

Callen CONNECTION

April 2014

"I was most satisfied with the actual window installation crew. They were very professional and they really seemed to know what they were doing."

— Brenda & Al H.
Menomonee Falls

Are Your Windows Eye Catching?

If you want your windows to make your home eye catching, then you may be in the market for custom window replacement.

When choosing a replacement window, you'll look for windows that are aesthetically appealing inside and outside, provide light and view, and let in fresh air when desired but be airtight when needed.

Infinity® Fiberglass Replacement Windows from Marvin are Callen's premier replacement windows, because Infinity from Marvin windows are eye catching, easy to operate, durable, and besides, you'll save money on your energy bills. Callen was chosen by Marvin to be the exclusive retailer for Infinity windows in the metro Milwaukee area because of its long and successful history, shared company values, and a commitment to quality customer service, products, and installation.

Let's talk about design first. Infinity windows are custom, made exclusively for your home's "point of view." Whether you want to replace a standard double-hung, or try something different, window configuration options are many, including awning, casement, bow, bay, polygon, octagon, and picture window. If you are tired of your double hungs, you might consider a bay. A large picture window can be replaced with a bow. A popular choice we are seeing are gliders – windows that slide from side to side – as a replacement for casements. Besides windows, Infinity from Marvin also offers sliding patio doors in a French or Contemporary style in three different sizes.

Color is another element you want to consider to complement your home's exterior. With Infinity, you can choose from multiple color choices. Interior color options include white and sierra, but what appeals to many discerning homeowners is the EverWood finish, a stainable product which can be custom stained, just like wood, to match your interior existing molding. EverWood provides the rich appearance of wood; does not absorb moisture and will not decay for years of lasting beauty. Six colors are available on the exterior.

When you invest in replacement windows, you want those windows to last. We recommend fiberglass because it is the most durable and energy efficient of all the window materials available. You won't have the concern of rot, mildew, or mold that plague wood windows. The superior strength of Infinity Fiberglass Replacement Windows from Marvin also allows for a narrower window frame and more glass area than vinyl replacement windows, providing more daylight and better views.



The key to window replacement is the expertise of the installers. We have six InstallationMasters™ certified installers on staff, 25% of all InstallationMasters™ certified installers in the state of Wisconsin. At Callen, we measure the windows twice; once when the product specialist measures for the selling costs, and a second time by the project manager who measures for a precise fit. All window installers are Callen employees, working exclusively with windows.

Callen is a factory-trained Marvin retailer and registers your purchase with Marvin for a Limited Lifetime Warranty, meaning your Infinity window will be free from manufacturer defects for as long as you own your home. Also, Callen's lifetime Total Owner Protection (TOP) program means that if your product fails to perform due to improper installation, Callen will fix the problem for free.

Let us show you how your home can be eye-catching and more energy efficient! Give us a call at 414-529-5509 or visit our Muskego or Brookfield showrooms.

A Clear View with Marvin Fiberglass Replacement Windows

Mike and Joan, owners of this beautiful contemporary home, had a large order to fill with 55 windows that needed replacing. Their view of a nature conservancy was being clouded by condensation and their window frames were deteriorating from wind, snow, rain, and ice.

Working with Callen's exterior products specialist Christopher Wittmann, CR, the homeowners decided on Infinity® from Marvin Fiberglass Replacement Windows.

"Christopher provided excellent service and we enjoyed working with him," said Mike. "He was able to show us all the options. We really liked the look of Infinity."

The Infinity windows were an upgrade from the first group of windows the couple had chosen from a different manufacturer.

"What I didn't like was that they were inserts and the viewing area on each pane got two inches smaller. With our Infinity fiberglass windows, that wasn't a problem," Mike said.

They also liked the EverWood® finish and Callen's oak framing. EverWood looks, feels, paints and stains like wood. "Our other windows had a vinyl wood trim.

From a distance, it looks OK, but when you get close, it looks artificial," he said. "The EverWood doesn't."

Because of the vast number of windows the homeowners have to replace, they are doing the work in stages, using Callen as their window replacement specialist. "We have been happy with the service and follow-through from Callen."



Keep Current with the Callen Blog

Each week, a Callen associate posts a blog on an area of Callen's specialization in the home improvement and remodeling industry.

We encourage you to visit CallCallen.com and click on the Blog icon on the home page to not only see the newest blog, but review past blogs, as the content is divided by product category for ease in finding the topic you want to review.

Employee Spotlight



Christopher Wittmann, CR, has been with Callen since 2008, specializing in exterior products and design – roofing, siding, windows, doors, decks, porches, and Home Energy Performance. As Senior Sales Representative, he is involved with internal business processes, including training new associates to be successful, serving as a professional resource for radio remodeling shows, and conducting homeowner seminars.

Christopher truly enjoys working with his clients and is dedicated to providing them the best remodeling process. “I can wake up every morning and know that my clients are in great hands with Callen project managers, installers, and carpenters,” he said. “The fact

that Callen has such great product offerings and with the genuine interest in helping that homeowner, I know that the next phone call I get is either from a previous client who has another project for us, or a new client that they referred to us.”

In addition to his day-to-day responsibilities, Christopher is currently writing a book as a vehicle to help homeowners by educating them about the numerous home improvement products and solutions, what’s involved in the remodeling process, and the recommended methods of installation.

His achievements include winning numerous Wisconsin Remodeler of the Year Awards from the Milwaukee/NARI Home Improvement Council for his exterior remodeling projects. He also is a National Association of the Remodeling Industry (NARI) Certified Remodeler (CR). To achieve CR status, Christopher underwent training in business methods and practices, ethical conduct, building codes and construction law, planning, and building site layout and all trade skills required in remodeling.

Additional certifications Christopher has achieved include GAF-Elk Roofing Master Elite Training and Certification, Marvin Windows and Doors Certification and Training, and the Vinyl Siding Institute Training and Certification. He also studied business management at MATC.

A native of Milwaukee, Christopher, his wife, Wendy, and son, Benjamin, reside in New Berlin. When he’s not assisting clients, Christopher enjoys doing his own remodeling projects. “This year we’re doing some landscaping around our property,” he said. “I also enjoy bicycle riding and running, watching movies with my family, and taking our English Pointer dog, Gilbert, on outings to the dog park.”



Easter Bunny Will Be Hopping In To Callen’s Muskego Showroom

Callen will host the Easter Bunny at its Muskego Showroom, S63 W13131 Janesville Rd., between 11:00 a.m. - 1:00 p.m. on Sat., April 12.

The event will feature plenty of photo opportunities and fun family events, including meeting the Easter Bunny, an Easter coloring contest for a Toys R’ Us gift card, an Easter egg hunt for children 10 and under at noon, and complimentary refreshments.

“Our annual Easter family event provides the time-honored activities that children and adults of all ages treasure,” said Tom Callen, owner of Callen Construction. “This is another way for Callen to give back to the communities we serve and who have given so much to us. We look forward to celebrating with many of our families and past clients, as well as new friends.”

For more event information, call Callen at 414-529-5509 or visit www.CallCallen.com.



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We Put the "Wow" in Home Remodeling

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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, on Pinterest, and on Houzz, plus follow Callen on Twitter!

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Thank you to all customers who have done business with Callen over the past 28 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 semi-annual prize drawing for a chance to win an iPad.

For complete program details, 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.

Metropolitan Builders Association Home Tour
– Saturday, April 12 – Sunday, April 13 – 2360
S. Krahn Road, New Berlin; Kitchen and Interior
Living Space

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

Wisconsin State Fair – Thursday, July 31 –
Sunday, August 10 – Wisconsin State Fair Park

**Refashion for Life Charity Event benefitting
Elena's House –** Wednesday, August 20 – Callen
Muskego Showroom