is another great part of my job. Everyday is different."

Robert has received industry training in best practices and installation techniques. He is AAMA certified for window installation and is a Certified Lead Carpenter.

In his spare time, Robert enjoys participating in league bowling, fishing, and hunting. A couple of years ago he discovered a new pastime, when he learned how to brew his own beer.

Because his father served in the navy, Robert moved around a lot growing up. He spent his early years in San Diego, but has lived in various states including New Jersey, New York, and Florida. For the past 13 years, he has lived in Wisconsin.

Robert currently resides in West Allis with his wife and four-year-old daughter.



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E-mail Updates Available



Callen continues to offer updates via e-mail to customers. If you'd like to receive these periodic updates on events, new products, and home improvement tips, please visit the callcallen.com homepage to sign up. Also, visit Callen on Facebook, Pinterest, Houzz, and follow Callen on Twitter!

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Thank you to all customers who have done business with Callen over the past 27 years!

Make a Referral to Callen and Collect Rewards!

Would you like a little extra spending money? At Callen, we're making it really easy for you to earn cash. Here's how it works:

- For every referral you provide that meets with a Callen representative for a home improvement or remodeling project, you will receive a \$50.00 Visa debit gift card.
- When the referral results in a purchase, you will receive an additional \$100.00 Visa debit gift card.
- As an added "thank you," you will be entered into a quarterly, national prize drawing with a chance to win prizes, including an iPad.

Visit www.referralrewardsprogram.com/callen for complete program details or contact Christi Pryor at 414-529-5509 or christi.pryor@CallCallen.com.



Out and About You'll find Callen at the following area events. Stop by to see us to talk about how we can assist you.

52nd Annual Milwaukee/NARI Home Improvement Show:
Thursday, February 13 – Sunday, February 16,
Wisconsin Exposition Center at State Fair Park

Racine Home Expo:
Saturday, March 1 – Sunday, March 2, Festival Hall

90th Annual Realtors Home & Garden Show:
Friday, March 21 – Sunday, March 30,
Wisconsin Exposition Center at State Fair Park

Metropolitan Builders Association Home Tour:
Saturday, April 12 – Sunday, April 13, New Berlin

Milwaukee/NARI Tour of Remodeled Homes:
Saturday, May 17 – Sunday, May 18
location TBD