

A Strong ADFORS Brand

In 2010, Saint-Gobain ADFORS acquired the New York Wire Insect Screen company. Since then, we have worked diligently to improve our manufacturing process, product quality, supply and customer service. These improvements have also given us time and resources to focus on innovation.

To capitalize on all of the improvements we have made, the brand name of our insect screen line will be changed to ADFORS.

ADFORS Brand Promises

- To be the reference for **Quality** and **Service reliability**,
- To be the **preferred business partner**, and
- To be an **innovative company**

Moving forward, you will begin to see the new ADFORS brand on everything from packaging and literature to advertising and promotions. We're excited to begin a new chapter with ADFORS!



What Makes ADFORS Different?

Being a global leader for 350 years means that Saint-Gobain has built a reputation that equates to reliability, superior performance, and constant innovation.

ADFORS Customer Advantages:

- Certification and loyalty rebate program \$\$\$\$
- Ortho-phthalate free product line
- In-house marketing support:
 - Images and content for website and literature
 - Website creation assistance
 - Advertising tools
- Sales tools such as our Enclosure Enhancer App
- New product introductions in 2015
- Vertically integrated with yarn manufacturing, making our products the only ones 100% made in North America

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ADFORS Pool & Patio Market



SEE INSIDE FOR
\$\$\$ REWARDS PROGRAM \$\$\$



ADFORS Screen Products

Enjoy the outdoors with our premium pool and patio screen or customize your enclosure with a combination of specialty screen to achieve the ideal solution for your pool or patio.



Pool & Patio

Heavier fiberglass screen fabric designed for use in large areas such as pool enclosures, screened-in patios and porches. Pool & patio screen has a protective UV stable coating to ensure long lasting color and flexibility. The screen will not stretch or shrink and will maintain its physical properties even under extreme temperatures.



Glass Screen

Glass screen is a fiberglass screen that is laminated for use on the bottom part of an enclosure to keep grass and debris out



Pet Resistant

Designed to resist damage from animal claws, Pet resistant screen is much heavier than traditional screening.



Sun Guard

Helps to filter light and heat from the exterior to control the damaging effects of the sun



Small Insect

Ideal for protection against no-see-ums, gnats, sandflies and other tiny irritating insects

As a premium screen product, ADFORS screens are tested using ASTM 3656 standards. ADFORS is also leading the industry by making our full line of fiberglass screen ortho-phthalate free, ahead of industry standards.

Ortho-Phthalate free 

Introducing the ADFORS Certified Contractor Program



How Do You Become Certified?

Register to take our ADFORS Certified course either online or in person, attend the course and learn about ADFORS, pass a final exam and you're done! Sign up at www.adfors.com/certified or contact Regina Stenberg at Regina.Stenberg@saint-gobain.com or 561-374-1787.

What Does This Mean to You?

Once you become certified, you will receive: a \$50 coupon towards your next purchase, ADFORS goodies, and a Certified Contractor listing on the ADFORS website and app. **In addition, you will also get to enjoy our loyalty program that will be available only for certified contractors!**

What Will This Mean to Your Customer?

Your customers will feel comfortable knowing that they are getting a certified industry expert. ADFORS Certified indicates to a customer that they have made the best choice in product and professional installation for their enclosure.

Sales Tools & Marketing Support



1 Enclosure Enhancer App

The ADFORS Enclosure Enhancer app has two unique features: a **Customize your Enclosure** tool to select different types of screen for each section of an enclosure and a **Screen Visualizer** showing what each type of screen will look like when installed. Visit the App store or Google Play to download the app today!

2 Custom Website Templates

ADFORS offers website templates that will help you service your own customers more effectively. The templates are simple and easy to navigate and will give you plenty of flexibility to customize to meet your needs.

3 Customizable Postcards

ADFORS offers customizable jumbo size postcards. Choose your favorite design, customize the text (or leave as-is) and print the cards and mail them yourself or upload a mailing list and we'll address and mail them for you.

Visit www.adforsscreening.com for more information on the tools and support that are available.