



2004 to 2009 ENERGY STAR® Partner of the Year.  
2006 to 2009 Sustained Excellence Award winner.

1380 Wayne Avenue • Indiana, PA 15701



## Gorell—A Profile of One of America's Finest Window and Door Manufacturers

Gorell Windows & Doors, located northeast of Pittsburgh in Indiana, PA, manufactures premium-quality vinyl windows and doors for both new construction and replacement applications and aluminum storm products.

The company sells its products through a select network of specialty dealers and distributors covering most of the U.S. The market for Gorell products stretches from Maine to Florida and as far west as Colorado.

### The Roots of Gorell

Gorell Windows & Doors traces its roots to the very origins of the replacement window industry. In the early 1960s, Frank Gorell, who headed a major storm window company, pioneered the concept of replacing deteriorating existing windows with new, retrofit windows.

Gorell's idea was to manufacture windows that could be installed quickly and easily to fit old window openings perfectly. This would ensure minimal structural alterations to the home or building.

The idea was initially considered odd by many in the industry, but it quickly became apparent that there was a significant need – and a large market

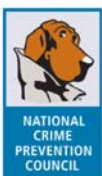
– for replacement windows. Frank Gorell's vision was very much on target.

As the popularity of replacement windows grew, so did Season All, the company he founded in 1947. At the peak of its operation, the company employed more than 1,200 people in four manufacturing facilities, and sales topped \$80 million. In 1988, however, Season All was sold to a Canadian firm, Indal Corporation and, in May, 1993, Indal announced that its headquarters and manufacturing facility in Indiana, PA, would close, resulting in the loss of over 500 jobs.

### The Beginning of Gorell Windows & Doors

When Wayne Gorell, Frank Gorell's son, heard of the closing, he began exploring the possibility of establishing a new window manufacturing company. Gorell had started his career in the window industry as a production worker at Season All and eventually became president before retiring. He had a vision for this new company that was to become Gorell Windows & Doors.

Having seen the problems and pitfalls of poorly made window and door products throughout several decades, Gorell decided to build the new company on the principles of quality, service and



Gorell—Exclusive Windows Partner with  
the National Crime Prevention Council

innovation. He believed that homeowners would buy products that make homes significantly more comfortable, stand the test of time, improve a home's appearance and require little to no maintenance.

A lifelong native of Indiana, PA, Gorell also knew firsthand the pride that the Indiana community had in its window manufacturing expertise. After considering several sites, Gorell and his new management team decided to create the new window manufacturing company at the site of the former Season All facility in Indiana, PA.

The plant was little more than a shell after Season All had left. This turned out to be a blessing in disguise, as the new Gorell organization completely outfitted the facility with new computerized state-of-the-art window and door manufacturing equipment and systems.

### **The Business Takes Off**

In August 1994, Gorell Windows & Doors, with a workforce of 60 people, shipped its first orders of windows and doors. Wayne Gorell's vision had become reality.

Window dealers and home improvement companies appreciated the benefits resulting from Gorell product quality. Gorell windows and doors were easier than competitive products to install. Problems were rare, which reduced dealer labor costs. Referrals increased as satisfied homeowners told friends and family about Gorell windows and doors.

More and more homeowners purchased Gorell products. In less than a year, employment at Gorell more than tripled to 200. Today, Gorell employs over 400 people.

Since then, Gorell Windows & Doors has become a case study in maintaining product quality and customer satisfaction while enjoying high, yet controlled, growth. The company has experienced double-digit growth as high as 30 percent.

### **Continual Growth and Recognition**

Acknowledged as one of the most innovative and fastest growing manufacturers of windows and doors in North America, Gorell is consistently recognized for its high product quality and excellent customer service. Its accolades include:

- ❑ Gorell Enterprises was awarded the Region 6 Job Center Award by the PA Dept. of Labor and Industry. (1998)
- ❑ *Inc. Magazine* ranked Gorell 30th on the prestigious "Inc 500" list of fastest-growing privately held companies. (1999)
- ❑ *Industry Week* named Gorell Enterprises to its "Growing Companies 25" list. (2000)
- ❑ *Window & Door* magazine recognized the quality and innovation of Gorell enclosure systems by bestowing the Crystal Achievement Award on Gorell for "Most Innovative Window." (2001)
- ❑ The company was named one of "Top Ten Manufacturers to Watch" by *Door & Window Manufacturer* magazine. (2007 and 2003.)
- ❑ Gorell Enterprises was named one of Pennsylvania's "Top 100 Businesses" by *Pennsylvania Business Central* in 2002, 2004, 2006 and 2007.
- ❑ Gorell was recognized with the Crystal Achievement Award from *Window & Door* magazine for "Most Innovative Plant." (2004)
- ❑ Gorell was named to the *Pittsburgh Business Times*' "Pittsburgh 100" in 2003, 2004 and 2005—as one of the fastest-growing privately held companies.
- ❑ In 2009, *Window & Door* magazine named Gorell to its list of "Top 100 Manufacturers" for the tenth time in as many years.

- ❑ Gorell received two Crystal Achievement Awards from *Window & Door* magazine—for “Most Innovative Door” and “Best Product Literature.” (2006)
- ❑ *Window & Door* magazine honored Gorell’s Armor Max Plus hurricane windows with a Crystal Achievement Award for “Most Innovative Window.” (2007)

One of the most prestigious honors a window company can receive came when Gorell was awarded the “Sustained Excellence” Award by the U.S. Department of Energy and the EPA for its continued leadership in protecting the environment through energy efficiency. Gorell—the first window manufacturer in the country to receive this distinction—was honored with the Sustained Excellence Award in 2006, 2007, 2008 and 2009. Gorell received the ENERGY STAR Partner of the Year award—2004 through 2009—which is without a doubt a tribute to Gorell’s commitment to producing highly energy-efficient windows and doors and promoting the importance of energy conservation.

Gorell is also one of only three window companies to have its products certified by Green Seal, an independent, nationally recognized non-profit green organization based in Washington, D.C. Five double-hung replacement window models made by Gorell have earned the prestigious Green Seal certification. Products earning Green Seal certification are recognized for saving energy compared to traditional windows and being more environmentally preferable because they’re manufactured using quality control practices. The Green Seal certification process is comprehensive, and Gorell products were certified only after rigorous testing and evaluation, which included an on-site plant visit.

### **The Gorell Formula for Success**

Gorell Windows & Doors established its vision and mission at the very beginning of its existence – to produce the highest quality products and provide the best possible customer service; to consistently treat customers, employees, and suppliers fairly; and to continuously strive to maintain profitable growth.

Due in great part to a cooperative spirit shared by all employees from the beginning, Gorell has been very successful in realizing its vision.

Gorell is proud of its healthy work environment and strong relationship with its employees. It provides a full health center and gym at no cost to employees and their families. It created a labor/management committee, which makes joint recommendations regarding production improvements and other labor-related topics. A safety committee deals with occupational health and safety issues.

### **Continual Improvement**

Gorell Windows & Doors is always looking to improve. The company is constantly enhancing its products and adding options. It regularly acquires state-of-the-art manufacturing equipment, incorporating the latest technology to ensure continued product quality – even as it manufactures thousands of custom windows and doors daily.

Gorell’s newest product addition is high-performance vinyl hurricane windows and doors, designed to help protect homes against airborne debris from strong winds, storms and other forms of violent weather. These hurricane products are unique in that—in addition to their primary benefit and purpose of storm protection—they also provide numerous additional homeowner benefits, including resistance to break-ins, UV blocking to stop fading, safety, sound deadening and money-saving energy efficiency.

With its commitment to quality, an excellent skilled workforce, a penchant for innovation and a desire to excel, it’s no wonder that Gorell Windows & Doors is the success story and force that it is. And it’s no wonder that Gorell is a leading window and door manufacturer.