



**RENOVATION  
SPOTLIGHT:**

## **A Fresh Face**

Exterior Makeover Breathes new Life into  
West Montrose Home

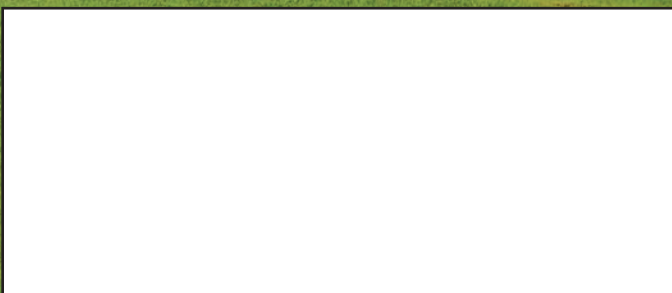
**INSIDE:**

## **Trim Off the Years**

Older Homes Made New Again with PVC

## **Window of Opportunity**

Your Guide to Choosing New Windows







# Don't Trust Your Roof?

No one likes to be worried about the integrity of their roof every time a rain cloud moves in. The snow and ice of a Canadian winter can leave an older roof vulnerable to leaks and water damage. Call Way-Mar today to schedule your summer appointment and regain the trust in your roof.



519-699-4236

[www.waymar.ca](http://www.waymar.ca)

# MESSAGE from the president

## GEARING UP FOR SPRING

As we put away our shovels and winter hats and welcome the warmer temperatures of spring, there is a sense of renewal and possibility in the air. Once again we can spend more time living outside: planting in the garden, hosting a BBQ for neighbours or sitting on the front porch watching the sunset.

One of my favourite ways to enjoy spring and the summer season that follows is on the golf course. Whether it is a round after work or on the weekend with friends, golf provides me with an opportunity to enjoy the outdoors and inspires me to set new goals.

Famed golfer Ben Hogan once said that the most important shot in golf is the next one. Here at Way-Mar, we're always looking toward the future, keeping on top of new trends in building and renovation design and working with you to plan your next home improvement project.

If you are looking to replace exterior siding or a roof, update your windows and doors, or transform your outdoor space into a backyard oasis, you can put your trust in Way-Mar. With spring upon us, I believe it is a great time for you to envision home renovation possibilities beyond the interior walls of your home.



Warmest Regards,

**DARRELL MARTIN**  
PRESIDENT

## Visit Our Website:

Read Total Home Magazine Online



[www.waymar.ca](http://www.waymar.ca)



Find out what people think of Way-Mar.

Visit our customer testimonial page.

## Contact Us

[www.waymar.ca](http://www.waymar.ca)

[admin@waymar.ca](mailto:admin@waymar.ca)

519.699.4236

3585 Ament Line, RR3  
Wallenstein, Ontario  
N0B2S0

## Barb

NEW HAMBURG, ON

**SERVICE: SIDING**



*“Everything was done in a professional manner. Would certainly have Way-Mar to complete any other projects I may have in the future.”*

## Lynne

KITCHENER, ON

**SERVICE: RENOVATIONS**



*“This is the third project we have done with Way-Mar. They know what they are doing and care about their work - and it shows. The team at Way-Mar is focused on keeping conditions livable during the process while not compromising quality.”*







# TRIM OFF THE YEARS

## OLDER HOMES MADE NEW AGAIN WITH PVC

If you live in an older home, chances are you love its historical charm, unique trim details and enduring character. Along with the positive aspects inherent to traditional homes, you may also have to deal with rotting wood, chipped paint and water damage.

Trevor Martin, a project manager at Way-

Mar, has been responding to customers over the past few years who want to upgrade the exterior of their homes without sacrificing the intricate trim designs that give their houses architectural appeal.

By working with a product called PVC, which stands for polyvinyl chloride, Way-Mar can replace old trim, soffits, columns, shutters and porch ceilings with a modern product that replicates old details with amazing accuracy.

Because PVC has the same density as pine, it is easy to cut, rout, mitre and fashion into exterior trim that is both durable and maintenance-free.

Customers can opt for a PVC product with a smooth finish or one that has a wood grain appearance, so that when it is painted or stained, it has the warm, authentic look of wood. Multiple sheets of PVC can also be laminated together to make the product thicker, as opposed to some of the constraints builders might face when working with wood.

“One of the main benefits of working with PVC is that it has a 3% moisture cycle, whereas wood has a much higher moisture cycle,

anywhere from 30% to 40%. This means with wood, paint will begin to chip off, especially on the exterior of a house,” says Trevor. “So we can do a lot of things with PVC to reproduce those wood details for old homes and new construction without the homeowners worrying about replacing them in 10 or 20 years.”

PVC is remarkably resistant to cracking, warping, and splitting and its versatility and longevity outshine many other products that cannot stand up to the elements over time. “We’ve worked with a lot of customers recently who have been very pleased with the way that PVC has replaced trim that was falling apart and chipping,” says Trevor.

With its higher price point, Trevor can see why some homeowners might be reluctant to make the leap to PVC, but he maintains that the peace of mind that comes with a product with this kind of longevity is well worth it.

Trevor highlights that homeowners also have more choice nowadays when it comes to updating the siding on their homes. A cellular PVC product that is heavier and thicker than vinyl siding has been designed to compete with pre-finished wood products and fibre cement siding. Although this product has only become available recently, already it is becoming a popular pick for exterior siding.

Whether you live in an older or newer home, the team at Way-Mar would be pleased to help you discover the ways in which PVC can lengthen the life of your home.





# A Fresh Face

## EXTERIOR MAKEOVER BREATHES NEW LIFE INTO WEST MONTROSE HOME

Nestled in the heart of picturesque West Montrose, Ron and Lynne Hare's 35 year-old home recently underwent a major renovation and the timing was probably perfect.

Faced with years of water damage, Ron wonders what might have happened if they had left their house as it was: "Who knows, maybe in five or ten years, we might not have had a house to live in." A sobering thought for a couple who love to entertain and spend time there with their children and grandchildren.

Since the exterior of the house was poorly designed, water ran down diagonal grooves and settled inside the siding and windows. Although Ron and Lynne could only see a few problem spots on the cedar siding when they purchased the house, they were shocked by the extent of deterioration uncovered beneath the siding.

As the couple came to terms with the myriad of issues involved in such a big repair, they wanted to find a company that could manage the entire job. Enter Way-Mar. After consulting with a handful of building professionals, Ron and Lynne met with Trevor Martin from Way-Mar, who determined that all the cedar siding would need to be removed, along with the soffits, fascia and eaves.

"Trevor helped a lot with the ideas," says Ron. "He follows an approach to offer the options, to give the customer a sense of the pros and cons, as well as the costs and then you can decide." Lynne concurs, joking that Trevor "gently steers" the decision process without adding extra pressure, which helped the couple confidently dive into a project of this magnitude.

Trevor suggested replacing the original siding with vinyl, known for its durability,

value and low maintenance. The fact that it resembles authentic hardwood is a bonus for homeowners seeking a similar look at a fraction of the cost. "We had a budget," Lynne says, "and we found Way-Mar very reasonable."

The Hares went against the grain by installing the majority of the new siding vertically as opposed to a more traditional horizontal style. They kept the windows, which had already been replaced, but Trevor proposed highlighting each one with custom formed aluminum trim which, as Ron points out, is "an embellishment that gives the house more character."

Way-Mar's work on the home also included a new front and back door, a curved copper roof at the front of the house, a new composite deck and countless little details to ensure that Ron and Lynne spend less time worrying about the exterior





**“There are no surprises with Way-Mar and we’ve had more compliments from other professionals in the building industry about their attention to detail.”**

of their home and more time enjoying their outdoor space, especially their stunning backyard.

With the work complete, Ron and Lynne look back fondly on the renovation and credit Way-Mar with turning a bad-news situation into a positive experience.

“We’re thrilled,” says Lynne. “There are no surprises with Way-Mar and we’ve had more

compliments from other professionals in the building industry about their attention to detail.”

Agreeing with his wife, Ron has only positive

comments about Way-Mar’s solid work ethic, professional attitude and high safety standards, adding that it was fun interacting with the building crews. “Way-Mar has an excellent reputation and that means something.”





# Window of Opportunity

## YOUR GUIDE TO CHOOSING NEW WINDOWS

They let daylight shine in, they keep cold winter air out, they allow a breeze on a hot summer's day and they are your view to the world outside of your home. Your windows perform a variety of functions on a daily basis and when the time comes to think about replacing your old or outdated windows, Way-Mar will ensure that you end up with the right fit.

"We find sometimes that our customers are not always aware of how many different options there are when they want to replace their old windows," says Rob Martin, project manager at Way-Mar. "Instead of feeling locked-in to a certain type of window, we want to provide as much guidance as possible so that the homeowner ends up with new windows that are right for the style of their home and are easy and practical for them to use."

For Rob, this means making sure that Way-Mar clients understand the pros and cons of the different types of windows that are available today.

"We really encourage our customers to come into the showroom and test out all of the windows for themselves," says Rob. "Does the window open smoothly? Is it easy to clean? With grilles or without? These are important questions. A family room window, for example, will serve a different purpose than a bedroom window. By going through these questions with our customers we can give them the best alternatives for their home."







## CASEMENT WINDOWS

This window, which is hinged on the side so it vents vertically, has a smooth turning handle to roll the window open wide. The window closes by pressing against the frame, engaging the triple-seal weather-stripping and step-down frame design offering superior protection against air and water penetration. A major benefit of the casement window is its curb appeal. Since the screen is located on the inside of the window, the windows project a sharp, clean look from the exterior of the home. Casement windows open wider than other windows to allow for maximum air flow.

### Cons

Slightly more difficult to clean

## AWNING WINDOWS

Awning windows are hinged on the top, but vent horizontally, making them perfect for opening on rainy days as the outward opening will keep water out. Best suited for smaller wall spaces, such as over the kitchen sink, these windows provide wonderful ventilation with an unobstructed view to the outdoors.

### Cons

Cannot be cleaned from the inside, they are better located on the first floor.

## SLIDER WINDOWS

Slider windows vent horizontally and are ideal for installing in bedrooms or over the kitchen sink because they glide open easily and conveniently. With slider windows, sashes can either lift-out or tilt-in for effortless cleaning. Lift-out sliders in particular, have very few moving parts and are therefore very low in maintenance. Both types of sliding windows are available in either single or double slider configurations.

### Cons

Less airflow than a casement window

## HUNG WINDOWS

Hung windows slide open vertically and are extremely easy to clean by simply tilting the sash. These windows tend to be used in older, traditional homes. They are available in single hung (one window that slides open) or double hung (two windows that bypass each other to slide open).

### Cons

Contain more moving parts which can lead to increased maintenance over the years



# Getting to know WAY-MAR®



**PROFILE:**

**NAME:**  
TOM TAYLOR

**POSITION:**  
WINDOW & DOOR SALES

**TIME WITH WAY-MAR:**  
14 YEARS

**PROFILE:**

**NAME:**  
TERRY LACHANCE

**POSITION:**  
CARPENTRY FOREMAN

**TIME WITH WAY-MAR:**  
10 YEARS

**How has door design technology changed over the years?**

A lot of customers are interested in a more contemporary style of door, straight lines and clean look. There are a lot of options now to get a quality steel door, but with the look and feel of a traditional wood door.

**Do you have any advice on how to care for new windows?**

One of the biggest things you can do to take care of new windows is avoiding condensation. That being said, a quality window that has been installed properly should be virtually maintenance free.

**What would you say is the largest door you've ever installed?**

Probably about 8 feet is the tallest and 7 feet is the widest, that's a single door.

**I hear you own a motorcycle, were you out for a ride on Christmas Day?**

Yes I was! My wife and I did a short cruise up to Baden. We wanted to go to Tim Hortons, but they were closed.

**What are your three "go to" golf clubs?**

First is my driver, then my 3 wood off the fairway and my 8 iron.

**Have you always been a carpenter?**

I started my career as a carpenter when I was 21. In 1993, we left for the mission field serving in Fiji and Nepal. I would work for Way-Mar when we were home on furlough. I started working with Way-Mar full time in 2008.

**As a carpenter, what is the best part of your job?**

I'm a people person so I love communicating with our customers, I also love encouraging and mentoring my co-workers. A real bonus for me is the ability to be creative in my work.

**Are you loyal to any particular brand of power tools?**

Not really, different brands have their strengths for specific applications. We use the best tool to get the job done.

**Any trends you've noticed in home renovations over the past 5 years?**

With bathroom and kitchen renovations, natural surfaces like ceramic and stone tiles, glass showers and granite or quartz counter tops are popular for their variety in texture, pattern and colour. Also with under counter lighting, more customers are moving towards LED lights for their efficiency and long life.

**If you could travel anywhere in the world, where would you go?**

I've travelled a lot, but I would love to travel to Tibet and China.

**If you were given free tickets to any sporting event, what would you choose?**

I'm a huge rugby fan, so I would definitely go see a New Zealand All Blacks game.



# Some of our Recent Projects



## ◀ SLEEK AND MODERN DESIGN

There is nothing like a newly renovated kitchen to energize a home's interior, especially one that showcases an open living space between the kitchen and eating area and features new hardwood floors, modern cabinetry and trim. For this project, Way-Mar worked collaboratively with the homeowner, an interior designer who created the blueprint for a contemporary kitchen that is functional yet visually stunning.



## ◀ LAKESIDE LIVING

For this family's Chesley Lake cottage renovation, Way-Mar not only installed new windows, but also created a bold and striking appearance with red board and batten siding and rough-sawn imitation cedar shingles in the gable ends. Because the cottage is built on piers, the imitation stone on the lower exterior walls is a durable vinyl option that can stand up to nature's elements while completing this cottage's classic look.



## ◀ DECKED OUT

To maximize this homeowner's backyard space and beautiful landscape, Way-Mar built a new pressure-treated deck that displays a combination of picket-style and tempered glass railings around the perimeter of the deck. By mixing the two styles of railings, both made from the same manufacturer, the family can enjoy an enhanced view from their dining room while keeping renovation costs to a manageable level.

Contact us today to find out how we can help with your next renovation project.

[www.waymar.ca](http://www.waymar.ca)

519.699.4236





# Don't lose your cool this summer



## Insulation helps your house keep its cool, so you can too.

Improving your home's insulation with polyurethane foam will reduce your energy loss and keep you comfortable all summer long. Talk with the insulation experts at Way-Mar this spring before you lose your cool this summer.



519-699-4236

[www.waymar.ca](http://www.waymar.ca)

