



# SCREENS

# THE MOST VERSATILE GARAGE SCREEN ON THE PLANET







# Introducing the Most Versatile Garage Screen on the Planet!



We appreciate you allowing us the opportunity to introduce to you the most versatile garage screen on the planet, Lifestyle Screens.

The Lifestyle garage screen system is a patented, innovative new product manufactured exclusively by the patent holder Advanced Screenworks, LLC., in Winder, Georgia.

Whether you're an existing business looking to expand your product offering, or an entrepreneur looking to market a unique, new product, Lifestyle Screens may be just what you are looking for.

**Contained in the following pages are a number of reasons why companies and entrepreneurs alike choose to offer Lifestyle Screens to their customers.**



[www.LifestyleScreens.com](http://www.LifestyleScreens.com)

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# The Garage Screen Door Market

With more and more homeowners turning to their garage for entertaining, hobbies, recreation, and just plain relaxing, garage screen doors are quickly becoming a necessity to optimize the use of this space. Typically, the garage is the largest “room” in the home and the easiest to convert into that special place.

Yet, if you ask homeowners who spend time in their garages if they knew garage screen doors were available, you would likely hear, “*No, but that’s a great idea!*” or “*Where can I get one?*”



Our target market is homeowners who like to spend time in their garage enjoying the fresh air free of the annoyance of bugs and pests or those who like to keep the garage clean and free of leaves and debris.

The U.S. Census of 2009 reported 91,240,000 detached single family homes in the U.S. alone. (These figures do not include multi-family dwellings and townhomes.) The latest trends point to homeowners staying in their homes longer and looking for additional space from their homes. The garage is the perfect place to find such space. Clearly, the market is there for an innovative product such as the Lifestyle garage screen system.

Because of the unique nature of our product, we have found that virtually every home with a garage is a potential customer. The quality and design of our door appeals to all homeowners regardless of income or home design. There is simply not a better way to convert such a large space to a comfortable, pest free space for such low cost.

The garage screen door market will continue to grow. We believe that Lifestyle Screens will soon be the top selling garage screen on the market .



## A Product Built to Last



The Lifestyle garage screen system was designed to meet the rigorous demands of homeowners. Durability and ease of use are the hallmarks of the design. The Lifestyle was designed to be used day after day, year after year, trouble free.

The Lifestyle's rugged frame is made up of 2"x 2" architectural grade aluminum with a wall thickness of .050. The frame is currently available in two color choices, white and brown, with a third color - sandstone - available in January of 2013. The sturdy frame structure houses a variety of screen materials. Our standard screen is a Phifer 18 x 14 fiberglass material, considered by many in the industry to be the top of the line fiberglass screen. The Lifestyle is also available with an optional 17 x 20 pvc coated polyester screen - known as Super Screen - made by the Twitchell Corporation. The Lifestyle Screen comes in widths of 8' to 18' and heights of 7' and 8'. The kits are resizable to anything within our standard size.

The frame rides on nylon ball bearing rollers that are attached to solid aluminum wheel brackets that are strong and resistant to corrosion. The stand alone track system is made of steel with patented parts that allow the frame to work in conjunction with the primary garage door and opener. The counterbalance or "spring system" is adjustable to fit the needs of your customer. Because of this spring loading, Lifestyle screens are designed to be operated with very minimal effort when properly installed.

The center retractable is made by Genius of North America, a Larson Manufacturing company. The Milano retractable features a brush seal on the top and bottom track to keep pests and debris out as well as help retain the screen in the track.

We back the Lifestyle Screen with a Limited Five (5) year warranty covering all parts, excluding the screen materials.






There are a variety of ways to screen in a garage opening. Some systems use Velcro, while others use a panel and track system. Some come down with a bush of a button, while others use ropes and pulleys. Whatever the style of garage screen doors, we are sure you will find that the Lifestyle garage screen system is far superior to other systems on the market.

Many homeowners associations across the United States have already adopted the Lifestyle garage screen system as the only option for their communities. The reasons for choosing the Lifestyle system are obvious. The Lifestyle is visually appealing when in use, out of site when it's not. It's easy to operate, practical, affordable and above all built to last.

See for yourself how other garage screen systems compare to the Lifestyle garage screen system below.



What makes the Lifestyle garage screen system the clear choice over the other systems out there? See for yourself.		Electric Retractable	Aluminum 4 Track Sliders	Velcro/Magnetic Screens
1. Same visit install	X			X
2. 100% useage of garage door opening	X			X
3. Affordable for consumers	X		X	X
4. Allows for passage without opening entire screen	X		X	
5. No wiring or remotes to program	X		X	X
6. Hidden from neighbors view when not in use	X			
7. Easy screen repair / replacement when needed	X		X	
8. No track to fill with debris and affect operation	X	X		X
9. Approved for use in strict HOA communities	X			
10. Has minimal affect on garage opening height	X			

Lifestyle Screens are made in-house at Advanced Screenworks' Winder, Georgia location. Our 10,000 square foot facility is fully stocked and can accommodate orders of any size. Our typical turnaround time on orders is 72 hours from the time the order is placed until the time the order leaves our docks\*.

We start the production process by bringing in aluminum extrusions and precision cutting them to very stringent specifications. This ensures a square frame each and every time. On top of that, all frame members come pre-drilled to help speed up your installation time.

You will also notice preassembled items in the Lifestyle Screen kits. These preassemblies not only help installation times but also take the guess work out of installations.

Lifestyle Screens are packaged in double wall cardboard containers to ensure a safe delivery to your location. Our packaging is installer friendly as well arriving in three separate, manageable boxes.

The quality of product we ship out is evident in every package you receive. We go the extra mile to keep you and your customers satisfied.

\*Standard lead time for orders of 20 doors or more is 10 days.



*Retractable doors awaiting packaging.*



*Aluminum extrusions heading to cut-line.*



*Packaging line.*





Lifestyle Screens offers an exceptional training program at our Winder, Georgia facility. Here we have a true “garage” set up to provide you with real world installation training.

Our training sessions promise to give you the knowledge you need to have a pleasant and productive installation experience. Our installation training sessions are free of charge.

Technical support is never more than a phone call away. Whether you’re in the field or in the shop, we are here to offer assistance to you and your staff. We are dedicated to providing the support you need to successfully complete your installs.



Lifestyle Screenwork’s technical support staff is here to assist you Monday through Friday 8 am to 6 pm eastern standard time.

We keep our dealers updated in a variety of ways. We use our weekly newsletter to keep our dealers up to date and share installation tips and tricks. We also share information daily on our social media sites- Facebook, Twitter, YouTube, Pinterest, as well as our Wordpress blog. Social media allows us to receive immediate feedback from our dealers which has been extremely valuable

We truly appreciate feedback from the field as this has been monumental for us in all of the refinements we have made to the product since its inception.

# TRAINING FOR SUCCESS

Advanced Screenworks is continually evaluating all of our marketing efforts, relying on both tried and true as well as cutting edge options to build brand awareness. (print, social media, internet, video, etc.)

We assist our dealers with a marketing strategy that works for them (included in that is a free press release). Upon request, we will customize the 30 second clip featured on our website for any of our dealers at no charge. This video can be used in your marketing efforts on websites, social media, and emails to your customer base.



Our dealers enjoy factory direct referrals from consumers interested in the Lifestyle garage screen system. Lifestyle Screens has the ability to immediately transfer inbound consumer calls to a dealer closest to their area. These inbound consumer calls are generated through our marketing efforts as outlined above.

Website consumer inquiries are also a big part of our lead program. Again, leads are immediately forwarded to the dealer closest to the inquiring area.

While there is not a marketing requirement on the part of our dealers, we firmly believe that successful dealers find ways to get the product in front of potential customers. To help those that wish to do event marketing, we provide plans for a low-cost event booth that can be customized to meet the needs of the dealer. We also give assistance in finding events that are both cost-effective and productive. Add to that a generous brochure program and our dealers have the necessary tools to succeed selling Lifestyle garage screens.

Final thought on marketing. We encourage ideas from our dealers. You are not locked into any one particular way of marketing our products.



At Lifestyle Screens, we measure our success by the success of our dealers. We look at this as a partner relationship. We do our best to provide exceptional products, offer hands on product training, and create outstanding marketing tools. Ultimately, however, the success of each dealer depends on the dedication and work that he or she puts in to it. We are here to work with you if your goal is to sell a handful of doors a year or multiple doors every day.

Our dealers fall into one of two categories. They sell Lifestyle Screens as a product extension for an existing business or as a stand-alone business opportunity for an entrepreneur. Either way, the Lifestyle garage screen is only sold on a professionally installed basis. No sales for homeowner install are allowed.

## Product Extension

The Lifestyle garage screen is an excellent product extension for any business that sells products to homeowners. Adding our product gives you an opportunity to receive additional revenue from previously satisfied customers, provides an up-sell product on every installation or repair of your main product, and often gives you a chance to sell to your competitor's customers.

## Entrepreneur

We offer entrepreneurs prospective products to sell on a full- or part-time basis. Our flagship product – the Lifestyle garage screen is complemented by offering the Genius Milano retractable door, as well as additional products coming in the near future.

The best part of both of these models is what is **not** required.

- **NO upfront fees of any kind to get started as a dealer.**
- **NO ongoing residual fees.** (You invested in our business by purchasing a door from us. You keep the profits and invest in your business.)
- **NO minimum order.** (Buy one door a year or one door a day; buy one door at a time or 20 at a time. We will work with your business requirements.)
- **NO inventory requirements.** (Inventory costs money. Stock what you think you'll need or stock nothing and order doors as you sell them. Again, this is your business. We're here to support you regardless of your business model.)
- **NO territorial restrictions.** (Successful dealers will win their customers with value, service and hard work. As our dealer, you are not limited to a geographic territory. However, one of our key sayings is "Own your backyard.")

We appreciate you taking the time to look through this information packet. We hope you agree with us that the Lifestyle truly is the most versatile garage screen on the planet! If you have further questions or are ready to get started as a dealer, please contact us at the number below.

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