

remodeling

YOUR TOOLBOX FOR SUCCESS

TOP FIRMS

SEE THE LIST ON PAGE 22



Products

SURVEY

2019 Brand-Use Study

Remodeling's bi-annual report on the brands used by professionals

Most remodelers, like consumers, tend to lean on specific product brands. There are brands we know, brands we use, and brands we perceive to be the best. In some cases, these are the same, but in many cases, not. As professionals, remodeling contractors must make specific product decisions on each job that are influenced by a range of business factors, including budget, product availability, and client demand. Quality is not an absolute. But by reporting on the range of brands that interface with remodeling professionals, clear trends emerge.

Every two years, **REMODELING** releases its brand-use study. The Farnsworth Group, which conducts the study for us, collected 1,493 responses this year from recipients of our magazine and newsletters who identified as professional remodelers. About 17% of these remodelers do some new construction, as well, but the vast majority, 83%, work exclusively on existing housing—43% of that work on structural alterations and additions, 35% on major replacements, and 22% on maintenance and repair work. About 73% of firms reporting took in under \$1 million in revenue while 15% took in between \$1 million and \$3 million, and 12% earned over \$3 million (of which only 2% earned over \$10 million). This snapshot of the industry not only underscores how rarefied the list of top remodelers published in this issue are, but demonstrates that we are an industry of small businesses—firms that, while providing service, are themselves in need of service and lasting performance from the products they spec.

As is reported here, the survey asks which product brands are the most familiar to remodelers, which brands do remodelers use most often, and which ones do they perceive to be the highest quality.

CATEGORY	HIGHEST OVERALL QUALITY	
Bath/ Shower Surround/ Shower Door	1. Kohler	2. Delta
Bathroom Ventilation Fans	1. Panasonic	2. NuTone
Tubs, Jetted and Non-Jetted	1. Kohler	2. Toto
Cabinets: Semi-Custom and Custom	1. Poggenpohl	2. Wood-Mode
Cabinets: Stock	1. Medallion Cabinetry	2. Wellborn
Caulks and Sealants	1. OSI Sealants	2. Liquid Nails
Decking: Composite and Vinyl	1. Trex	2. TimberTech
Decking: Wood	1. Wolmanized Wood, EraWood	2. Preserve ACQ
Deck Railings	1. Azek Rail	2. Trex Railing
Kitchen Appliances	1. Sub-Zero	2. Wolf
Doors: Entry	1. Marvin	2. ProVia 
Doors: Garage	1. Overhead Door	2. Clopay
Doors: Patio	1. Marvin	2. Andersen
Exterior Trim	1. Azek Trimboards	2. HardieTrim
Faucets	1. Kohler	2. Hansgrohe
Flooring: Laminate	1. Shaw	2. Armstrong
Flooring/ Surfaces: Ceramic Tile	1. Daltile	2. Ann Sacks
Flooring: Wood	1. Bruce	2. Armstrong
Laundry Appliances	1. Bosch	2. Miele
Lighting	1. Kichler	2. Halo
Lighting Controls/Switches	1. Lutron	2. Leviton
Locksets/ Hardware	1. Schlage (Allegion)	2. Baldwin
Paints/Stains	1. Sherwin-Williams	2. Kilz
Ridge Vent Systems	1. GAF Cobra	2. CertainTeed
Roofing: Asphalt Shingles	1. GAF Timberline	2. CertainTeed
Roofing: Clay/Concrete/ Synthetic Tile	1. CertainTeed	2. Ludowici
Roofing: Metal	1. CertainTeed Matterhorn	2. Metal Sales Mfg
Siding: Engineered Wood	1. LP SmartSide	2. AraucoPly
Siding: Manufactured Stone	1. Eldorado Stone	2. ProVia 
Siding: Fiber Cement	1. James Hardie	2. Nichiha
Siding: Vinyl	1. CertainTeed	2. Mastic (Ply Gem)
Sinks: Kitchen/Bath	1. Kohler	2. Franke
Surfacing: Laminate	1. Wilsonart	2. Formica
Surfacing: Quartz	1. Cambria	2. Caesarstone
Surfacing: Solid	1. Corian (DuPont)	2. Silestone
Toilets	1. Kohler	2. Toto
Windows: Fiberglass	1. Integrity (Marvin)	2. Impervia (Pella)
Windows: Skylights	1. Velux	2. Andersen
Windows: Vinyl	1. ProVia 	2. PGT
Windows: Wood/ Wood Clad	1. Marvin	2. Andersen

Remodelers Rank ProVia #1 in Window Quality



With so many good window brands in today's marketplace, how does a remodeler select the line they'll rely on to maintain and strengthen their good reputation? Recently, remodelers ranked ProVia #1 in window quality in REMODELING's annual Brand Use Report. Along with the features of the windows themselves, there are other crucial factors that make ProVia the number one choice.

Remodelers appreciate ProVia's unique ability to customize window products as needed. Equally important is the personalized treatment they receive after an order is placed or a window is installed. If any issues crop up, the customer has a direct link to their salesperson, who immediately places it into the system for tracking through to completion. Along with swift resolution, ProVia's window warranties are some of the strongest in the business.

Every year, ProVia makes substantial investments in state-of-the-art manufacturing equipment—the very best on the market. These are the fastest, highest precision, and most reliable machines money can buy. While many processes are

automated, human craftsmanship is also involved, to ensure overall product quality and high-end aesthetics.

ProVia's manufacturing lines have knowledgeable technicians in place to verify the quality of the finished product. They follow an 80+ item checklist and are empowered to stop the line for even the smallest detail. If they find an issue, they initiate the process of fixing that particular product and, if appropriate, remedying the situation long-term. Over the years, this process of continuous improvement has paved the way for an extremely high-quality window product. Quality is foremost in the mind of every employee, every day.

For more information, visit www.provia.com/windows

WE CAN HELP YOU BREAK YOUR OLD VINYL WINDOW HABITS.

ENDURE™ WINDOWS USE
A THERMAL REINFORCEMENT
700x MORE EFFICIENT.



When Performance Matters.
provia.com/700x

ProVia
THE PROFESSIONAL WAY

Doors | Windows | Siding | Stone

Remodeling
BRAND
2019 LEADER

#1 Quality
Rating
Vinyl
Windows