



# Choose the Window Company With A Purpose Like Yours!

— A Top 100 U.S. Window Manufacturer —



## Anlin Window Systems

**PURPOSE:** To bring comfort, safety and beauty into the home in order to enhance and strengthen the family experience.

When the family that built the company still runs the company, every team member understands that reputation is everything.

Owners' values are built into the company culture ensuring a unified empowered team that believes in the company purpose.

Ownership focuses on values and ethics to ensure the health and performance of the company for decades and generations.

Builds brand recognition and market share through it's reputation with homeowners.

Considers EVERY customer a member of the family treating them with respect and genuine concern.

Quickly adapts to market changes and brings new products with meaningful features to the homeowner.

Anlin is family-owned and California-grown. Understands the California market and its requirements.

Considered best-in-industry by California's largest remodeling contractors.

## National Brands

**PURPOSE:** To generate an acceptable return on investment for the board of directors and its shareholders of the corporation.

No personal ties to the company results in less pressure to maintain and or care about reputation. It's just a job.

With priority on profits for share holders values of large corporations often do not align with the values of its employees or customers.

Ownership is focused on short-term profits and often changes multiple times within a 10 to 20 year span changing its values with the new ownership.

Builds brand recognition and market share through multi-million dollar advertising campaigns.

Multiple layers and departments prevent close contact with the customer.

Bureaucracy prevents quick decisions and may even prevent products from ever being introduced.

Most were started from other regions of the U.S. May use products not designed for the California market.

Considered largest in industry, not the best.