

INSIDE ...

**Decorative Glass in a
Tight Economy**

**Patterned and Textured
Glass Trends**



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Design Patterns

**Working with Textured
and Patterned Glass**

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Decorative Glass Magazine™

March/April 2009

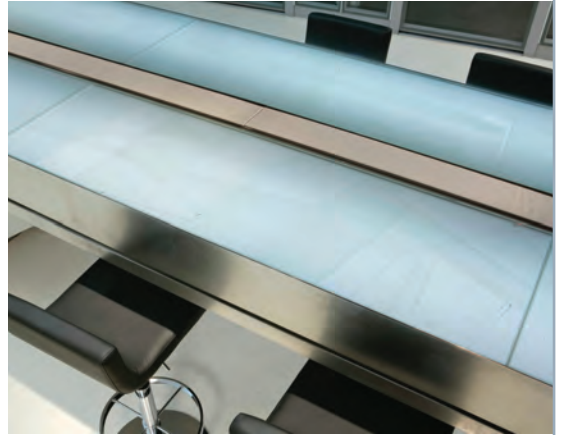
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ON THE COVER



Patterned and textured glass comes in a variety of styles and options, such as the Bricks texture from Joel Berman Glass Studios Ltd.



4 Definite Details

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Publisher **Debra A. Levy**
Ext. 111 • deb@glass.com

Editor **Ellen Rogers**
Ext. 118 • erogers@glass.com

Managing Editor **Erin Harris**
Ext. 130 • eharris@glass.com

Contributing Editors **Megan Headley**
Ext. 114 • mheadley@glass.com

Tara Taffera, vice president
Ext. 113 • ttaffera@glass.com

Penny Stacey
Ext. 148 • pstacey@glass.com

Online Reporter **Wendy Jozwiak**
Ext. 131 • wjozwiak@glass.com

Circulation Director **Thomas Cory**
circulation@glass.com

Art Directors **Chris Bunn**
Ext. 132 • cbunn@glass.com

Dawn Campbell
Ext. 150 • dcampbell@glass.com

Ad/Exhibits Manager **Tina Czar**
Ext. 115 • tozar@glass.com

Marketing Director **Holly Biller, vice president**
Ext. 123 • hbiller@glass.com

Marketing Manager **Patrick Smith**
Ext. 133 • psmith@glass.com

Customer Relations Mgr. **Janeen Mulligan**
Ext. 112 • jmulligan@glass.com

Web Developer **Bryan Hovey**
Ext. 125 • bhovey@glass.com

Customer Service Assistant **Katie Hodge**
Ext. 0 • khodge@glass.com

Published by **Key Communications Inc.**
P.O. Box 569
Garrisonville, VA 22463 USA
540/720-5584;
fax 540/720-5687

Advertising Offices:

Midwest **Lisa Naugle**
Associate Publisher
lnaugle@glass.com
312/850-0899
312/277-2912

Northeast & Eastern Canada **Rocco Zegalia**
rzegalia@glass.com
540/720-5584 x194
267/626-8405
610/965-9285

Southeast **Scott Rickles**
srickles@glass.com
770/664-4567
770/740-1399

West Coast & Western Canada **Ed Mitchell**
emitchell@glass.com
805/445-4805
805/445-4806

Europe **Patrick Connolly**
patco@glass.com
99 Kings Road, Westcliff on Sea
Essex SS0 8PH ENGLAND
(44) 1-702-477341
(44) 1-702-477559

China & Asia **Sean Xiao**
sxiao@glass.com
Rm.403, Block 17, Wuyimingzhu,
No.6 Jinshan Road,
Fuzhou, Fujian, 350001, China.
(86) 591 83863000

All Others **Contact Publisher Directly**



From the Editor

Let's Get Digital

Where would we all be without computers? I can't go a day without checking e-mail and, if I must, I feel as though I've somehow lost touch with the world. Thanks to computers we can go just about anywhere and work online, read the news, watch TV, listen to music ... technology has certainly taken us leaps and bounds in the last decade.

But I do not need to tell you all this. After all, if you're reading this column then you're reading the first digital edition of Decorative Glass (DG) magazine.

Our digital publications are just like the print editions, but with one key difference: with digital DG you can point and click your way straight to our advertisers and their products. See something you like? Just point and click and just like that you're on your way to online browsing, shopping, specifying.

Speaking of online technology, have you visited DG's website: www.decorativeglassmag.com? If not, there's a lot there to see and do. You can read the top decorative glass headlines and news stories; learn about some of the hottest decorative glass applications and even view photo galleries of interior and exterior projects. Want to see more? No

Ellen Rogers

Editor of Decorative Glass magazine, a sister publication of USGlass magazine.



problem. Just check out page 6 of this digital edition where you can read more about the website and connect directly to it (but only after you've finished reading the entire issue, of course).

The world of decorative glass products is exciting and evolving. DG magazine, our digital edition and website can help you stay informed about what's happening in the market. Got some news to share? Tell me about it ... just email me at erogers@glass.com.



Decorative Discussions

Just Breathe

Decorative Glass and Surviving in a Down Market



by Kris Vockler

Kris Vockler is vice president of ICD High Performance Coatings in Vancouver, Wash., and chair of the GANA Decorative Division. Ms. Vockler's opinions are solely her own and not necessarily those of this magazine.

Economies around the globe are failing (as if I needed to tell you that). The only product that seems immune to the financial crisis these days is a certain canned meat product that is known by all and hated by most. Oddly enough, this product has seen a huge jump in sales of late. If only the same could be said of decorative glass products. In this trying time, we can't be certain where the decorative glass market is headed.

What we do know, however, is that the markets will come back as they always do. Construction is not going away because, at the end of the day, people still need spaces to inhabit. What does this have to do with decorative glass and where I am going with this article? Well, first I am going to promote some of the Glass Association of North America's (GANA) Decorative Division's great work, which may offer an answer to the economic blues. I will then share some inspirational words from industry folks who understand what we need to do in this downturn.

Staying Busy

What have we been doing in the Decorative Division? We've been busy from the start. Even with the financial crisis, our efforts have not diminished. One project that's drawing to a successful conclusion was creating definitions and categories for products/processes within the decorative glass realm (no easy feat I assure you.) The fruits of this effort will help other Decorative Division committees initiate the next round of projects,

“The funny thing about holding your breath, though, is that it's hard to move, and lack of inertia can be fatal in our industry.”

many of them in the marketing side of the industry.

In addition, the division's Product Color and Durability Task Group continues to discuss the possibility of voluntary standards or guidelines to help define product tolerances, a Pandora's Box that needs to be opened carefully. The group is currently developing lists of properties centered on color, durability and appearance. But will there eventually be a standard or guideline? Your guess is as good as mine, but the possibilities are open. If applied coatings and color/durability issues are interesting to you, why not join this task group and share your opinions?

Glass Week recently took place in Las Vegas, which gave the Decorative Division the chance to discuss many of these current and potential activities. Now that the meeting is over we have a whole new docket of projects focused on offering value to our products.

Fresh Ideas

What else can we do during a down market? I asked a few esteemed members of our industry for their advice and thoughts. The question on the table: Is it too early in the downturn for architects, designers and fabricators to explore new avenues, such as decorative glass? The answers were very helpful.

Cathie Saroka of Goldray Industries Ltd., shared her insight.

“I believe companies have to invest and look to new things. Keeping with the status quo means that the best outcome any company can have is to shrink with the decrease in product demand. That being said, it is also important to invest using your own money, not borrowed money. There is

a huge opportunity for anyone with capital to capture market share by investing in new products, equipment or pursuing new geographic markets.”


I asked Max Perilstein of Arch Aluminum & Glass the same question and his answer was equally compelling.

“The smart companies will be working for 2010 and beyond. There's no doubt right now that most people are resistant to spending, but eventually the worm will turn and the companies that prepared for it will be in much better shape.”

Right now everyone is waiting to see what effect the U.S. government's financial stimulus will have on the economy, essentially holding on to cash until things get a bit more stable. No one knows how long that might take, but it is obvious that the sooner we move to investing and preparing for the future, the sooner our industry and the globe can start to see a rise in markets again.

Let's Get Moving

True, we are in a period of “great financial hurt” at the moment, with industry leaders waiting for that great exhale that signals a return to growth. The funny thing about holding your breath, though, is that it's hard to move, and lack of inertia can be fatal in our industry.

GANA is a great organization that is always focused on the future and working for our industry. Now is the time for decorative glass players to get involved and work toward that positive future. If you create or work with decorative products, seize the opportunity to showcase them. It won't be long before things start to move forward. Markets will rise again. 

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Definite Details

A Look at Architectural Trends with Patterned Glass

By Cathie Saroka

Cathie Saroka, MBA, LEED AP, is the marketing director for Goldray Industries Ltd., in Calgary, Alberta.

Textured, patterned glass has long been used as a way to introduce light into a space, while maintaining privacy. These products give any application a unique voice and make the design stand out.

“By using design in innovative ways, we can actually become the originators of a design trend,” says Joel Berman of Joel Berman Glass Studios in Vancouver. “When we create a pattern or form into glass and offer artistic privacy to the work space this, in effect, causes the work spaces to change and results in developing trends.”

And just what are some of the biggest trends in patterned glass? A few industry experts shared their thoughts.

Green Design: As a design concept, patterned glass lends itself well to green design. By transmitting daylight into the workspace, glass can be a renewed light source, reducing the need for electric light. Some kiln-formed and cast patterns also use recycled glass in the manufacturing process, making them eligible for LEED® credits.

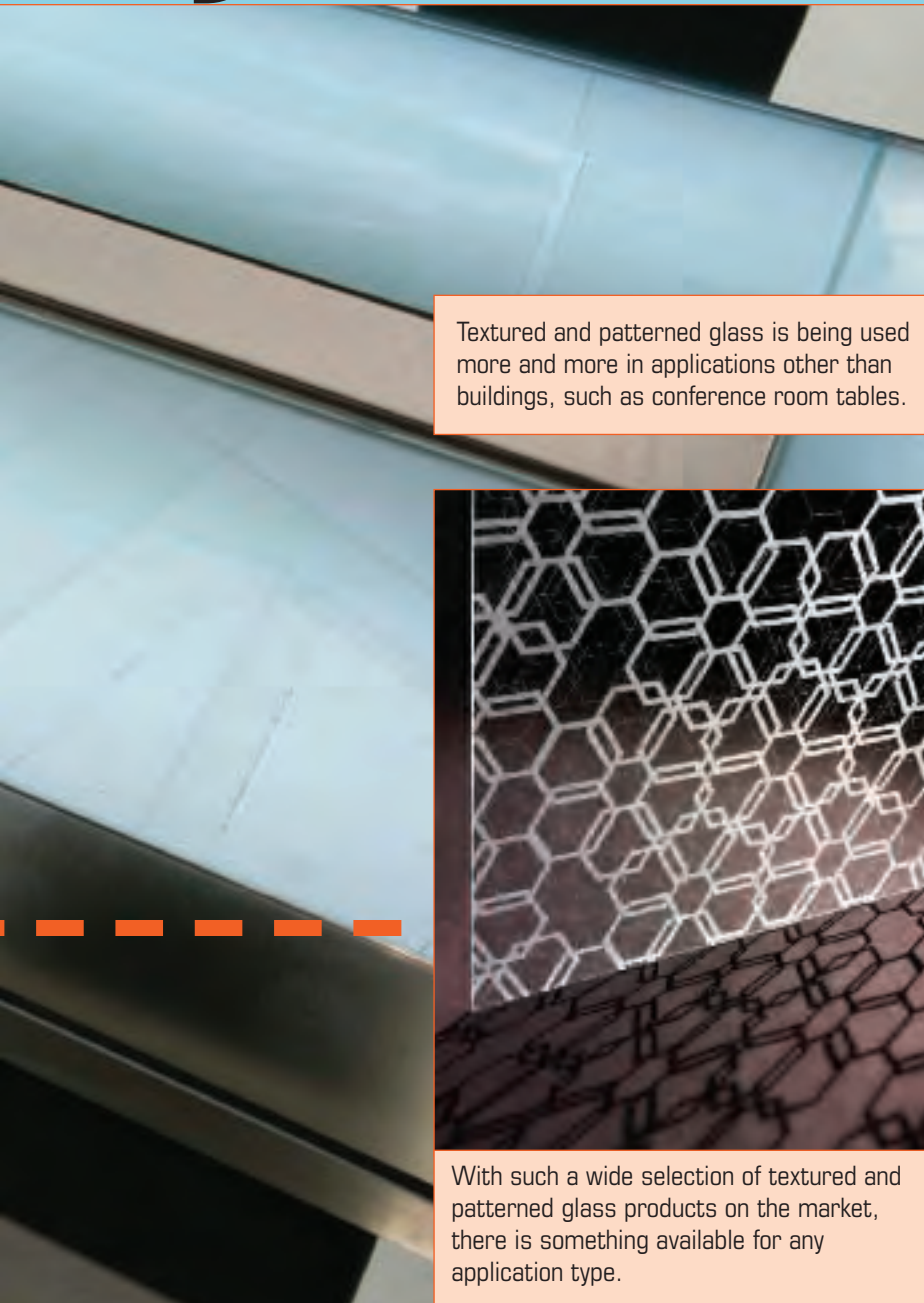
Non-Traditional Uses: The use of textured glass in applications other than buildings is also escalating.

“The outdoors has been in the forefront for us,” says Berman, who adds that hotel, casino, restaurant and bar designs also increasingly use patterned glass.

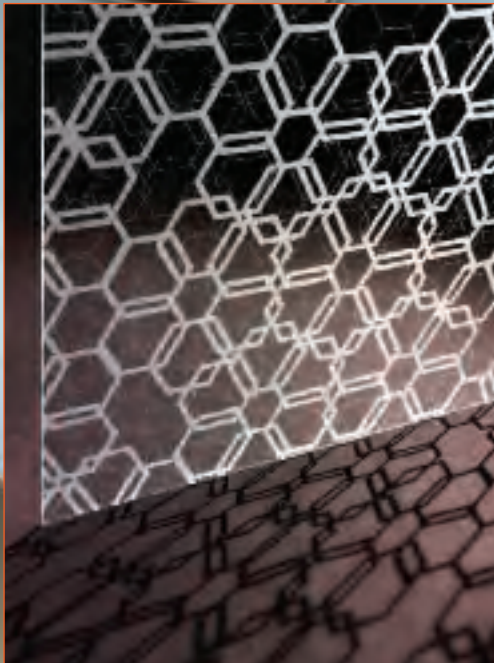
Building Bigger: An increase in the available sizes of patterned glass products has had an impact on its use in commercial construction. At one time the majority of textured glass products were only available in 4-mm (1/8-inch) thicknesses.

“This was not strong enough for commercial use without laminating, which added extra cost to the project,” says Greg Saroka of Goldray Industries. “Many patterns are now available in 6-mm (1/4-inch) and 10-mm (3/8-inch), expanding the applications in which the products can be used.”

And with larger sizes now available, patterned glass can be used in massive exterior glazing facades. Donald Jayson of Bendheim points to some large European projects, for example, that have



Textured and patterned glass is being used more and more in applications other than buildings, such as conference room tables.



With such a wide selection of textured and patterned glass products on the market, there is something available for any application type.

used patterned glass in significant curtainwall applications.

“If your project is a minimum of 25,000 square feet some manufacturers are willing to devote a day’s production to a custom pattern,” says Jayson.

The inherent texture of patterned glass is also a design plus.

“Its increasing use in spandrel, wall cladding and elevator interior applications illustrates the design flexibility that can be found with this product,” says Saroka. “The combination of metallic coatings and the texture in patterned glass can really make the design stand out.”

Interior Elements: Designers continue to expand the use of patterned glass in innovative ways for interior applications as well. Saroka says that in

addition to traditional uses, such as partitions and room dividers, he has seen patterned/textured glass used increasingly for glass floors and stairways.

“The use of patterned glass in flooring systems allows designers to use the diffusion of patterned glass, and yet still allow light deeper into the building,” Saroka says.

Limitations

As with any building material, there are some limitations to using patterned glass. Saroka says the biggest drawback is the limited supply available from North American companies

“If we have a job of any size, we often need to bring the glass in from overseas, which results in either drastically increasing our inventory levels or

dealing with longer lead times,” says Saroka. “Neither option is very attractive for us or the contractors.” He adds that the sheet size available from North American suppliers is also limited. “Eighty-four inch stock sheets can be used for shower and railing applications or for those using mullions in the design, but it limits the use of textured glass in commercial applications.”

Still Popular

Patterned glass has been popular for many years. One way to ensure continued use, according to Berman, is to always look at design from a current point of view.

“Some designs are always timeless, but as a designer, when the venue changes, we must be able to work with new architectural and cultural changes,” says Berman

Donald Jayson of Bendheim agrees.

“Patterns may initially be very popular, but have a definitive life span of growth, plateau and, eventually, decline. We must evolve constantly to maintain interest in the product.”

Belinda Bennett, an interior designer and principal of the Bennett Design Group in Houston, says she sees a “back to nature” trend when it comes to patterned glass.

“With the welfare of Mother Earth pushing to the forefront of design projects, patterns in glass are becoming more natural and organic,” she says. “Since glass itself is organic, it is only natural for the glass to evolve into what it wants to be, instead of man forcing it to be uninteresting and flat. It is as if glass has finally broken free of our once forced boundaries.”

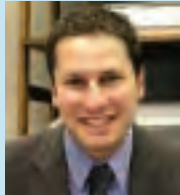
Commercial or residential, new building or renovation, interior or exterior, textured glass gives designers the flexibility to develop spaces that use light, texture and privacy in unique and creative ways.

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Definite
Details

Going for Gold

One on One with Zach Weiner, President, of Goldray USA



Zach Weiner

Colonial Glass Solutions, a family-owned glass business based in Brooklyn, N.Y. for 80 years, turned over a new leaf when it joined forces with Calgary's Goldray Industries last September to become Goldray USA. The new company was formed to manufacture and distribute architectural glass products into the Northeastern United States and New England, with extensive investments slated to add decorative glass manufacturing capabilities.

Zach Weiner, then president of



Textured and patterned glass products are being used increasingly for stairs and flooring.



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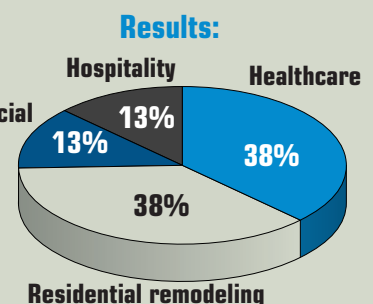
Off the Press and on My Mind
Ellen Rogers
Editor, DG magazine



Stew's Views
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And don't forget to cast your vote in our web poll. In the most recent survey we asked:

What areas of business for decorative glass have been least impacted by current economic conditions?



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Colonial and now president of Goldray USA, talked about the decision to become a Goldray company, how his company is different now and what it's like to become more involved with the growing decorative glass business.

Having been a family-owned and operated business for so long, what made you decide to become a part of Goldray?

I was trying to get Colonial as far away from a mom- and- pop business as possible. In this new business environment only the world-class companies will survive and I did not feel comfortable that I could make that transition alone.

Was this a difficult decision for you?

It was not. I had known that I wanted to partner with someone ever since I took over control of Colonial Glass. The only decision I had to make was who would make the best fit. After meeting Greg [Saroka, president of Goldray Industries] and seeing his facility in Calgary, the decision was easy.

Is there anything in particular you'd like for the industry to know about the changes in business?

Yes. I want customers to know that the biggest change relates to the improved quality and reliability of our existing products—tempered glass, insulating units and Herculite doors. That was the main reason for this partnership. The icing on the cake is now we have become a premier supplier of decorative glass products.

Goldray is a significant player in the decorative glass market; how much experience did you have working with decorative glass previously?

We hadn't done much with it and that was a big reason for this partnership. I saw the interest that my customers had in decorative glass and wanted to take advantage of these opportunities in the Northeast market. I knew that doing it myself would be prohibitively expensive and time consuming. When we became Goldray USA we had instant decorative glass credibility and have already supplied many of our customers with many of the decora-

tive products we produce right here in Brooklyn.

Now that your branch is going to be doing more on the decorative side, what are some new opportunities you will be exploring?

Right now we are starting with providing our current customers with some new and exciting decorative products in addition to our ex-

continued on page 9

GLASS

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Definite Details **Going for Gold** continued from page 7

isting product line. However, the more I learn about decorative glass, the more applications I see that will be a great fit for our new products. Our focus is mainly on expanding the areas in which glass is used. It's an extremely versatile product and decorative glass products can be used to replace many other building materials since it has unlimited design flexibility, high durability, is cost effective and low maintenance.

What are some of the trends you see taking shape with decorative glass?

The biggest trend I see is really the increased use of decorative

glass as a building material mainly due to flexibility of design. Because this is such a versatile building material, I see its use being expanded in new and interesting ways. The new imaging techniques and huge range of durable colors and effects that can be applied to glass really make the products very desirable to designers.

Many people working with decorative glass say they have not seen the sharp downturn that traditional building materials have experienced. Do you agree?

During challenging economic

times, commercial vacancies rise, companies often downsize and building owners will offer incentives to lease space that include renovations. The trend toward renovation rather than building new is one of the reasons that we see the decorative glass market as the area with the most growth potential. Because glass has so much design flexibility, it offers a new palette for designers that was only available in a limited way 20 years ago. The opportunities in this market for decorative glass are much more diverse than other building products that rely on new construction. **dg**

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