



## THE MARKET

A century after it began, Loewen occupies a distinctive niche atop the wood window and door industry in a market that has greatly evolved. Although the worldwide market for luxury wood windows and doors has seen major growth in the past decade, Loewen has primarily set its sights on affluent homeowners in North America.

By specifically targeting architects, builders and designers who are building for the luxury market, Loewen has positioned itself as a leader known for excellent quality and precision craftsmanship.

In 2001, following a decade of remarkable success in product development and expanded marketing reach, the Loewen management team crystallized Loewen's corporate vision to be the world's leading supplier of luxury windows and doors. Significant and highly strategic investments in management, distribution, advertising and product development followed and helped to reinforce the company's position as a leading North American premium brand.



Instead, the printed materials seek to fire the imagination with breathtaking architectural photography featuring the Loewen line.

## ACHIEVEMENTS

In 2006, Loewen was the recipient of the Best in Class Award recognizing it as the Best North American window manufacturer in the Luxury Brand category in a survey among industry professionals. Cited for its exceptional product quality and brand service the award confirms Loewen as the industry leader for high quality and service performance for its customers.

Loewen received further confirmation of the brand's power with *Window & Door's* 2007 Crystal



Award granted by the Canadian Window and Door Manufacturing Association in 2007. And, in 2006, Mr. Loewen was inducted into Manitoba Manufacturers' Hall of Fame while Loewen was honoured with the Manitoba Export Award.

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## HISTORY

At the end of the 19th century, as adventurous pioneers from around the world were rapidly populating the West in both Canada and the United States, the Loewen family emigrated from Russia and settled in the small village of Steinbach, Manitoba, on the edge of the Canadian prairies.

In 1905, Cornelius Toews (C.T.) Loewen took his father's sawmill into the woods of southeast Manitoba, formally launching the thriving business that exists today. Among the first things made by the Loewen millwork for the fast-growing community were humble items like church pews and beekeeping equipment. But soon, windows and doors became the specialty.

In 1959, Loewen Millwork broke ground on a property on the edge of Steinbach for what would be the province's largest window manufacturing facility. At the time, the 57,000-square-foot facility represented the largest single investment in the company's history.

Many more successes and expansions followed, due in no small part to a passion for quality and a vision of meeting the needs of inspired homebuilders. In the late 1980s, with many window manufacturers leaving wood and moving to alternative composites, Loewen remained true. The company's commitment to sustainability and premium products translated into a decision to manufacture Loewen windows and doors exclusively with a beautiful, durable wood species: Douglas Fir.

Loewen has long been — and will continue to be — a home for progressive leaders and skilled artisans who apply their talents to crafting fine wood into quality products that are valued worldwide.



## THE PRODUCT

Seeming opposites exist in harmony at Loewen. The company offers the seamless integration of traditional and contemporary styles, innovative technology and old-world design, and large-

scale production and hand-crafted product. While the company is a modern innovator and seeks to produce the most inventive solutions with the most highly progressive technology available, there is room for the time-tested techniques of wood-working as well. Something as simple as the old world design of mortise and tenon is a clear indicator of joinery skill matched with technology and fine materials that make for a perfect product with optimal results and performance.

Loewen's portfolio consists of ten standard product lines from a traditional Terrace door to the innovative Access window. The configurations of



Achievement Award for Best Product Literature for a Large Manufacturer. To reflect the Loewen brand, the collection of product literature seeks to go well beyond providing technical specifications.



these products are nearly limitless and can be customized to complement any architectural style and décor. Recent additions to Loewen are two collections that represent unique extensions of the Loewen brand.

The Loewen Cyprum Collection features copper and bronze clad windows and doors that are unique in design and construction. These hand-wrought living surfaces develop distinct patinas

manufacturer to receive FSC (Forest Stewardship Council) chain of custody certification for an entire line of Douglas Fir products.

Loewen is committed to reducing the impact it makes on the environment while providing peace of mind for environmentally conscious customers. As public policy and personal values follow the green movement, Loewen strives to be not only an environmental steward but also a socially

consistency while providing flexibility for dealer partners to be individual business entities.

Loewen is fiercely dedicated to the pursuit of reaching the architectural community. This focused approach extends beyond sensory appeal through the use of imagery in advertisements and online environments. Loewen marketing materials provide architects with a clear statement of the brand that builds partnerships, recognition and awareness of



that adopt and define the individual aesthetic character of the homes to which they belong.

The Loewen Bella Vista Collection features custom-designed, hand-finished wood windows and doors for luxury residential and light commercial markets. The Collection includes a variety of wood species including Incense Cedar, Alder, Fir, Mahogany and other available hardwoods. A complete portfolio of interior and exterior door styles are available, and custom window styles include Inswing, Sliding and Bifold windows.

#### RECENT DEVELOPMENTS

As the Loewen brand identity exhibits increased awareness, Loewen strives to maintain consistency in all the environments in which a customer experiences Loewen — including the showrooms that allow customers to view the exceptional products in person. The organization developed the Showroom Aesthetic Program to address the consistency of their showrooms by implementing a standard aesthetic which ensures brand consistency.

Environmental stewardship is closely aligned with many of the core values at Loewen. In 2006, Loewen became the first major window and door

responsible corporation. Through responsible design and manufacturing processes that eliminate waste, Loewen demonstrates leadership in energy conservation and environmental protection.

In 2007, Loewen announced the addition of the Loewen LiftSlide into its standard product line and introduced the Loewen Bella Vista Collection. These investments also mark a significant point in the company's history as they are two of the largest acquisitions that Loewen has made. These additions greatly enhance the already strong product portfolio and open the door to more possibilities in the future.

#### PROMOTION

Loewen's comprehensive marketing campaign includes advertising (both print and online), public relations, tradeshow presence and promotional tools which contribute to the success of the Loewen brand and increase its reach and awareness.

The key message that appears on all Loewen advertisements and promotional materials allows the company to build brand awareness. It carries the Loewen message of luxury positioning and emphasizes a clear understanding of who the target segments are. The tagline, "Design. Create. Inspire." is the definitive description of Loewen and the fundamental display of the brand's character.

While national advertising conveys the well-defined brand and message of Loewen, the dealer network is a strong contributor to reaching the desired target audiences. Through the expansion of the current distribution system, Loewen is able to provide exceptional customer service and still retain control over the brand aesthetic and brand

the Loewen brand. To facilitate this essential connection with the architectural community, Loewen introduced Loewen Architectural Services, which offers a comprehensive suite of solutions to make architectural relationships efficient and effective.

#### BRAND VALUES

Loewen brand values are the culmination of everything that relates to the brand — from the product that Loewen produces to the messages relayed through advertising to the guiding principles that lead the organization. Loewen brand values are Design, Precision Craftsmanship and Partnership. The Loewen brand is a blend of the company's values, products, history, image and visions. The brand communicates an arrival to luxury.

For luxury homeowners — and the architects, designers and custom builders who create their dreams — Loewen is the brand that delivers an unrivaled combination of artisanship, experience and environmental sensibility in an extensive line of Douglas Fir, FSC Douglas Fir and Mahogany windows and doors.

#### THINGS YOU DIDN'T KNOW ABOUT LOEWEN

- The first national marketing campaign was the publication of a beekeeping equipment catalogue.
- Some of Loewen's first employees earned between 12 and 20 cents per hour.
- The Loewen manufacturing facility is the equivalent size of seven Canadian football fields or ten American football fields.
- Loewen provides scholarships and bursaries to support employees and children of employees.
- Loewen was the Recipient of the Eterne Award from the Tree Canada Foundation in 2001.

