



It's clear that keeping its product offerings fresh is key.

"To keep things rejuvenated, we introduce new products every couple of years," Oran says. "A number of the products that we've introduced in the last three or four years are really the first of their kind for the Caribbean. Our bi-folding doors, for example, have been very popular. So we grow the product range and hopefully grow the customer base as a result."

This has contributed to the company's "very diversified product range."

"We offer some very custom solutions," he says. "We work alongside the customer, whether he's a small

customer or a big customer, to find a solution that's right for him in terms of performance and in terms of price point. And where we see opportunities to expand the different product lines that might bolster that ability, we do so. So we're not afraid of risk and of taking on something new in an effort to educate the market and provide something we think is of value."

Continually seeking new solutions, the company frequently invests in machinery. "Back in 2006/2007, we were one of the first Caribbean companies to start producing its own insulated glass products," Oran says. "Most of the time they would be imported from overseas. We've gone into CNC (computerized numerical control) equipment. We've always looked for ways to