

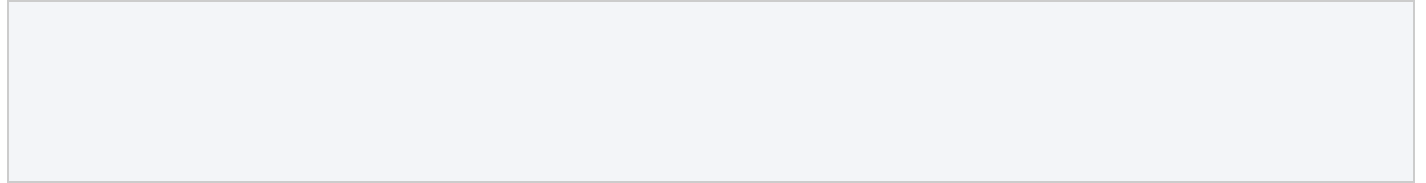
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Apex Launches 'Greenest' Windows Yet

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Text



Insignia e2 exceeds current energy-efficiency standards

ZIONSVILLE, Ind., June 24, 2013 /PRNewswire/ -- Apex Energy Solutions, a dealer for next-generation window and eco-friendly building products, today unveiled the latest in its line of replacement windows that have saved Central Indiana residents an estimated 465 billion BTUs, or the equivalent of more than 3 million gallons of heating oil.

With standard triple-pane technology and proprietary components, the Insignia e2 window series exceeds current industry standards for energy efficiency and durability. Apex will begin installing the Insignia e2 window in homes in the next month.

"While our competitors are still trying to catch up with our last product, we've already improved on it by capitalizing on new technologies and materials," said Michael Foit, President and Founder of Apex Energy Solutions. "By combining this window with our Apex Master Installer Program(TM), we offer a revolutionary solution that not only serves homeowners better, but also is better for the environment."

For Apex, success is in the details. Like its previous products, Apex's Insignia e2 window frame is made entirely from uPVC resins, which reduce energy consumption with superior weather-sealing and thermal-efficiency properties. In addition, the window employs energy-efficient low-expansion foam, and Apex installs its windows with a proprietary caulk to ensure an airtight fit. The windows themselves are made of recyclable materials, meaning scraps from the production process can be reused.

Even the hardware -- latches and handles that often are treated as afterthoughts in window production -- is scrutinized at Apex, Foit said. Supporting the product-fit-and-finish emphasis is the trademarked Flipside(TM) sales approach -- a direct-sale approach that eschews paid advertising and passes the savings on to customers.

The impact of all of this? The company grew 1300 percent from 2008 to 2011.

"From our home base in Zionsville, we have expanded Apex to 14 markets in 12 states, and we envision being in 30 cities by 2014, making us one of the fastest-growing businesses in our industry," Foit said.

Another plus for Apex: It makes a tangible difference for the environment as well as consumers: On average, the firm saves each home it services the equivalent of nearly 300 gallons of heating fuel every year.

For additional information about Apex Energy Solutions or Apex Energy Group, or to request an energy evaluation of your home, visit www.apexenergygroup.com.

NOTE: Energy savings figures based on the Energy Information Administration 2005 Residential Energy Consumption Survey and U.S. Energy Information Administration.

SOURCE Apex Energy Solutions

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