



## AmeriLux News

December 2020

### Season's Greetings from Green Bay, Wisconsin!

Hi everyone!

While 2020 certainly challenged all of us in unprecedented ways, we persevered and undoubtedly will, upon reflection, provide many "silver linings." Christmas is a time of gifts; the best ones cannot be wrapped – they're memories, experiences, and relationships. For us at AmeriLux, we continue to be blessed with an abundance of those gifts.

### A Christmas Message from our CEO



I am happy to report that the team, with the help of many of you, had another 'winning' year. Our enterprise continues to grow by many measures and the year had several highlights:

- Two years ago, we expanded into a new 30,000-square-foot Distribution Center addition which not only expanded our campus to nearly 100,000 square feet but also fundamentally changed the way we ship, receive and inventory product. In the Spring of 2020, we moved into an additional 25,000-square-foot addition to this building to support our continued growth. This has enabled us to provide even more flexibility and speed in processing our customers' orders.
- Our AmeriLux Logistics & Transportation Divisions continue to add capabilities and service offerings. With our continued growth of team members, trucks, trailers, and an LTL Platform, we service an ever-growing number stakeholder's transportation needs.
- On August 1<sup>st</sup> we acquired Shape Products, a leading manufacturer using Thermoforming and Compression Molding technologies in the production of standard and egress window wells, and window well covers.
- We continued to be a "talent magnet" as our employee base grew considerably to just under 150 team members, with people that positively added to our established [culture](#). In 2020, the team continued to amaze me as they successfully confronted the uncertainty of our times head on while always learning and growing in the service of our strategic partners.

This time of year encourages me to take a step back and reflect on all we have accomplished. I feel very fortunate to be associated with our "A" Team and remain very optimistic about our ability to continue using the magic of momentum into the future. More clearly, that means continuing to add value to everyone we do business with including our employees, customers, and vendors. In every case, we strive to have our win-win philosophy translate to a synergistic formula of  $1+1=3$ .

Thank you again for your support. Wishing you a Merry Christmas and a healthy & prosperous New Year!

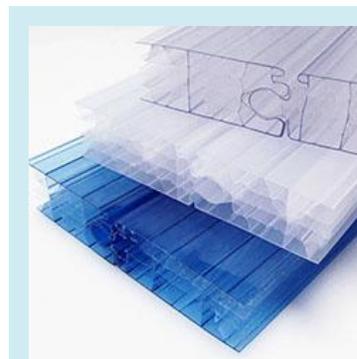
## Featured Product

### LEXAN™ THERMOCLICK™

Featuring a specially designed tongue and groove connection, LEXAN™ THERMOCLICK™ is a high-performance, energy-saving, multiwall polycarbonate sheet. The inter-connecting system eliminates the need for vertical profiles, saving costs while enhancing aesthetics.

Available in either a 40mm (5-wall X-structure) or 50mm (9-wall X-structure) thickness, LEXAN™ THERMOCLICK™ features a UV protected outer surface, good light transmission and diffusion characteristics, high impact strength, and excellent thermal insulation properties.

Both systems offer a ten (10) year limited warranty against the loss of light transmission, discoloration, and breakage.



[Product Brochure](#)

## DIY Tip of the Month

### Office Space Ideas

Available in a range of colors and light transmissions, multiwall polycarbonate can be used for a variety of office space applications – from translucent interior walls to defining shared offices.



- Room Divider Wall
- Door and Cabinet Inserts
- Cubicle Partitions
- Sliding Privacy Door
- Decorative Accent Pieces



Multiwall polycarbonate is durable, lightweight, flexible, and easily fabricated on site using common wood-working tools. These impressive characteristics make multiwall panels a great alternative to traditional glass.

## Frequently Asked Polycarbonate Question

**Q:** In the case of a fire, what would happen to a polycarbonate sheet?

**A:** Because polycarbonate has a low flammability rate, the material does not release toxic fumes, burns at a much slower rate than many other plastics, and is self-extinguishing. Click below to watch a fire test conducted on FRP vs. Polycarbonate.



[More FAQs](#)

## Install Components: Multiwall Polycarbonate Profiles



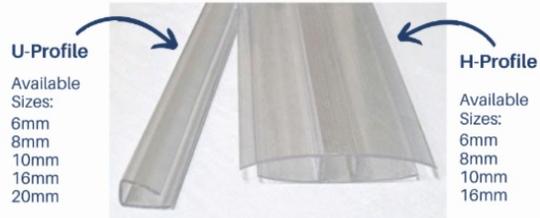
### About Profiles

Multiwall polycarbonate profiles are used to improve the appearance and functionality of many multiwall structures.

U-Profiles cap off the top and bottom of a multiwall sheet, preventing dust, bugs, and moisture from entering the flutes.

H-Profiles join two multiwall sheets together, creating a finished, professional look.

### U-Profiles and H-Profiles



*Call 888.602.4441 for assistance with choosing the right products and accessories for your next project!*

[Click to Learn More](#)

### Links of Interest

- [A multiwall polycarbonate façade covers the front of Santa Monica Greenhouse, creating a blurred view of the inside](#)
- [This house in Slovakia soaks up views of the outdoor pool and garden, featuring a veranda covered with clear corrugated polycarbonate](#)
- [Polycarbonate façades create thermal comfort and allow in natural light in this community building in Spain](#)

## News from Shape Products

### Branding Updates at Shape

It's been a few months since we've introduced the newest addition to the AmeriLux Family of Companies, Shape Products. Between normal business operations, getting to know the new team members, and all the other projects we've been working on behind the scenes, things have been pretty busy around here!

To end the year, we wanted to share some of the projects we've worked on and give you a look at the exciting things you can look forward to seeing from Shape Products in the upcoming year.



#### New Logo

When Shape was acquired, we knew we wanted to incorporate the well-known AmeriLux 'A' into our new logo. After a few different iterations, the team landed on our modern and simplistic new logo. The logo welcomes Shape Products to the AmeriLux family and ties in one of our culture statements 'Is This a Great Country... Or What?!' by utilizing the exact Pantone colors of the American flag.

#### New Signage

If you've driven by our De Pere or Menomonie locations, you may know that our signage game has been 'average' at best. Also, those who know our CEO, Kurt Voss, will know that he strives for us to be anything but average – as illustrated by the massive 20' x 30' flag waving proudly outside our De Pere location.

The new signage is a sight to see for those passing by. The focal point is the unifying

AmeriLux 'A', measuring 8' in height, surrounded by all of the divisions of the company. These new signs signify the exciting new journey for the AmeriLux Family of Companies.

### **New Website**

Behind the scenes, our team has been working on improving the customer experience of our website. With a whole new look and feel, updated information and images, and some fun surprise features, we are extremely excited to share our new site with you in early 2021.

We are working hard behind the scenes on many other projects that we are eager to share with you in the upcoming months. Follow us on [Facebook](#), [LinkedIn](#), and [YouTube](#) so you don't miss out on any updates!

## Company Highlights

### **Meet the A-Team**

#### Employee Spotlight | Anna Kaftan

A recent college graduate from Saint Norbert College, Anna Kaftan joined AmeriLux International as a Customer Relations Manager in July. She described what drew her to AmeriLux. "I heard many great things about the culture at AmeriLux and that is something that I really looked for when I was on the job search." She went on to say "AmeriLux truly cares about its employees' success and pushes them to better themselves."

Anna's busy role on the Customer Relations team includes answering phones and directing customer calls, order entry, sending shipping confirmations and acknowledgements, maintaining price lists, and helping with quote requests. She believes that someone who is optimistic, reliable, and a good communicator provides the best customer service experience.



*"The people that I work with really make coming into work enjoyable."*

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### **We'll Be Even Better Tomorrow**



#### **How We Succeed At AmeriLux**

At AmeriLux, we believe "it's amazing what's possible when you don't know what's impossible." We celebrate our accomplishments, but remain goal-oriented as we strive for continued success.

*"We do the basics really, really well as a first priority, but we aren't comfortable with the status quo. We are always learning in the service of winning. We challenge ourselves to continuously pursue the next step in growth, personally and professionally. We don't settle for today's success, but use the magic of momentum to keep building a more successful tomorrow."*

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# Happy Holidays

FROM ALL OF US AT AMERILUX



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