



The Strategy Behind the Network

Most major window brands operate from a single, massive corporate headquarters, with a handful of satellite factories that follow a top-down command structure. The Earthwise Group, however, has spent decades proving that there is a more effective, more responsive way to build high-performance products. Our manufacturers are independent business owners—not just branch managers. To keep this sophisticated engine running at peak performance, we host semiannual owner meetings. These gatherings are the strategic heartbeat of our organization, ensuring that our decentralized network remains a unified force in the industry.

The Five Pillars of Network Alignment

These pillars allow us to maintain a cohesive brand identity while respecting the independence of our manufacturing partners:

Engineering and Innovation: We collaborate and pull our resources on shared Research and Development (R&D) to refine our window systems.

Operational Excellence: Peer-to-peer consulting helps identify and optimize best practices in factory automation, supply chain management, and workforce development.

Brand Integrity and Consistency: The Earthwise brand stands for the same promise of quality from coast to coast.

Regulatory Compliance: We use our collective expertise to interpret new legislation and ensure that every manufacturing partner is fully equipped to meet local and national mandates.

Strategic Growth: We step back to look at the “big picture” and set collective goals for the coming year to ensure shared success.

Ultimately, these semiannual meetings are about more than just business metrics; they are about a shared commitment to the people who use our products. Our semiannual meetings ensure that this promise remains unbroken, year after year, in every corner of the country.

