

CANADIAN BUILDERS QUARTERLY



**ALUMITEX WINDOWS
AND DOORS, INC.**

ALUMITEX WINDOWS AND DOORS, INC.



A SUCCESS STORY BUILT ON TEAMWORK AND CUSTOMER SERVICE

by Gina L. Diorio

*Above: The Alunitex management team and staff.
Opposite page: Aluminum GP2 Thermal windows were used for this highrise apartment building. Windows by Everlast Aluminum Ltd.*

FRANK BRUNO WAS ONLY 16 YEARS OLD when he landed a job with Everlast Aluminum, near Toronto. More than 45 years later, that company has grown into Alunitex Windows & Doors, Inc., a multi-million dollar manufacturer of custom windows and doors for the new commercial and residential replacement markets. Along the way, Bruno has risen from employee to foreman, general manager, part-owner and, finally, sole owner, and he has also welcomed his family into the business.

Today, though Frank Bruno remains involved in the daily operations of Alunitex, his son, Mike Bruno, is president of the company, and Mike's brother, Johnny Bruno, serves as vice president of the company's three divisions:

- Everlast Aluminum, Ltd., the original entity which manufactures aluminum windows and doors.
- Alunitex Windows and Doors, Inc., which opened 32 years ago and is the company's vinyl manufacturing division.

• Air-T;ite Insulating Glass, Inc., which launched operations in July 2007, makes all the insulated glass units for the company, and is a glass supplier for both internal and external use.

“We are a very vertically integrated company,” Mike says. “We produce our own products. We fabricate our insulated glass units. We do all of our architectural bending in-house, and all our vinyl windows are painted in-house in our water-based paint facility.”

Indeed, the only thing not handled in-house is the extrusion of the raw materials needed for production.

To meet demands, in 2007, Alumitex moved its three divisions, previously housed separately, into one 47,000-square-foot facility. “I had a vision to be a supplier of any window and door-related product to dealers,” Mike explains. “We set up a facility that is probably a one-of-a-kind facility in North America.” In it, the company produces every possible product for vinyl windows, aluminum thermal windows, and storm windows and doors as well as a variety of aluminum products for lead commercial and residential replacement markets. “We consider ourselves a one-stop-shopping center for the window and door business,” Mike states. “We deal with retailers, builders, and architects, and we carry every type of product they need to service their customers.”

And as an added bonus, all of Alumitex’s products are Energy Star rated and Canadian Standards Association approved.

Even with the impressive scope, capabilities, and quality of Alumitex’s business and products, Mike is quick to note that personalized customer service backed by an amazing team of people truly distinguish Alumitex from the competition.

In the purposeful absence of a dedicated

sales staff, Mike handles the majority of sales directly. “My dealings with the customer are one-on-one,” he says. “They get the personal service.” Additionally, he credits his team—including each division’s project manager and foremen—with the company’s success. “We might be a family-owned company, but we’re not a family-run company,” he states. “We’re the type of company in which the whole management team is involved in the day-to-day operations of fabricating. Without my team, my companies would not be in the position we are in today.” This appreciation is, no doubt, felt companywide, as more than half of the employees have been with the company for 15 years or more. “Without them,” Mike emphasizes, “it would not happen.”

With them, however, Alumitex has grown significantly over the past ten years, both in physical size and in revenue. When Mike took over the Alumitex Windows and Doors division in 1996, combined sales for both divisions was approximately \$2.1 million. By 2005, this number had grown to over \$5 million, and in 2008 company-wide sales are expected to reach \$8.5 million, with an additional 5–10 per-

cent increase anticipated in 2009.

As part of this growth, Alumitex has supplied products for numerous notable projects, including:

- a 400-plus-unit housing development for Royal Pine Homes and Berkley Homes;
- high-rise apartment complexes throughout the Greater Toronto Area and even as far away as Ottawa;
- the Bloor Street, Toronto, flagship store for Lululemon Athletica, the popular international athletic clothing company.

Even with the company’s significant success, Mike’s vision for the future remains strong, and he is currently working to partner with dealers across Canada who will stock and sell the company’s products. “We’ve taken a proactive approach in that end of the business,” he says.

Alumitex has all the ingredients for continued success: a personalized touch, teamwork, and expertise. “We know production, installation, and the sales and technical part of things, and I think this bodes very well for us in the future,” Mike says. “We see a lot of growth potential.” CBQ





ALUMITEX

WINDOWS AND DOORS INC.



EVERLAST
ALUMINUM LTD.



AIR-TITE
INSULATING GLASS INC.

299 CARLINGVIEW DRIVE
ETOBICOKE, ON, CANADA
M9W 5G3
T: 416.742.2465
F: 416.742.7491

WWW.ALUMITEX.BIZ