

Designing Solutions

Omega Mfg. Corp. solves an age-old problem by mastering the arch window treatment dilemma.

D&WC: How did the company get started in window coverings?

DAVID PFLIEGER, VICE PRESIDENT, SALES AND MARKETING: Omega Mfg. Corp. is located in Two Rivers, WI. Omega's history is one of innovation, engineering and executing at a very high level. For more than 30 years, Omega has been designing and building high-speed wrapping equipment for the paper industry.

A few years ago our president, John Nordstrom, and his wife, Barbara, built a new

home with three large (110-inch diameter) arched windows. After moving in, they discovered the light and heat from the western exposure was unbearable. They searched for a treatment solution and discovered there was nothing in the market that met their needs. Being highly creative, John decided to develop a solution. The result of his efforts is the patent pending moveable arched window treatment: the Adjust-A-View™ system.

In production since late 2004, the Adjust-



Development work on new products and innovations is ongoing at Omega.

A-View system is manufactured in our 27,000-square-foot manufacturing facility in Two Rivers.

D&WC: What best describes your niche in the marketplace?

PFLIEGER: We are a manufacturer presently focused on moveable arch window treatments for half- and quarter-circle windows, but we consider our niche to be treatments for all specialty and odd shaped windows.

D&WC: Who are your customers? What parts of the country do you serve?

PFLIEGER: Our primary customers are our dealers located throughout the country. We continue to build our dealer network and are actively pursuing new dealers.

D&WC: Is your business computerized? Do you have a company Web site, and how is it used to communicate with customers?

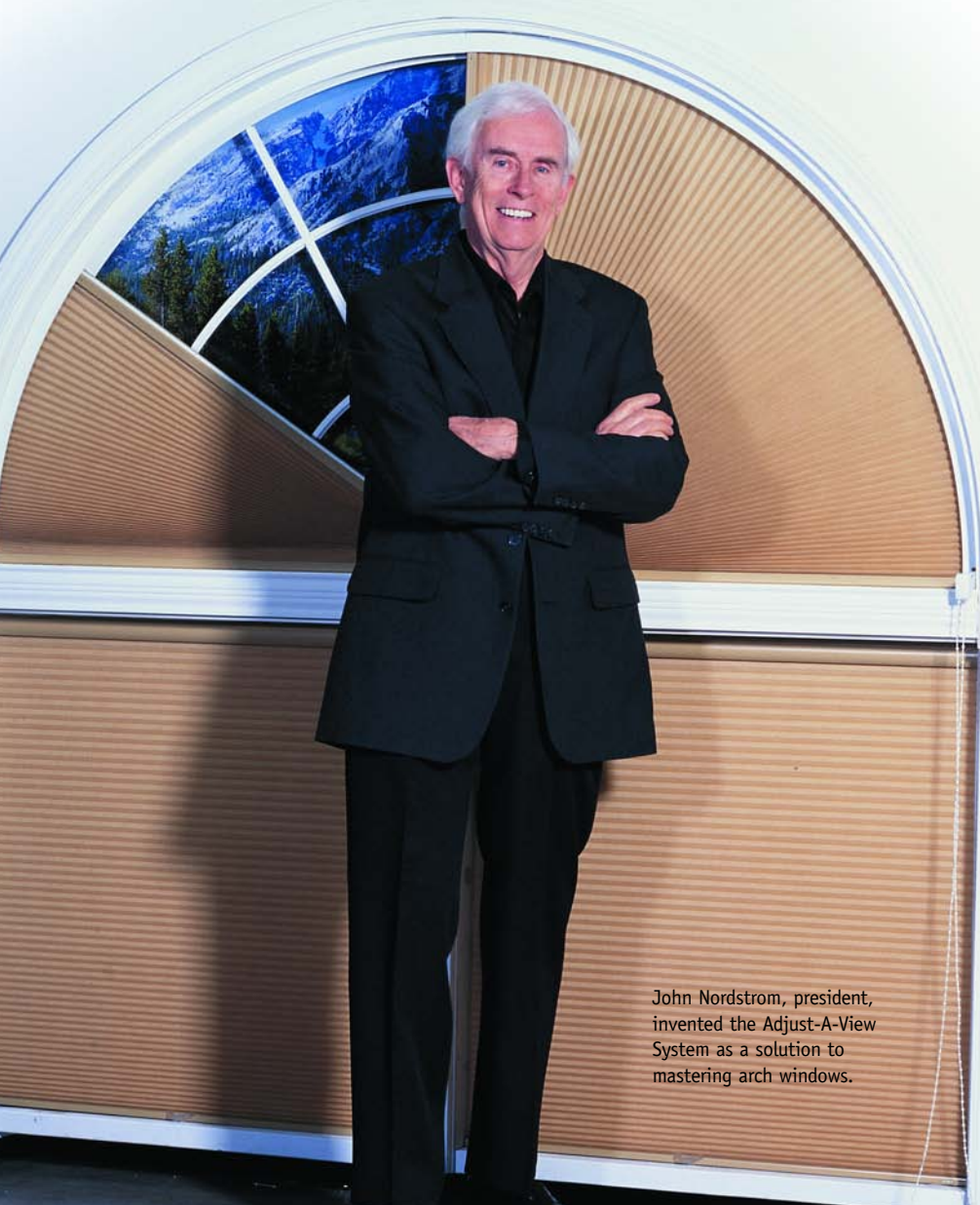
PFLIEGER: Yes, our business is computerized. Our Web site, www.adjustaview.com, has a wealth of information about our products and we routinely use e-mail to communicate with our dealers.

In addition, we have state-of-the-art CNC equipment in our manufacturing facility.

D&WC: What are some of the key factors involved in your growth and success?

PFLIEGER: We have a unique product that solves a difficult window treatment problem. Customers have told us they have wrestled with this problem forever and they are grateful that there is finally a practical solution.

Our innovative mechanism uses cellular shades from all the major manufacturers to provide an attractive, functional solution for treating arched windows. Additionally, our



John Nordstrom, president, invented the Adjust-A-View System as a solution to mastering arch windows.

Highly trained associates utilize state-of-the-art equipment at Omega's Wisconsin production facilities.



system does not require a perfect arch and can handle the radius being off as much as plus or minus two inches. Templates are not required.

These factors make it easy to sell, specify, install and, most importantly, easy to please the end user.

D&WC: What are your strengths in the marketplace?

PFLIEGER: We provide excellent customer service and listen intently to our customers. Recently, we surveyed our dealers and they told us they love our products, but thought our prices were a bit high. We took this to heart and reduced our retail list prices (we

were able to pass on the cost savings from improvements in our production process). Many dealers were flabbergasted at the price reduction. One dealer said, "I can't remember the last price decrease, it seems like all we see are price increases!"

We are also using feedback from our dealers and the market as we develop the next generation of the Adjust-A-View system, as well as other products.

D&WC: What distinguishes you from the competition?

PFLIEGER: Our products. Our patent pending products solve treatment problems that

have been around since the arch window was invented. There is nothing like the Adjust-A-View system and our customers are delighted when they see it. Often we hear, "I have searched for something like this for years and years, finally someone has solved the problem."

We will continue to exploit our creativity and engineering strengths to design and develop groundbreaking products.

D&WC: Where do you see yourself and your company five years from now? Are there additional areas within the industry that you would like to get involved in?

PFLIEGER: In five years, we see ourselves as a leader in providing innovative window treatment solutions for specialty windows of all shapes and sizes. We believe there is a market need that we can fill with our current and future products.

D&WC: Do you offer any products other than window coverings?

PFLIEGER: Not to the window treatments market. However, we do continue to provide a variety of durable high-speed wrapping equipment to the paper industry.



Omega also designs and produces high-tech packaging equipment for the paper industry.

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