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**For Immediate Release**

## **Sierra Pacific Windows Sparks Design Inspiration**

### ***Signature design elements add value, differentiation and ‘wow’ factor.***

Red Bluff, CA (February 19, 2019) –Trends come and go. Fads fade fast. So, [Sierra Pacific Windows](#) is helping builders add value to their projects with innovative, new design options -- that are current, but will stand the test of time.

Sierra Pacific Windows Sales & Marketing Vice President Dominic Truniger said, “Builders are always looking to differentiate by capturing that allusive ‘wow factor.’ Sierra Pacific has a number of signature design elements that will do just that. Whether they’re exterior textured finishes, urban casements and awnings, specialty doors, or expansive walls of glass, we are big proponents of design inspiration to enhance the value of projects and a builder’s reputation.”

Sierra Pacific Windows created “Design Inspired” – a compendium of new products and inspired design ideas for builders – that was unveiled at the 2019 [International Builders’ Show](#).

Highlights include:

**Exterior Textured Finishes.** Sierra Pacific has the most extensive catalog of exterior clad finishes, and is one of the only window manufacturers to offer textured finishes. Currently, the hottest trending textured finish is **Peppered Steel**, which achieves a deeper rich black note with a velvety grit. This modern industrial finish gives both residential and commercial buildings the high-end look of steel that blends nicely with nearly any architectural style. Other finishes, such as Cajun Spice and Pesto, also offer eye-catching design touches. Sierra Pacific offers more standard exterior finishes than any other manufacturer in the industry -- with 70 powder coat and 5 anodized finishes. “Using nature as our guide, we’re constantly searching for new, different, and beautiful choices to inspire design ideas,” Truniger said.

- **Contemporary Urban Casement and Awning Windows.** Sierra Pacific’s Urban Casement and Awning windows are setting a new standard in contemporary design and modern industrial aesthetics with one of the narrowest sightlines in the industry and beautiful, new contemporary hardware. A trending contemporary design concept is painting the interior black and combining it with a Peppered Steel exterior—for a dramatic effect.

- **Ultra Coat Black.** Continuing on the topic of creating design impact with the color black, there's high demand for Sierra Pacific's Ultra Coat Black, a striking interior finish-for most wood products. "Black is one of the hottest design trends to emerge in recent years, and it just keeps growing," said Truniger.
- **Signature Entrance with Pivot Doors.** Sierra Pacific's new Pivot Doors provide a bold and modern design aesthetic that sets them apart from any other entrance door. Strategically engineered to float inside their frame (on pins mounted at the top and bottom), these doors offer clean lines and a simplicity of form and function.
- **New Pocketing Lift & Slide Doors.** Sierra Pacific's Lift & Slide doors are now available in a popular pocketing configuration. The advanced mechanics seem to defy gravity as expanses of glass up to 45' wide by 10' high can be stowed out of sight.
- **New Double Hung Windows.** The new Westchester Double Hung window is a game changer, as it takes the nostalgic beauty of a century-old classic and gives it a complete upgrade. Design and engineering features include narrow check rail sightlines, historically accurate sash proportions, unprecedented structural and thermal performance, and a patent-pending traditionally styled combination sash lock.
- **Walls of Glass.** There's not a bigger wow factor than the innovative wall designs inspired by Sierra Pacific's **Architectural Wall Systems**. Whether it's for large daylight openings for contemporary residential designs or for commercial curtain wall applications, this timber curtain wall meets or exceeds today's high energy standards. Designers are being inspired to incorporate doors, operable windows, use them as structural corner units, or in wall creations over 14' high.

There are a lot more design inspirations where these came from, Truniger said. In this highly competitive industry, differentiation is key. Sierra Pacific Windows, which offers uncompromising craftsmanship, attention to detail, and a vast array of options, is an inspired choice.

To get a copy of the **Design Inspired brochure**, visit Booth N1426 at the International Builders' Show, or go to [sierrapacificwindows.com](http://sierrapacificwindows.com) or call 800-824-7744.

## **ABOUT SIERRA PACIFIC WINDOWS**

Sierra Pacific Windows is a division of Sierra Pacific Industries, a family-owned forest products company. Based in Red Bluff, California, Sierra Pacific Windows is one of the largest manufacturers of superior quality, custom wood and vinyl windows and doors in the world. It is the only fully vertically-integrated window and door company, in which the company owns the forestland and manages the entire manufacturing and distribution process. Sierra Pacific Windows has a combined manufacturing production space of over 1.1 million square feet in California and Wisconsin. Its windows and doors are distributed via more than 600 dealers, distributors and company-owned locations.



## ABOUT SIERRA PACIFIC INDUSTRIES

Sierra Pacific Industries is a third-generation, family-owned forest products company based in Anderson, California. The company owns and manages 2 million acres of timberland in California and Washington, and is one of the largest lumber companies and largest manufacturer of millwork in the United States. Sierra Pacific Industries is committed to managing its lands in a responsible and sustainable manner to protect the environment while providing quality wood products and renewable power for consumers. The company's forests are certified under the Sustainable Forestry Initiative®. Sierra Pacific Windows utilizes nearly 100 percent of every piece of wood brought to its 18 mills and seven biomass-fueled cogeneration power plants.

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Urban Casements with Painted Black Interiors

**Note:** High resolution photos are available upon request.