

The Tilt-and-Turn Trend

What emerging trend in North American window manufacturing could be a case history for function driving form? It's the story of the tilt-and-turn window, according to an independent source for European and American window and door hardware.

"Americans are now discovering the superior function of the European tilt-and-turn window, and its ability to address distinctly American problems," said Robert Renner, president of Functional Fenestration Inc. "Due to the many advanced functional benefits, tilt-and-turn windows are making inroads in the domestic market."

The tilt-and-turn window, engineered to withstand a century of harsh European winters, can also endure fierce Caribbean hurricanes. In fact, the tilt-and-turn exceeds the

strict window construction codes of Dade County, Fla., and the Southern Building Code Congress International (SBCCI).

Exceeding the nation's most stringent building codes makes the tilt-and-turn a favored design for manufacturers like Ricketson Sash and Door in Avon, Conn. Joe Legere, vice president of marketing and sales for Ricketson, acknowledged that throughout their extensive research and development testing of all their products, the tilt-and-turn and other European style window and door designs have been far superior in all aspects of performance when compared to their American-style counterparts.

Thus, the tilt-and-turn window provides an elegant solution to the challenge of ever changing building codes. "Tilt-and-turn is the centerpiece of our Florida testing and certification

efforts," said Joe Legere. "We don't want to merely comply with the codes. If we reach for a higher standard, we're ahead of the game."

The unified set of building codes for the United States and Canada is expected to be finalized by the International Code Council (ICC) next year, which will help simplify the code conundrum for many manufacturers, as well as help promote free trade between United States and Canada.

However, even after the unified codes are finalized, southern Florida counties and other areas with extreme weather conditions will undoubtedly continue to enforce their own code requirements. Also, insurance companies will persist in lobbying state code officials to enforce higher safe-

Ricketson tilt-and-turn windows bring European styling to American homes.



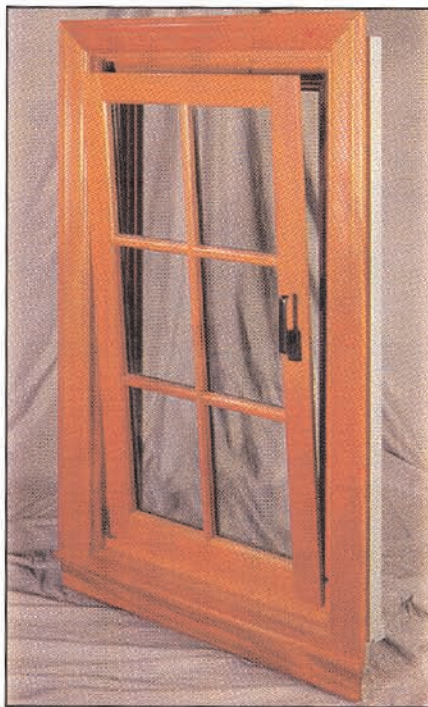
ty standards. So the tilt-and-turn will remain a superior fenestration solution.

"While more expensive than traditional American casement windows, tilt-and-turn windows deliver excellent quality and longevity," said Robert Renner.

Features like the continuous gasket and multiple point locking hardware provide superior strength, security, weather resistance and noise protection. The hardware is engineered to handle the weight of larger double- and triple-glazed windows.

Another key feature is its one-handle operation. Turning the handle up tilts the window in at the top, providing draft-free ventilation. Turning the handle sideways opens the window inward, for easy cleaning or use as an emergency exit. Turning it down closes and locks the window. As Americans are becoming aware of all its features, the tilt-and-turn market is growing.

Truth Hardware was an early pioneer in trying to introduce tilt-and-turn to the United States, in partnership with Roto



Superior hardware and gasketing seals this mahogany tilt-and-turn window soundly on all four sides.

and Marvin. "Truth was ahead of its time in this venture, and it didn't pan out for them," recalled Robert Renner. "Functional Fenestration Inc. has persevered in promoting European hardware in America because we believe in the future of the products, and because we have the ability to deal in niche markets. Americans are now discovering that quality fenestration is a value-added investment in their homes."

Marvin persevered with the tilt-and-turn as well and is currently a prominent player in the domestic market with their Magnum Tilt Turn product.

"In Europe, homes are designed to last for centuries," Joe Legere concluded. "By contrast, American homes are made to last a generation. European function fits nicely into the quest for a high performance, longer last-

ing product." □