

The Deceuninck logo consists of the word "deceuninck" in a white, lowercase, sans-serif font, centered within a solid blue rectangular background.**Contact:**

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## Deceuninck North America Recognized with Two 2013 Crystal Achievement Awards from *Window & Door Magazine*

***Awarded for Best Industry Website, Most Innovative Marketing Program  
for Genius™ Window***

[Deceuninck North America](#), a leading designer and manufacturer of high-quality systems for windows, doors, and outdoor living, is pleased to announce that the company received two 2013 Crystal Achievement Awards for Best Industry Website and Most Innovative Marketing Program for the introduction of Genius™ Window System. Both awards are in the industry supplier category.

“At Deceuninck, we are proud to be recognized by our colleagues at *Window & Door Magazine* with these awards,” said Filip Geeraert, president and CEO of Deceuninck North America. “The Genius Window System has changed the conversation in terms of high-performance aspects of a window and is destined to become one of the most innovative products in the fenestration industry today. We are also proud of our dynamic, new website that recently launched.”

With an emphasis on the company’s three pillars of Innovation, Design and Sustainability, Deceuninck North America’s website got an all new look this past spring. Colorful and vibrant, the new website offers an enhanced platform to showcase the company’s wide product array and capabilities. It also features newly configured portals to reach the company’s key audiences in both the residential and commercial sectors. Deceuninck North America’s website can be viewed at [www.deceuninck-americas.com](http://www.deceuninck-americas.com).

Deceuninck introduced Genius™ Window System at the American Institute of Architects (AIA) 2012 exhibition in Washington, D.C. with an industry-wide news conference and then again at GlassBuild 2012 during a unique hospitality called “Celebrating GENIUS,” which was held at The Venetian in Las Vegas. In Las Vegas, guests enjoyed cocktails, hors d’oeuvres and exclusive access to the travelling exhibition “Da Vinci – THE GENIUS,” which showcased the most comprehensive compilation of Leonardo da Vinci’s work and was on display at The Venetian at the time. Deceuninck also gave guests firsthand access to the Genius™ Window System at the event. Attendees then adjourned to Bouchon, a restaurant in the hotel’s Venezia tower, where they experienced the culinary genius of world renowned chef Thomas Keller, who was named “America’s Best Chef” by *Time* magazine.

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Slated to be available commercially in late 2013, Genius is the world's first interlinked dual sash window that enables thermal performance values exceeding R-14 without the use of exotic films or gasses. A patent-pending window system, Genius is designed with an additional bonus air space between the two sash members that results in an extremely effective barrier to thermal energy flow. In addition, a unique thermal-activated ventilation system serves as an integral part of the window's design. This turns Genius into an energy generator by automatically venting solar-heated air into the building's interior in the winter and venting it to the outside in the summer.

Selected by a panel of judges representing all segments of the industry, *Window & Door's* Crystal Achievement Awards recognize significant innovations and achievements in window and door technology, manufacturing, and marketing each year.

Deceuninck will be included in the 2013 Crystal Achievement Awards coverage featured in the magazine's September issue.

For more information about Deceuninck North America, visit [www.deceuninck-america.com](http://www.deceuninck-america.com).

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**About Deceuninck**

Deceuninck® North America, LLC is part of the Deceuninck® Group, an integrated global organization specializing in compounding, tool fabrication, design, development, extrusion, finishing of uPVC window systems and composite applications for the building industry. The company is active in more than 75 countries, has 35 subsidiaries (production and/or sales), and is supported by nearly 3,000 personnel worldwide. In 2012, Deceuninck Group achieved consolidated sales of €556.9 million Euros worldwide (approximately \$720 million USD). Deceuninck® North America encompasses fully-integrated design, compounding, tooling, extrusion and quality assurance disciplines for the production of vinyl window and door systems and composite applications for the building industry at its corporate headquarters in Monroe, Ohio. For more information, please visit [www.deceuninck-america.com](http://www.deceuninck-america.com).