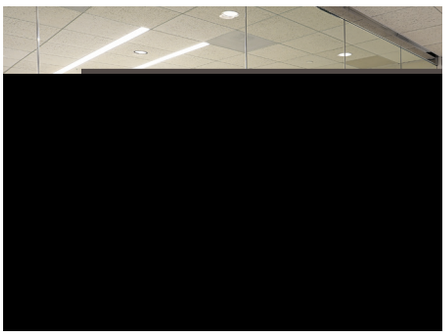
TIPS FOR SUCCESS
FOR INTERIOR DEMOUNTABLE GLASS WALL SYSTEMS

Demountable glass wall systems are highly popular and profitable. In fact, it's an over $1 billion a year market. Adding to their demand, systems within Division 10 qualify for accelerated 7-year tax depreciation.

With today's trends toward more glass, minimal framing and greater versatility, your expertise as a specialist in both Division 8 and 10 interior glass is more important than ever. This tip sheet will help you get started in this growing field.



Two Opportunities

- **Install only** – providing the labor to install an existing system (this will appeal to furniture dealers and manufacturers)
- **Glazing industry supported systems** – developing custom demountable glass wall systems (this will appeal to architecture and interior design firms and general contractors)

Entering or Expanding this $1 Billion a Year Market

- **Form a partnership** with architecture and interior design firms and general contractors, as well as furniture manufacturers, by reaching out to everyone you have a relationship with – and those you don't – to have them request working with a professional glazing contractor. The more contacts you make, the better your chances are for positive responses.
- **Educate and spread the word:** Use these customizable marketing toolkits to let furniture dealers and manufacturers, architecture and interior design firms and general contractors know why they should use glazing contractors.

  For install-only, use these toolkit materials to reach out to furniture dealers and manufacturers:

  - A customizable email template to send out.
  - A customizable marketing brochure you can, if you want, customize, then distribute it by email or in person.

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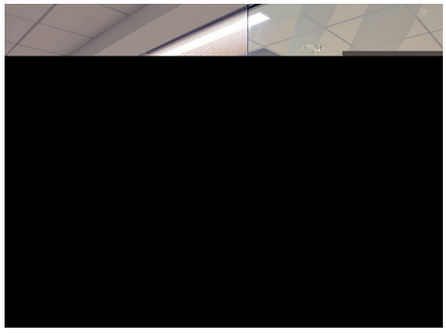
For glazing industry supported systems, use these toolkit materials to reach out to architecture and interior design firms and general contractors:

- A customizable email template to send out.
- A customizable marketing brochure to download and, if you want, customize, then distribute it by email or in person.

- **Identify existing opportunities early:** Review current jobs being quoted and review Division 10 scopes for opportunities. The earlier you reach out, the better.

- **Nurture potential partnerships**
  - Encourage architecture and design firms and general contractors to call you when they have design questions.
  - If you offer custom systems, let them know this.
  - Explain to dealers and manufacturers that you can install their systems right the first time, on time and within budget, and can adapt them to precisely fit any space.
  - Distribute the toolkit materials in “Educate and spread the word.”

- **For glazing industry supported systems:** Get the best pricing by getting quotes from multiple suppliers or form partnerships with a small number of suppliers willing to guarantee best pricing. Remember, a competitive advantage is no *middleman*.

Remember, with today’s design trends toward more glass, minimal framing and more versatility, your expertise is more important than ever. And while gaining a foothold in interior glass wall systems may take some time and effort, the profits will be more than worth it.