

Building a legacy  
one dealer at a time



Engineered Performance.

**Strassburger**  
SINCE 1949  
WINDOWS AND DOORS

# The Strassburger family legacy

In 1949 Morgan Strassburger Senior started his own business with a pick up truck and a simple idea ... customers expect quality workmanship and integrity at a fair price. It has been over sixty years since Morgan Sr. set the standards for the family business and it has earned a sterling reputation with customers, suppliers, staff and Ontario's outstanding dealer network.

The experience gained in over 60 years of business; along with a sustained investment in state-of-the-art manufacturing systems and technology by the second generation of the Strassburger family has established a solid foundation for the company as a manufacturer of premium windows and doors. However, our growth to becoming a leader in Southwestern Ontario has been a partnership between a team of dedicated professionals at our plant and the finest window and door dealers in Ontario.

"Success is a long road. Building great products and a great company has taken many hands. Our family has been fortunate over the years to recruit outstanding people who have been the cornerstone of the company's achievement. Our future success is dependant on our persistent search for dealers that share our passion for ethics and excellence and can help our team become even stronger."



## A word from our dealers

"Strassburger Windows and Doors is a forward thinking, constantly progressing company maintaining its position in the market place and helping to guarantee both our success."

*Bill Prout, President  
WSP Building Products, Forest, Ontario  
(Dealer since 2004)*

"The quality of the delivered product is as good as it gets. No one likes to talk about service, but I feel that this is where you can punctuate your company's quality and commitment."

*Cliff Zapp, Partner  
Meyer & Zapp Windows & Doors Inc., Oakville, Ontario  
(Dealer since 2007)*

"The innovation in both the doors and windows is what caught our attention when we decided to become a Strassburger dealer. I think everyone involved agrees that we will be doing business with Strassburger for a long time."

*Dave Templeton Jr, Manager  
Templeton Windows Inc., Midland, Ontario  
(Dealer since 2008)*



# The benefits of becoming a Strassburger dealer

- Industry leading Boreal product line, extruded by PH Tech
- Member-specific website, including:
  - Lead generation
  - Industry news
  - Marketing and service support
- Strassburger Paradigm software program includes:
  - 24/7 protected access to quoting
  - Ordering and scheduling capabilities
  - Updated product and pricing information
- Industry leading sales support program, including:
  - Designated Dealer Support Representative
  - Sales support literature and marketing materials
  - Field sales support team
  - Interactive website
- Comprehensive warranty on all Strassburger windows and doors





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Cardinal Glass Industries

