

“Super job! Always on time and cleaned up every day. Communicated all the time regarding what they were doing each day.”

- Gail S., Racine

Callen Offers Winter Installation Sale

We are excited to offer our customers an opportunity to enjoy the comfort of Infinity fiberglass replacement windows from Marvin, which are beautiful in design and style, durable, stainable, while saving on installation.

As a factory-trained Marvin dealer, with all Infinity fiberglass replacement windows installed by experienced professionals, Callen is pleased to offer the following to those that are currently in the market for replacement windows:

- **Half off the installation charge**
- **A free Low-E glass upgrade**
- **A certificate for a free furnace tune up by Tri-Town Heating and Air Conditioning**
- **18-month no-interest financing**

In addition to these great incentives, Callen staff will guide you through the window replacement process and provide you with a worry-free, professional experience and a lifetime workmanship guarantee.

For more information on the Callen Winter Installation Sale, go to CallCallen.com, visit Callen's Muskego or Brookfield showrooms, or Call Callen at 414-529-5509.



Nothing to Fear About Cold Weather Window Replacement

Many homeowners have the misconception that installing windows and doors in the winter is a bad thing, holding off because they are afraid too much cold air will get in the house or they will get a poor installation.

That's not true. It doesn't really matter when the window or door is installed.

In winter, the installation will take a little bit longer but that is because our installers are taking the time to put a plastic tent around the opening to seal out the cold air. In fact, the opening will only be exposed to the weather from 20 minutes to an hour. The same is true with doors.

The process goes fairly quickly because new products are all prepped for the installation. The old window is taken out, the opening cleaned and any alterations are made, such as replacing rotted wood or putting in a sill pan. Then the window is placed into the opening, leveled and secured.

If there are multiple windows involved, winter installation is done one at a time to reduce heat leakage. In the summer, of course, multiple windows can be taken down at once.

Sometimes painting is involved, such as cedar trim. Obviously, exterior paint can't be applied in cold weather, but the cedar will stay intact through the winter. One option is a pre-primed cedar, but even natural raw cedar will be fine through a few winter months.

Indications of Window Replacement

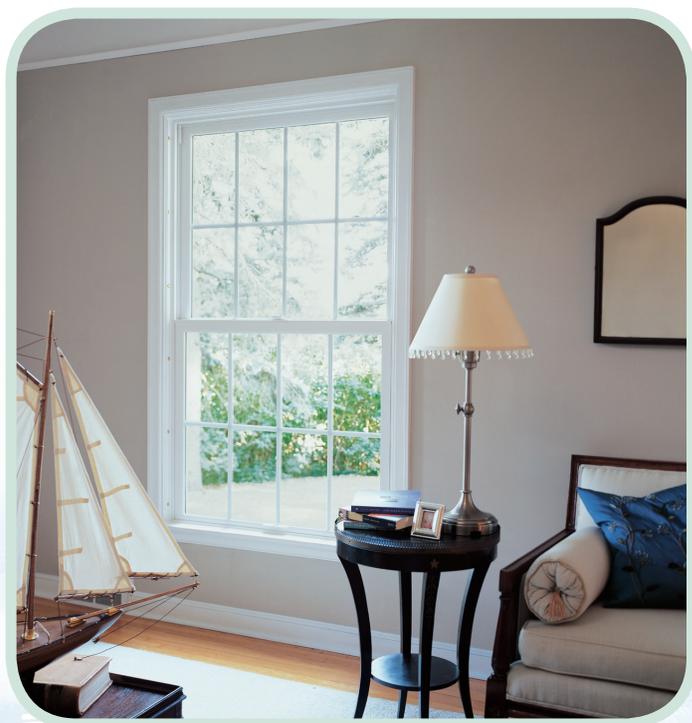
When you can feel air flow coming in, it's definitely time to replace the window. If you have a double pane and in the morning there is condensation between two panes of glass, you have a seal failure, which means that windows are not working as efficiently as they should.

If there is condensation on the interior that is more of a moisture issue that needs to be addressed. The moisture level of the house itself should be between 30 and 32 percent humidity. Otherwise you are risking the dew point hitting, resulting in condensation.

Tip: If you have blinds, don't close them all the way. Leave them open about two inches from the bottom to allow warm air to wash over the glass, which will help condensation from occurring.

Choosing Windows

Usually when people want a window installation, they call us to set up a home visit to discuss options. But if someone prefers to shop the showroom first, one of the Callen associates can explain about the window options and installation process. A follow-up visit to the home is always required because we need to measure and to assess whether wood needs to be replaced or any other potential issues. After that is determined, then we can price the job.



At Callen, there is no pressure on the homeowner. We present the facts and figures and let the homeowner decide whether they want to proceed. I have heard stories of high-pressure sales tactics where the homeowner can barely get the sales person out of the house. We're not about that. We're there to help homeowners with the different options available to make an informed decision. After the visit, if the homeowner is comfortable, we can set up an installation schedule. If not then they can take a few days to think about it. We can always come back and do paperwork another time.

When a customer goes on the schedule, we have one of our production managers go out to re-measure the windows so we are an exact fit. The product is ordered and when we know it is going to hit our doorstep, we'll call the homeowner for an installation date.

When choosing doors, it does take a considerable amount of time because there are so many choices with style, material, glass, hardware, paint or wood grain, interior moldings ... but as with window installations, we can explain the options and what will work or not work.

At Callen, all the exterior specialists are ready to help you with what fits best with your home and your budget. So don't be afraid of the cold weather. Callen can help you now.

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.



Callen Receives 2015 Pulse of the City Star Award

Callen announced that it recently received a 2015 Star Award from Pulse of the City News Awards. The Pulse of the City News' rating system recognizes companies that combine superior construction products and excellent customer focus. The review takes into account information from a multitude of online and other sources and follows a proprietary protocol for analysis.

"The entire Callen team is very excited to have Pulse of the City News honor our company for the second consecutive year," said Phil Callen. "From our designers to project managers, the installers to office staff, all Callen team members are steadfast in our commitment to surpass customer's expectations on each project we complete. Our daily objective is to bring the Callen Promise to life – We genuinely care for people, our customers, and their homes. We believe in the philosophy 'Quality Craftsmanship Works.'"

"The crew of two came in on time with a call beforehand informing they were on the way and would arrive shortly. They introduced themselves, started work immediately, and cleaned up before leaving for the day."

- Christine H., Wauwatosa

"It was an excellent experience. They were on time, professional, hard workers who installed all new Marvin Infinity windows."

- Mike C., New Berlin



**A NEWSLETTER FOR CALLEN CUSTOMERS.
YOUR BUSINESS IS GREATLY APPRECIATED!**

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Entry & Patio Doors
Roofing
Attic Insulation
Siding
Overhang & Trim
Storm Windows & Doors
Gutters, Downspouts & Gutter Topper®

EMAIL 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 SINCE 1986!**

Winter Window Installation Sale!



Professionally Installed By

Callen

We Put the "Wow" in Home Remodeling

- Half-off installation
- Free Low E glass upgrade
- Free furnace tune up
- 18-month no interest financing

See Inside for Details!



- CALLCALLEN.COM -