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**PREMIER ORANGE COUNTY MILLWORK MANUFACTURER TO LAUNCH NEW WINDOW AND DOOR BRAND AT****INTERNATIONAL BUILDER’S SHOW 2016**

*Pacific Architectural Millwork Introduces Reveal Windows & Doors to Distinguish its Growing Product Segment*

**BREA, Calif. (December 3, 2015)** — Pacific Architectural Millwork is launching a new brand, Reveal Windows & Doors, at the 2016 International Builders’ Show (IBS), January 19-21, 2016 in Las Vegas. The purpose of the new brand launch is to create a unique and clear identity for the expanding window and door segment of the Orange County-based business. Pacific Architectural Millwork is a leading millwork manufacturer with over 30 years’ experience fabricating and installing custom doors and windows for both commercial and residential projects. The Reveal Windows & Doors brand and its associated products will be synonymous with the innovation, quality and experience of the parent company.

“We’re releasing new products, entering new markets, developing new manufacturing processes and equipment, so it feels like an appropriate time to launch a brand that reflects that evolution,” said Ryan Higman, president of Pacific Architectural Millwork and Reveal Windows & Doors. He explained that while there will be synergy and crossover between the parent company and the new brand, Reveal Windows & Doors allows for clarity and new, exciting opportunities specific to the growing product category.

Reveal Windows & Doors is represented by the message *Expand Your View*, which describes the goal of allowing customers to imagine all possibilities, achieve their unique vision for their home and experience the indoor/outdoor lifestyle. Reveal takes pride in its ability to problem-solve and offer highly customizable products. As Higman maintains, “If it doesn’t exist, we’ll invent it.” Reveal Windows & Doors’ product offerings boast innovative, industry-unique designs, including the patented Slide & Seal™ door and the Zero Window, the only zero sightline operable wood window on the market.

The company is launching Reveal Windows & Doors at IBS 2016, the largest annual light construction show in the world. The launch of Reveal Windows & Doors allows the company to provide something new in a space that brings together the industry’s most important global manufacturers and suppliers while showcasing the latest products, materials and technologies.

Despite being in an industry that can be resistant to new players, the team is confident that this is a positive and necessary change for the company. Higman’s vision and leadership are at the forefront of the brand launch, and the entire Pacific Architectural Millwork team played an integral role in the rebranding process. Vice President and General Manager of Pacific Architectural Millwork and Reveal Windows & Doors, Skip McDonald explained, “It’s important for everyone to share in the vision. If you get their buy-in, they become excited and take ownership of the brand.”

McDonald reiterated that it is important to keep in mind, “We’re not a new company getting its feet wet. We’ve been around for a long time and have extensive experience in the industry. Now is our opportunity to step up and refocus ourselves on becoming a major player in the window and door segment.”

For more information about Reveal Windows & Doors, visit [www.revealwd.com](http://www.revealwd.com) or see them at booth #C1856 at IBS 2016 in Las Vegas.

## About Pacific Architectural Millwork

## Pacific Architectural Millwork is a premier millwork manufacturer with extensive experience fabricating and installing custom doors and windows for commercial and residential projects of all sizes and styles. In addition to manufacturing custom wood, window and door products, the company has been producing top-quality commercial millwork for more than three decades. The Orange County-based company utilizes the latest technology to develop patented innovations and produce the highest quality products. For more information about Pacific Architectural Millwork, visit [www.pacmillwork.com](http://www.pacmillwork.com/cms/).

About Reveal Windows & Doors
Expand your view with Reveal Windows & Doors. Developed by Pacific Architectural Millwork, Reveal offers innovative, premium quality wood and aluminum clad window, door and timber curtain wall products that create an indoor/outdoor living experience for residential and commercial projects of all styles. For more than 30 years, Reveal Windows & Doors have been manufactured in North America to the highest industry standards. For more information about Reveal Windows & Doors, visit [www.revealwd.com](http://www.revealwd.com).

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