



**GLAZING
CONTRACTORS
& THE INTERIOR
DEMOUNTABLE GLASS
WALL SYSTEMS MARKET**



YOUR ROLE IN THE OVER \$1 BILLION A YEAR DEMOUNTABLE GLASS WALL SYSTEMS MARKET

While glazing contractors are ideal for interior demountable glass wall systems, they are mostly managed and installed by those who aren't glass experts as part of a package by furniture dealers. The problem is, they do it wrong so often, 27% of glazing contractors surveyed have been called in to redo their inferior installations. And non-experts can't help develop a custom glass wall system.

This brochure was created to help you enter this market by explaining the demountable glass wall market and your opportunities.

Evolution of demountable glass wall systems

It all started with demountable low cubicles, which were provided by office furniture dealers and manufacturers. As they became taller, glass windows were added. Eventually, they evolved into demountable glass wall systems that had bulky frames, with furniture dealers and manufacturers continuing to control much of the market including installation. Today, as office interiors become more architecturally-oriented, design communities want demountable glass wall systems with more glass and versatility – making this the perfect time for glazing contractors to enter this market.

Classification & tax advantage

Since demountable glass wall systems started with, and largely remain as, systems supplied by furniture dealers and manufacturers, they are usually classified as Division 10 (interior specialties). This has a special benefit – it allows them to qualify for the same 7-year tax acceleration that furniture receives. Many people mistakenly believe these systems must be purchased from furniture dealers or manufacturers to qualify for this accelerated depreciation. But systems supplied and/or installed by glazing contractors also qualify.



TWO OPPORTUNITIES

YOU CAN OFFER ONE OF THESE, OR BOTH.
EITHER WAY, IT'S WORK YOU CAN DO
YEAR-ROUND.

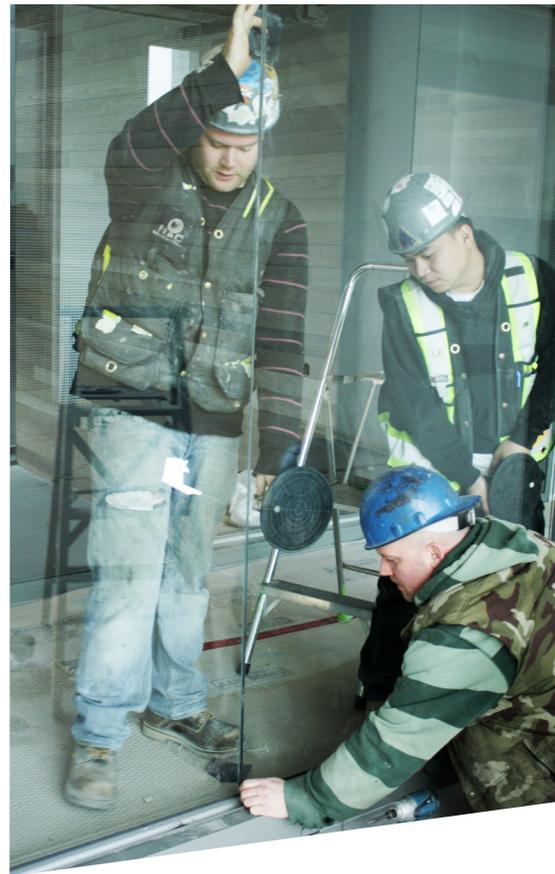
1

INSTALL ONLY

You work with a furniture dealer or manufacturer who provides an existing system, including all materials, and you just install it. Labor-only install reduces your upfront capital outlay and project start-up costs. And, it's a simple bid process.

Here's your competitive edge:

- Knowledge of the intrinsic challenges of glass, including handling and safety protocol
- Highly efficient and adaptable
- In-depth understanding of the metal systems that anchor glass walls and the sealants that ensure aesthetics and durability



2

GLAZING INDUSTRY SUPPORTED SYSTEMS – CUSTOMIZATION

You partner with the architect, interior designer or general contractor to develop a custom demountable glass wall system solution.

Here's your competitive edge:

- Pricing—competitive pricing due to no middle men
- Glass expertise
- Custom solutions
- Full service—from field measurements to full installation to maintenance
- Alterations can be made immediately without waiting for system parts to arrive
- Design and fabrication, either in-house, at a local shop, on the job site, or a combination

Keep in mind that furniture dealers are often required to use furniture installation contractors as part of a package deal or contract, making this a highly difficult – but not impossible – market. On the other hand, architectural and design firms and general contractors will greatly appreciate your creativity, expertise and speed.

DON'T WAIT

TO ENTER THIS OVER \$1 BILLION A YEAR MARKET.

“ We created a glass partition system for 30 offices by researching the parts and pieces of an existing system, identifying off-the-shelf replacements and fabricating custom pieces. Not only did it come in under budget; we finished it several weeks ahead of schedule. ”

Dan Reilly, Reilly Glazing, Inc., Norristown, PA

