

MARVIN MESSAGING PLAYBOOK

WINDOW AND DOOR COLLECTIONS
AND PRODUCT LINES



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Introduction

It takes all of us to bring our brand to life. How we communicate to our customers helps us build what Marvin stands for and what we mean to them.

WHAT THIS PLAYBOOK IS FOR:

This playbook includes customer-facing messages that are ready for you to shape and use in communications, helping us reach our customers in ways that are consistent, clear, and effective.

INSIDE, YOU'LL FIND MESSAGING FOR:

- + Our window and door collections and product lines
- + Homeowner, architect, and builder audiences
- + Example headlines, subheads, and body copy

HOW TO USE IT MOST EFFECTIVELY:

Messaging in this playbook is intended to be a starting point for your communications. Be sure to evaluate and tailor each message according to the context of your communication, including:

- + Your specific audience and their familiarity with our products
- + Your communication channel
- + How messages will complement visuals and images
- + Messaging hierarchy/priority

Introduction

While each audience we serve has specific needs, they are all purposeful creators who are discerning, intentional, and future-focused. Reference this table for guidance on how to connect with each of our audiences.

AUDIENCES		ARCHITECTS/ DESIGNERS	BUILDERS/ CONTRACTORS
WHO ARE THEY	HOMEOWNERS	Professionals, problem-solvers, and seekers of design continuity: this audience looks for partners that help facilitate their process. Each home is an artistic expression of their clients' dreams and testament to their skill, in which every detail is thoughtfully considered.	Strong-willed and successful, the builder's reputation is priceless. They look for partners whose products reinforce the superior quality of the home itself. Every home is a mark of personal pride: a direct reflection of their ability to consistently deliver something remarkable.
WHEN WRITING FOR THEM	Do: use inspiring language and help them understand the role of our products in their lives. Don't: default to overly technical windows and doors language.	Do: engage with them as like-minded partners to understand the connection between our products and their design vision. Use high-level window and door language and technical specifications as necessary. Don't: overwhelm them with terminology, overstate our role, or take credit for their design vision.	Do: speak the language of windows and doors, stating facts and benefits simply and directly. Communicate the why behind changes and developments, making the value clear while keeping in mind their daily expectations and challenges. Don't: use overly poetic language that could be interpreted as "marketing fluff."

Introduction

This table includes keywords and phrases unique to each collection and product line. Reference these descriptions and word choices to help differentiate how we talk about and position each offering in our communications.

AT-A-GLANCE MESSAGING OVERVIEW

MARVIN SIGNATURE[™] COLLECTION

- For truly inspiring spaces
- Designed with distinction
- Highest level of architectural precision
- Meticulous attention to detail
- Unparalleled performance

MARVIN SIGNATURE[™] ULTIMATE

- Beautiful design
- Expert craftsmanship
- Virtually limitless possibilities
- Opportunity for personalization and customization
- As strong as they are beautiful

MARVIN SIGNATURE[™] MODERN

- Simply stunning
- Purely modern
- Clean lines and narrow profiles
- Honors the exacting principles of modern architecture
- Pairs purely modern design with category-leading performance

MARVIN ELEVATE[®] COLLECTION

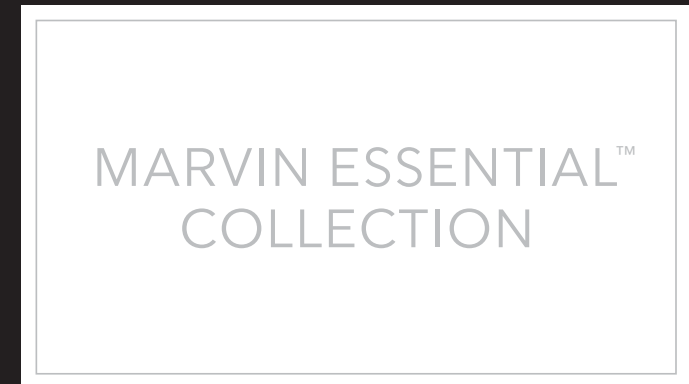
- Remarkable design
- Superior strength and beauty that lasts
- Curated to include the most in-demand styles, features, and finishes
- Popular styles with a personal touch
- Adds warmth and richness to interiors

MARVIN ESSENTIAL[™] COLLECTION

- Streamlined, uncluttered design
- Clean lines and simple profiles
- Strong performance
- Simplified options that don't compromise style
- Strong, durable, and virtually maintenance-free

Marketing Messaging

This section includes customer-facing messaging for each of our collections and product lines. Messaging is organized by audience (homeowner, architect, builder) and by key messages.



When using this messaging in your communications, be sure to evaluate and adjust copy based on the needs and context of your specific communication.

MARVIN SIGNATURE™ COLLECTION



RULE ONE: First mention: use the full, formal name, e.g.,
the **Marvin Signature™ collection**

RULE TWO: Additional mentions: you may abbreviate to the Signature collection

RULE THREE: When abbreviating, be sure that the collection name is always
followed by a noun, e.g., Signature products, Signature windows
and doors, or our Signature collection

LEVEL ONE
HEADLINE

Imagine nearly infinite possibilities

LEVEL TWO
BODY COPY

The Marvin Signature™ collection offers our broadest range of product types, sizes, configurations, and design options. You'll experience the difference in every thoughtful detail, with the highest level of architectural precision and beautiful aesthetics. Featuring the Ultimate and Modern product lines, the Signature collection is a hallmark of Marvin design leadership and customer-focused innovation—made to inspire truly exceptional spaces.

LEVEL THREE
KEY DIFFERENTIATORS

UNCOMPROMISING DESIGN

Designed with exceptional quality and a meticulous eye for detail, Signature products unite the highest level of architectural precision with beautiful aesthetics to deliver on even your most aspirational projects.

SUPERIOR PERFORMANCE

Count on every product in the Signature collection to deliver industry-leading performance, even in the most demanding applications, from extremely large sizes to harsh weather conditions.

EXCEPTIONAL EXPERIENCE

Inspired by how people live and work, we designed our Signature collection with thoughtful features, innovations, and processes to make the experience of using this collection intuitive and delightful for everyone.

Long Version

For a home that inspires you

Your home is your retreat. It's where you can reflect and recharge, find moments of peace, or connect with those you love. We designed the Marvin Signature™ collection to add a true note of distinction to those spaces where you spend your time. Featuring our Ultimate and Modern product lines, the Signature collection offers our broadest range of window and door types, sizes, styles, and options to support your vision and aspirations for your home. If you can dream it, we can help you create it—with remarkable beauty, meticulous attention to detail, and performance that offers peace of mind in every season. Thoughtful design features and innovations, inspired by how people live, bring a feeling of quality to every room, allowing our Signature collection to deliver an exceptional experience in your most inspiring spaces.

Medium Version

Add a true note of distinction to your home

We designed the Marvin Signature™ collection to add a true note of distinction to your home. Featuring our Ultimate and Modern product lines, the Signature collection offers our broadest range of window and door types, sizes, styles, and options that support your most exacting vision and aspirations. If you can dream it, we can help you create it. Uniting architectural beauty, meticulous attention to detail, and performance that exceeds industry standards, our Signature collection delivers an exceptional experience in your most inspiring spaces.

Short Versions

Add a true note of distinction to your home

The Marvin Signature™ collection includes our Ultimate and Modern product lines and can make your highest design aspirations possible—from dramatic window walls with a purely modern aesthetic to the intricate details of a historic Victorian home.

Featuring the Ultimate and Modern product lines, the Marvin Signature™ collection offers our broadest range of window and door types, sizes, styles, and options—if you can dream it, our experts can help you create it.

The Marvin Signature™ collection was designed to add a true note of distinction to your home, uniting remarkable beauty, meticulous attention to detail, and performance that stands the test of time.

The Marvin Signature™ collection includes thoughtful features and innovations that deliver an exceptional experience in your truly inspiring spaces.

KEY DIFFERENTIATORS

HEADLINE

SUBHEAD

BODY COPY

UNCOMPROMISING
DESIGN

Designed for your most inspiring spaces

Clean lines. Simple profiles.

When it comes to your home, there’s no idea too grand or detail too small. We created our Signature collection to bring your design aspirations to life, uniting remarkable beauty, meticulous attention to detail, and the highest level of architectural correctness to create truly exceptional spaces in your home.

SUPERIOR
PERFORMANCE

Enduring beauty. Exceptional performance.

Superior strength, inside and out

Warm interiors in the winter—cool and comfortable in the summer. Dramatic views of the outdoors, ready to weather any storm. Beautiful finishes that stand the test of time. Our Signature collection delivers the unparalleled performance your home deserves, offering energy efficiency in every season, strength in the harshest conditions, and durability that lasts.

KEY DIFFERENTIATORS

EXCEPTIONAL EXPERIENCE

HEADLINE

Surprise. Delight.

BODY COPY

As people spend more time indoors, we understand the importance of being able to bring light and air into your home. With the Signature collection, we're reimagining what windows and doors can do. Thoughtful features and ingenious touches you'll find only in our Signature collection make it easier to connect with the outdoors for an experience that's at once surprising and delightful.

Long Version

Design that lives up to your imagination

If you can imagine it, we can help you create it. We designed the Marvin Signature™ collection to support your most ambitious ideas and truly distinctive projects. Featuring our Ultimate and Modern product lines, the Signature collection offers our broadest range of window and door types, sizes, styles, and options—freeing you to design with complete confidence and virtually no limits. Uniting remarkable beauty, the highest level of architectural correctness, and meticulous attention to detail, every window and door in this collection was designed to exceed industry performance standards, from thermal efficiency ratings to reliable strength and long-term durability. Thoughtful features and innovations you'll find only in Signature add an extra note of quality, helping you deliver an exceptional experience in truly inspiring spaces.

Medium Version

Your vision. Virtually no limits.

If you can imagine it, we can help you create it. We designed the Marvin Signature™ collection to support your most ambitious ideas and truly distinctive projects. Featuring our Ultimate and Modern product lines, the Signature collection offers our broadest range of window and door types, sizes, styles, and options—freeing you to design with confidence. Uniting exceptional beauty, the highest level of architectural correctness, and meticulous attention to detail, every Signature window and door exceeds industry performance standards while delivering an exceptional experience in truly inspiring spaces.

Short Versions

Your vision. Virtually no limits.

The Marvin Signature™ collection was designed to support your most ambitious ideas for truly distinctive projects, uniting the highest level of architectural correctness, meticulous attention to detail, and performance that exceeds industry standards.

Featuring our Ultimate and Modern product lines, the Marvin Signature™ collection offers our broadest range of window and door types, sizes, styles, and options – freeing you to design with confidence.

The Marvin Signature™ collection includes our Ultimate and Modern product lines and can make virtually any of your design visions possible – from dramatic window walls with a purely modern aesthetic to the intricate details of a historic Victorian home.

The Marvin Signature™ collection includes thoughtful features and innovations that not only deliver an exceptional homeowner experience, but also support how you design and plan for truly inspiring spaces.

KEY DIFFERENTIATORS

HEADLINE

BODY COPY

UNCOMPROMISING
DESIGN

Designed for distinction

Created to bring your most exacting ideas to life, every window and door is engineered according to the highest level of architectural correctness, delivering remarkable beauty and meticulous attention to detail for projects that are truly distinct.

SUPERIOR
PERFORMANCE

A marvel of engineering

Our Signature collection delivers industry-leading performance you can count on, no matter your vision. The result of exceptional engineering applied to superior materials, Signature products offer strength, durability, and thermal efficiency for even your most demanding designs.

KEY DIFFERENTIATORS

HEADLINE

BODY COPY

EXCEPTIONAL EXPERIENCE

Experience the difference

As people spend more time indoors, we're reimagining what windows and doors can do. The Signature collection is designed with thoughtful features and innovations to deliver an exceptional experience, making it easier for homeowners to connect with the outdoors while supporting you as you bring your vision to life.

Long Version

Create with confidence. Deliver with distinction.

We designed the Marvin Signature™ collection to help you bring your most exacting projects to life with uncompromising quality and absolute confidence. Featuring our Ultimate and Modern product lines, the Signature collection offers our broadest range of window and door types, sizes, styles, and options – giving you more ways to deliver on homeowners' preferences and aspirations. Every Signature product is designed for remarkable beauty, with the highest level of architectural correctness and meticulous attention to detail, to make your projects distinct. And every window and door is engineered for industry-leading performance – from thermal efficiency to reliable strength and durability – to make your projects last. Signature products also support how you work, with integrated design features that make planning and installation easier, as well as thoughtful processes that add efficiency and consistency to every project.

Medium Version

Create with confidence. Deliver with distinction.

We designed the Marvin Signature™ collection to help you bring your most exacting projects to life with uncompromising quality and absolute confidence. Featuring our Ultimate and Modern product lines, the Signature collection offers our broadest range of window and door types, sizes, styles, and options—giving you more ways to deliver on homeowners' preferences and aspirations. Know that every window and door is designed for remarkable beauty that makes your projects distinct, industry-leading performance that makes your projects last, and engineering that adds project ease, efficiency, and consistency.

Short Versions

Create with confidence. Deliver with distinction.

Featuring the Ultimate and Modern product lines, the Marvin Signature™ collection offers our broadest range of window and door types, sizes, styles, and options – giving you more ways to deliver on homeowners' preferences and aspirations.

The Marvin Signature™ collection includes our Ultimate and Modern product lines and can help you achieve exacting project needs – from dramatic window walls with a purely modern aesthetic to the intricate details of a historic Victorian home.

The Marvin Signature™ collection is designed for remarkable beauty that makes your projects distinct, meticulous attention to detail that makes them precise, and industry-leading performance that makes them last.

The Marvin Signature™ collection supports how you work, integrating product features and thoughtful processes that add ease, efficiency, and consistency to every project.

KEY DIFFERENTIATORS

HEADLINE

BODY COPY

UNCOMPROMISING DESIGN

Designed to exacting standards

Like your work, our Signature collection doesn't cut corners. Designed according to the highest level of architectural correctness with meticulous attention to detail, every window and door delivers exceptional beauty and precision that make your projects truly distinct.

SUPERIOR PERFORMANCE

Engineered for unparalleled performance

Our Signature collection delivers industry-leading performance you can count on in harsh weather conditions and at extremely large sizes. The result of exceptional engineering applied to superior materials, Signature products offer strength, durability, and thermal efficiency in even your most demanding projects.

KEY DIFFERENTIATORS

HEADLINE

BODY COPY

EXCEPTIONAL EXPERIENCE

Inspired by how you work

The Signature collection includes design features and innovations that give homeowners the experience they want while supporting how you plan and execute your projects. These integrated features, along with thoughtful processes and services, add ease, efficiency, and consistency to your projects, from order to installation.

A modern living room with large floor-to-ceiling windows and a fireplace. The room features a light-colored sofa, a wooden coffee table, and a fireplace with a stone surround. The large windows offer a panoramic view of a lush, green landscape with rolling hills and mountains in the distance. The interior design is minimalist and contemporary, with a focus on natural materials and large glass panels.

MARVIN SIGNATURE[™] ULTIMATE

RULE ONE: First mention: use the full, formal name, e.g.,
Marvin Signature™ Ultimate

RULE TWO: Additional mentions: you may abbreviate to the Ultimate product line

RULE THREE: When abbreviating, be sure that the product line name is always followed by a noun, e.g., Ultimate products, Ultimate windows and doors, or our Ultimate line

LEVEL ONE
HEADLINE

Create more of what you can imagine

LEVEL TWO
BODY COPY

Part of the Marvin Signature™ collection, our Ultimate line is made for those who care about every detail and simply won't compromise on their vision. Offering beautiful aesthetics, craftsman-quality construction, and the industry's most extensive selection of shapes, styles, sizes, and options, Ultimate products deliver more design possibilities. Customization opportunities and versatility across architectural styles make Ultimate windows and doors ideal for ambitious design challenges, as well as a wide range of project types. Thoughtful features deliver an effortless and exceptional experience while industry-leading performance ratings provide peace of mind in even the harshest conditions.

LEVEL THREE
KEY DIFFERENTIATORS

BEAUTIFUL CRAFTSMANSHIP

From handcrafted details to unparalleled fit and finish, the Signature Ultimate line delivers exceptional quality, uncompromising precision, and timeless style that endures.

DESIGN POSSIBILITIES

With extensive design options, nearly limitless opportunities for personalization, and the ability to create custom solutions, the Signature Ultimate line can make nearly any vision a reality.

LEADING PERFORMANCE

Rigorously tested to exceed strict industry performance criteria, Ultimate products are ready for the most demanding challenges, whether that's achieving extremely large sizes or standing up to harsh weather conditions.

EXCEPTIONAL EXPERIENCE

Thoughtful features found only in our Ultimate windows and doors deliver an experience that is both effortless and remarkable, making them easier to operate and pushing the limits of what windows and doors can do.

Long Version

Enduring beauty. Limitless possibilities.

As part of the Marvin Signature™ collection, our Ultimate line helps you make every detail of your home your own. Uniting beautiful design, expert craftsmanship, and unparalleled performance, Ultimate products offer the industry's most extensive selection of window and door shapes, sizes, styles, and options. If we don't have exactly what you're looking for, our experts can create it, whether that's a scenic door that reaches new heights or a dramatic window wall ready to stand up to the elements. Inspired by how people live, Ultimate windows and doors include thoughtful features that make them even easier to use, helping you effortlessly connect with the outdoors. They also include surprising innovations that give you peace of mind in your home and explore new limits in what windows and doors can do. Experience the many possibilities – and delights – of the Signature Ultimate line.

Medium Version

Enduring beauty. Limitless possibilities.

Part of the Marvin Signature™ collection, our Ultimate line helps you make every detail of your home your own. Uniting beautiful design, expert craftsmanship, and unparalleled performance, Ultimate products offer the industry's most extensive selection of window and door shapes, sizes, styles, and options. If we don't have exactly what you're looking for, our experts can create it. Inspired by how people live, Ultimate windows and doors include thoughtful features that make them even easier to use, as well as surprising innovations that give you peace of mind in your home. Experience the many possibilities – and delights – of the Signature Ultimate line.

Short Versions

Enduring beauty. Limitless possibilities.

The Marvin Signature™ Ultimate line helps you make every detail of your home your own, uniting beautiful design, expert craftsmanship, and leading performance across the industry's most extensive selection of shapes, sizes, styles, and options.

The Marvin Signature™ Ultimate line promises new possibilities for your home, offering nearly limitless opportunities for personalization and customization.

The Marvin Signature™ Ultimate line delivers proven performance in some of the most challenging conditions. Whether you want a scenic door that reaches new heights or a dramatic window wall that's ready to stand up to extreme elements, you can trust Ultimate products to keep your home safe, secure, and comfortable.

Inspired by how people live, Marvin Signature™ Ultimate windows and doors include thoughtful features that make them easier to use, as well as surprising innovations that give you peace of mind in your home.

KEY DIFFERENTIATORS

BEAUTIFUL CRAFTSMANSHIP

HEADLINE

Crafted for beauty and true character

SUBHEAD

Eye-catching details. Handcrafted distinction.

BODY COPY

Beauty lives in the details. That's why every window and door in our Ultimate line is made with expert craftsmanship – achieving architectural precision across every style, shape, and size, and delivering a level of handcrafted intricacy that could only come from Marvin.

SUBHEAD

Bring out the natural beauty of your home

BODY COPY

When it comes to windows and doors, not just any wood will do. That's why our team of in-house wood scientists carefully source the materials in our Ultimate line. From how we treat and stain our windows and doors to how we select the right wood for your home and climate, our experts' vast knowledge informs every stage.

DESIGN POSSIBILITIES

Create a home that inspires you

Feel right at home

This is your home, and we believe it should feel that way. Our Ultimate line offers the industry's most expansive range of window and door shapes, sizes, styles, and options. Whether you decide to mix and match for a dynamic feel or create a uniform and consistent look, our Ultimate line gives you the freedom to make every aspect of your home uniquely your own.

Make your home truly one of a kind

If you can imagine it, we can create it. Whether that's a scenic door that achieves new dimensions or a detailed historical replication, our team of in-house experts will collaborate with you and custom-engineer exactly what you want.

KEY DIFFERENTIATORS

LEADING PERFORMANCE

HEADLINE

Protect your home in every season

SUBHEAD

As strong as they are beautiful

BODY COPY

Beyond beautiful design, you can count on your Ultimate windows and doors to weather any storm or season. The Ultimate line offers aluminum-clad exteriors that protect your home against the elements, maintain their color with little to no upkeep, and are backed by a 20-year warranty.

SUBHEAD

Stay comfortable. Conserve energy.

BODY COPY

The beauty of wood goes well beyond its appearance, keeping your home warm in the winter and cool in the summer. An exceptional insulator, wood maintains its properties during extreme temperature changes. Our wood scientists carefully source the wood we use to ensure optimal performance in varying climates.

Ready for the extremes

Whether you live on the coast or in the mountains, our Ultimate line has your home covered. Every window and door is available with high-performance upgrades, like tripane glazing and IZ3 certification, specifically designed and tested against some of the world's most extreme conditions.

KEY DIFFERENTIATORS

EXCEPTIONAL
EXPERIENCE

HEADLINE

The joy of thoughtful design

SUBHEAD

Features that make your day a little easier

BODY COPY

Beyond adding beauty to your home, we believe windows and doors can make your day a little easier. Designed with ingenious touches, like optional hidden shades that integrate seamlessly into the window and hardware that operates effortlessly, every feature of our Ultimate line is inspired by how you live.

Reimagining what windows and doors can do

As homes become smarter, so should windows and doors. Through integrated innovations, like our concealed Lock Status Sensor that can communicate with home security systems and our Wash Mode feature that makes cleaning your windows easier and safer, we’ve designed our Ultimate line for an experience that’s nothing less than exceptional.

Long Version

Imagine it. Create it.

Achieve your most ambitious visions with absolute confidence – that’s the promise of our Ultimate product line, part of the Marvin Signature™ collection. We designed the Ultimate line to give you more freedom to create, uniting beautiful design, expert craftsmanship, and unparalleled performance across the industry’s most extensive selection of shapes, sizes, styles, and options. Our Ultimate products can precisely match a range of styles, whether that’s the detailed profiles of a historic Victorian home or the narrow sightlines of a contemporary space. When your projects require a truly one-of-a-kind solution, our team of experts will work with you to custom-engineer windows and doors with unparalleled fit and finish. From extremely large scenic doors to dramatic window walls, we’re ready to help you meet your most demanding and complex challenges. Experience the many possibilities of the Signature Ultimate line and create more of what you imagine.

Medium Version

Imagine it. Create it.

Part of the Marvin Signature™ collection, our Ultimate line was created to help you achieve your most ambitious visions. Uniting beautiful design, expert craftsmanship, and unparalleled performance, Ultimate products offer the industry’s most extensive selection of shapes, sizes, styles, and options to precisely match a range of project types. If you require a truly one-of-a-kind solution, our team of experts will work with you to custom-engineer windows and doors with unparalleled fit and finish. Experience the many possibilities of the Signature Ultimate line and create more of what you imagine.

Short Versions

Imagine it. Create it.

We created the Marvin Signature™ Ultimate line to deliver on your most ambitious visions, uniting beautiful design, expert craftsmanship, and industry-leading performance across the industry's most extensive selection of shapes, sizes, styles, and options.

The Marvin Signature™ Ultimate line frees you to create with virtually no limitations. When your projects require a truly one-of-a-kind solution, our experts can work with you to custom-engineer windows and doors for your most demanding design challenges.

The Marvin Signature™ Ultimate line brings your vision to life with uncompromising quality and meticulous attention to detail. From in-house wood scientists who carefully source the wood we use to our precision cutting and fabrication processes, to our handcrafted expertise, we design every Ultimate window and door to add a true note of distinction.

The Marvin Signature™ Ultimate line helps you push the limits of design with confidence, achieving unparalleled fit and finish for challenging custom solutions, as well as industry-leading performance in even the most extreme conditions.

KEY DIFFERENTIATORS

**DESIGN
POSSIBILITIES**

HEADLINE

Bring your most ambitious ideas to life

SUBHEAD

More options to capture your vision

BODY COPY

To design spaces that make a statement, you need room to create. That's why our Ultimate line includes the industry's most extensive selection of window and door shapes, sizes, styles, and options. Offering nearly endless versatility, Ultimate products can help you deliver on your vision for a range of homes and project types, whether that's historical, traditional, transitional, or contemporary.

SUBHEAD

Matched to perfection

BODY COPY

When you're matching products to a particular style, almost won't do. Our precision cutting and fabrication processes allow the Ultimate line to achieve a range of profile widths, from clean and narrow frame options to wide casing or historic profiles.

Absolute freedom to design

When your projects require a truly one-of-a-kind solution, our team of in-house experts will work with you to bring your idea to life. We'll collaborate with you on the design and custom-engineer your solution with unparalleled fit and finish, while our project managers see to all the details in between – from beginning to end.

KEY DIFFERENTIATORS

BEAUTIFUL CRAFTSMANSHIP

HEADLINE

For beauty that's truly distinct

SUBHEAD

Held to the highest standards

BODY COPY

Your vision is uncompromising. We designed our Ultimate products according to the same exacting standards, applying handcrafted expertise, meticulous attention to detail, and refined principles to every product. The result is a premium line of windows and doors with true distinction.

Natural beauty. Premium quality.

The key to great windows and doors is great materials, and no one knows wood like we do. Our team of in-house wood scientists source the lumber in our Ultimate line and apply their vast knowledge at every stage, helping us design incredibly durable wooden windows and doors and select the right species for each application.

KEY DIFFERENTIATORS

LEADING PERFORMANCE

HEADLINE

Ready for the most challenging demands

SUBHEAD

As strong as they are beautiful

BODY COPY

Beyond beautiful craftsmanship, our Ultimate windows and doors deliver industry-leading performance in every season. Most Ultimate products are rated up to PG50 and tested rigorously to withstand even the harshest conditions. The Ultimate line also offers aluminum-clad exteriors that are certified to the highest AAMA 2605 standard, backed by a 20-year warranty, and maintain their color with little to no maintenance.

SUBHEAD

Deliver comfort in every season

BODY COPY

Rely on the natural properties of wood to deliver thermal efficiency. Our wood scientists carefully source the wood in our Ultimate products and use their vast knowledge to recommend how to best harness its natural benefits in a range of designs and applications.

Take your design to the extremes

Whether you're designing for the coast or the mountains, you can count on our Ultimate line for durability and thermal efficiency. Every window and door is available with high-performance upgrades, like tripane glazing and IZ3 certification, specifically designed and tested against some of the world's most extreme conditions.

KEY DIFFERENTIATORS

EXCEPTIONAL EXPERIENCE

HEADLINE

Elegant design for an exceptional experience

SUBHEAD

Engineered to support your vision

BODY COPY

Achieve your most challenging design ideas with complete confidence. Our Ultimate line offers a wide range of certified assemblies and a vast selection of mulls and mulling accessories, making it easier to specify, plan, and install challenging designs like dramatic window walls and large expanses of glass.

SUBHEAD

Designed for how people live

BODY COPY

Thoughtful features make your ambitious designs possible. The hardware in our Ultimate line is durable and operates effortlessly. And ingenious touches, like optional concealed shades that integrate seamlessly into the window, reflect design that's inspired by how people live.

Pushing the possibilities of windows and doors

As homes become smarter, so should windows and doors. Through integrated innovations, Ultimate products deliver an exceptional experience. That includes our concealed Lock Status Sensor that indicates to a home security system when windows and doors are closed and locked, as well as our Wash Mode feature that supports easier, ladder-free window cleaning. Our Ultimate line also offers options to help you design for ADA compliance with ease and confidence.

Long Version

Deliver on your most ambitious projects with absolute confidence

Part of the Marvin Signature™ collection, our Ultimate line combines beautiful design, expert craftsmanship, and unparalleled performance across the industry's most extensive selection of shapes, sizes, styles, and options – giving you more ways to meet homeowners' highest aspirations. Ultimate windows and doors offer unique versatility for every project, whether you're matching the detailed profiles of a historic Victorian home or the narrow sightlines of a contemporary space. They deliver critical and dependable performance, whether you're installing a dramatic window wall on the coast or a scenic door in the mountains. And when your project requires a one-of-a-kind solution, our experts will work with you to custom-engineer it. Offering unparalleled fit and finish, as well as design details that support planning and installation, our Ultimate line is ready to help you deliver on your most demanding and complex challenges.

Medium Version

Deliver on your most ambitious projects with absolute confidence

Part of the Marvin Signature™ collection, our Ultimate line combines beautiful design, expert craftsmanship, and unparalleled performance across the industry's most extensive selection of shapes, sizes, styles, and options. Ultimate windows and doors offer unique versatility and proven performance for every project, whether you're matching the detailed profiles of a historic Victorian home or building dramatic window walls for a home on the coast. If you require a one-of-a-kind solution, our experts will work with you to custom-engineer it, delivering unparalleled fit and finish, as well as thoughtful design features that support planning and installation.

Short Versions

Deliver on your most ambitious projects with absolute confidence

We created the Marvin Signature™ Ultimate line to help you deliver on your most ambitious projects with absolute confidence. Uniting beautiful design, expert craftsmanship, and unparalleled performance, Ultimate offers the industry's most extensive selection of shapes, sizes, styles, and options.

The Marvin Signature™ Ultimate line allows you to meet homeowners' highest aspirations. When your projects require a truly one-of-a-kind solution, our team of experts will work with you to custom-engineer exactly what you need, supporting the entire process from start to finish.

The Marvin Signature™ Ultimate line lets you bring your project to life with uncompromising quality and meticulous attention to detail. From in-house wood scientists who carefully source the wood we use to our precision cutting and fabrication processes, to handcrafted expertise, we design every Ultimate window and door to add a true note of distinction.

The Marvin Signature™ Ultimate line helps you push the limits of your projects with confidence, achieving unparalleled fit and finish for challenging custom solutions, as well as industry-leading performance in even the most extreme conditions.

KEY DIFFERENTIATORS

BEAUTIFUL CRAFTSMANSHIP

HEADLINE

Meticulously crafted. Expertly engineered.

SUBHEAD

Beautifully precise. Architecturally correct.

BODY COPY

When it comes to beauty and quality, there's no substitute for precision. You can trust that every window and door in our Ultimate line delivers unparalleled fit and finish as well as architectural correctness, ensured by our precision cutting and fabrication processes. For intricate design details, our handcrafted expertise adds a premium distinction.

Decades of materials expertise

The key to great windows and doors is great materials, and no one knows wood like we do. Our team of in-house wood scientists carefully source the lumber in our Ultimate line, applying their vast knowledge at every stage – helping us design incredibly durable wooden windows and doors and select the right species for each application.

KEY DIFFERENTIATORS

DESIGN POSSIBILITIES

HEADLINE

Bring your most ambitious projects to life

SUBHEAD

Confidently deliver on project demands

BODY COPY

To create spaces that make a statement, you need products that can rise to the challenge. Our Ultimate line includes our most extensive selection of window and door shapes, sizes, styles, and options, giving you the versatility necessary to deliver on a range of project types and demands.

SUBHEAD

Matched to perfection

BODY COPY

When you're matching products to a particular style, **almost** won't do. Our precision cutting and fabrication processes allow us to achieve a range of profile widths with unparalleled fit and finish. From clean lines and narrow frames to wide casing or historic profiles, our Ultimate products help you deliver nothing less than perfection.

Custom solutions. One-of-a-kind support.

When your projects require a one-of-a-kind solution, our team of in-house experts will work with you to create it. We'll collaborate with you on the design and custom-engineer your solution with unparalleled fit and finish, while our project managers see to all the details in between – from beginning to end.

KEY DIFFERENTIATORS

LEADING PERFORMANCE

HEADLINE

Tested. Proven. Trusted.

SUBHEAD

Ultimate reliability

BODY COPY

Beyond beautiful craftsmanship, our Ultimate windows and doors deliver industry-leading performance you can count on in every season. Most Ultimate products are rated up to PG50 and tested rigorously to withstand even the harshest conditions. The Ultimate line also offers aluminum-clad exteriors that are certified to the highest AAMA 2605 standard, backed by a 20-year warranty, and maintain their color with little to no maintenance.

SUBHEAD

Thermal efficiency in every season

BODY COPY

Rely on the natural properties of wood to deliver thermal efficiency. Our wood scientists carefully source the wood in our Ultimate products and use their vast knowledge to recommend how to best harness its natural benefits in a range of designs and applications.

Performance that goes to extremes

Whether you're building on the coast or in the mountains, you can count on our Ultimate line for durability and thermal efficiency. Every window and door is available with high-performance upgrades, like tripane glazing and IZ3 certification, specifically designed and tested against some of the world's most extreme conditions.

KEY DIFFERENTIATORS

EXCEPTIONAL
EXPERIENCE

HEADLINE

Engineered to deliver an exceptional experience

SUBHEAD

Simplified project planning

BODY COPY

Achieve your most challenging projects with complete confidence. Our Ultimate line offers a wide range of certified assemblies and a vast selection of mulls and mulling accessories, making it easier to specify, plan, and install challenging designs like dramatic window walls and large expanses of glass.

SUBHEAD

Durable hardware. Effortless operation.

BODY COPY

Thoughtful features make your most ambitious projects possible. The hardware in our Ultimate line is durable and operates effortlessly. And ingenious touches, like optional concealed shades that integrate seamlessly into the window, are convenient and reliable for everyday use.

Add value to your premium projects

As homes become smarter, so should windows and doors. Through integrated innovations, Ultimate products deliver an exceptional experience. That includes our concealed Lock Status Sensor that indicates to a home security system when windows and doors are closed and locked, as well as our Wash Mode feature that supports easier, ladder-free window cleaning. Our Ultimate line also offers options to help you achieve ADA compliance with ease and confidence.

The image is a split-view photograph of a modern kitchen. The left half is a dark, semi-transparent overlay of the same scene. The right half shows a bright kitchen with a large window looking out onto greenery. In the foreground, a thick wooden dining table is set with a small white bowl of flowers. Behind it is a white countertop with a sink and various kitchen items. The background features dark wood cabinetry and a marble backsplash.

MARVIN SIGNATURE™ MODERN

RULE ONE: First mention: use the full, formal name, e.g.,
Marvin Signature™ Modern

RULE TWO: Additional mentions: you may abbreviate to the Modern product line

RULE THREE: When abbreviating, be sure that the product line name is always followed by a noun, e.g., Modern products, Modern windows and doors, or our Modern line

LEVEL ONE
HEADLINE

Purely modern aesthetics with category-leading performance

LEVEL TWO
BODY COPY

As part of the Marvin Signature™ collection, our Modern line brings exceptional design, performance, and customer experience together – creating a product line that meets the exacting principles and standards of true modern architecture. Our proprietary high-density fiberglass material, leading thermal performance, consistent narrow sightlines, and a unified visual system lend a seamless approach to modern design.

LEVEL THREE
KEY DIFFERENTIATORS

DESIGNED FOR PEOPLE

Every aspect of our Modern line is designed with our customers in mind, supporting confidence, ease, and delight at every stage.

MODERN AESTHETICS

Every Signature Modern product meets the exacting principles and standards of true modern architecture, maintaining consistent, narrow sightlines.

CATEGORY-LEADING PERFORMANCE

Made from high-density fiberglass, our proprietary frame stands up to the elements – even at large sizes – and delivers strength, durability, and energy efficiency.

Long Version

Simply stunning. Purely modern.

Part of the Marvin Signature™ collection, our Modern line pairs purely modern aesthetics with leading performance. Stunning in both its design and engineering, every Signature Modern window and door honors the principles of modern architecture. Clean lines open your home to more views of the outdoors. Large window and door sizes bring more natural light into your favorite spaces. And finishes inspired by natural elements add a subtle touch. Our one-of-a-kind frame makes it all possible, connecting you to the outdoors without sacrificing strength, durability, or energy efficiency. This is Signature Modern, helping you experience the full potential of modern design.

Medium Version

Simply stunning. Purely modern.

Part of the Marvin Signature™ collection, our Modern line pairs purely modern design with leading performance. Clean lines reveal more views of the outdoors. Large window and door sizes bring more natural light into your favorite spaces. And our one-of-a-kind frame makes it all possible, connecting you to the outdoors without sacrificing strength, durability, or energy efficiency.

Short Versions

Simply stunning. Purely modern.

The Marvin Signature™ Modern line pairs purely modern design with leading performance, achieving clean lines, grand views, and a clutter-free aesthetic that makes your home feel open and light.

The Marvin Signature™ Modern line is stunning in both its design and engineering, revealing more views of the outdoors and flooding interiors with natural light – without sacrificing strength or energy efficiency.

The Marvin Signature™ Modern line brings the best of modern design to your home – including clean lines and impressive views – while conserving energy and keeping rooms comfortable in every season.

The Marvin Signature™ Modern line expands the possibilities of modern design in your home with a one-of-a-kind frame that achieves larger sizes and more configurations you can trust to perform in any weather.

KEY DIFFERENTIATORS

DESIGNED FOR PEOPLE

HEADLINE

Modern design. Made for the way you live.

SUBHEAD

A modern experience

BODY COPY

Modern design creates lightness and openness in the spaces you use every day. It's why we designed our Modern line to the exacting principles of modern architecture – for clean lines that can bring clarity. For wide-spanning views that connect you to the outdoors. For stunning design paired with effortless everyday use. And for the consistent precision in your home that's truly modern.

A modern perspective. Easy decisions.

True to modern design, we were selective and thoughtful about how every element of our Modern line comes together, including our finishes and hardware. With a curated selection of options, you can confidently choose what you want and know it will complement a truly modern home.

ALTERNATIVE:

Knowing exactly what you want can take some time, but we created an online visualizer tool to help. It lets you see the possibilities of Modern in your home, helping you make decisions, discuss your ideas, and share your vision with others.

KEY DIFFERENTIATORS

CATEGORY-LEADING
PERFORMANCE

HEADLINE

Connected to the outdoors. Protected from the elements.

SUBHEAD

Performance at a grander scale

BODY COPY

Stunning expanses of glass and comfortable interior temperatures year-round – it’s amazing what our Modern line can do. We created a one-of-a-kind frame for Modern products that can achieve larger window and door sizes for dramatic views, yet won’t sacrifice the comfort of your space.

Modern design. Strength that endures.

We believe modern design should transcend time. That’s why all of our Modern windows and doors have durable finishes that meet the highest industry standard and require little to no maintenance, so they continue to look stunning throughout the years.

ALTERNATIVE:

Not all modern design is created equal. Know that when you select even the largest sizes of Modern windows and doors, you can trust them to stand up to the demands of every season. What makes this possible is our one-of-a-kind frame, made from our high-density fiberglass that’s tested against every element: rain, wind, snow, and time.

KEY DIFFERENTIATORS

MODERN AESTHETICS

HEADLINE

Experience the full potential of modern design

SUBHEAD

**Truly modern homes deserve
truly modern windows and doors**

BODY COPY

Bring a feeling of openness to your home. Every window and door in our Modern line stays true to modern architecture, known for clean lines that open up your view of the outdoors and expansive sizes that flood interiors with natural light.

ALTERNATIVE:

Modern homes deserve windows and doors built to the most exacting principles and standards of modern design. Our Signature Modern line honors this tradition, from clean lines and floor-to-ceiling glass to carefully selected finishes and elegant hardware. Free from clutter and constraints, achieve your vision for a home that's truly modern.

Understated details. Undeniably distinct.

You can say a lot with a little, which is why we meticulously considered every detail of our Modern line. We carefully curate our hardware and thoughtfully select only those finishes and features that complement and uphold modern design principles.

ALTERNATIVE:

To meet the exacting standards of purely modern design, we thought through every design facet of Signature Modern. With design elements that minimize visual distractions on the frame and enhance the flow of natural light, our Modern line ensures that every edge is clean and every view, uninterrupted.

Long Version

The spirit of modern design. Performance at a stunning scale.

Part of the Marvin Signature™ collection, our Modern line pairs purely modern design with category-leading performance, freeing you to create with confidence. Every Signature Modern window and door meets the exacting principles and standards of modern architecture – clean lines, narrow profiles, large expanses of glass – and is engineered to perform at scale. Our proprietary frame made from high-density fiberglass makes it all possible, letting you achieve even larger sizes without compromising thermal performance. Every window and door is also part of a unified system, intentionally designed to work together and maintain consistent narrow sightlines, so you can be confident in your configurations and design plans. This is Signature Modern, giving you more ways to deliver purely modern design exactly as you imagined.

Medium Version

The spirit of modern design. Performance at a stunning scale.

Part of the Marvin Signature™ collection, our Modern line pairs purely modern design with category-leading performance, freeing you to create with confidence. Every Signature Modern window and door meets the exacting principles and standards of modern architecture. Our proprietary frame made from high-density fiberglass makes it possible to achieve even larger sizes without compromising thermal performance. And our unified system delivers consistent narrow sightlines, so you can be confident in your configurations.

Short Versions

The spirit of modern design. Performance at a stunning scale.

The Marvin Signature™ Modern line pairs purely modern design with category-leading performance, freeing you to create with confidence.

The Marvin Signature™ Modern line is stunning in both its design and engineering, letting you take the best of modern design – clean lines, narrow profiles, large expanses of glass – to create a purely modern aesthetic at an even larger scale.

No longer do you have to choose between performance or modern design. The Marvin Signature™ Modern line features a proprietary frame made from high-density fiberglass that's strong, durable, and thermally efficient without requiring any additional material.

The Marvin Signature™ Modern line is engineered to work as part of a unified system. Every window and door maintains consistent narrow sightlines, so you can be confident in your configurations and design plans.

KEY DIFFERENTIATORS

MODERN AESTHETICS

HEADLINE

Explore what modern design can do

SUBHEAD

Purely, precisely modern

BODY COPY

There's power in simplicity. Not only did we engineer our Modern line to give you greater range in scale and configurations, but we also applied exacting principles to help you achieve a purely modern aesthetic. From casement and awning windows to our direct glaze and multi-slide door, every Modern product achieves the consistent profiles and narrow sightlines central to modern design.

ALTERNATIVE:

Along with purely modern aesthetics, we designed consistency into our entire Modern line. Every window and door works as part of a system, intentionally engineered to fit together regardless of product or configuration. An integrated mull channel not only supports the structural performance of muller units, but also maintains consistent narrow sightlines.

Understated details. Undeniably distinct.

To meet the exacting standards of purely modern design, we thought through every design facet of our Modern line. Low-gloss aluminum interiors, along with black spacer bars and black sealant, minimize visual distractions on the frame and enhance the flow of natural light. Internal covers conceal fasteners, ensuring that every edge is clean and every view, uninterrupted.

ALTERNATIVE:

You can say a lot with a little, which is why we meticulously considered every detail of our Modern line. We carefully curate our hardware and intentionally select only those finishes that complement and uphold modern design principles.

KEY DIFFERENTIATORS

CATEGORY-LEADING
PERFORMANCE

HEADLINE

Modern design. Category-leading performance.

SUBHEAD

Modern design. A whole new scale.

BODY COPY

Design for the dimensions you’ve always imagined with the performance you never believed possible. From multi-slide doors that glide open effortlessly to floor-to-ceiling and wall-to-wall windows, our Modern line ensures you can deliver on your vision without sacrificing strength, durability, or thermal performance.

ALTERNATIVE:

Modern windows and doors should perform at scale. So we developed a proprietary frame that’s strong, durable, and thermally efficient just for our Modern line. Made from high-density fiberglass, our frame honors the modern aesthetic and delivers category-leading performance without requiring any additional materials.

ALTERNATIVE:

No other frame delivers performance like the one in our Modern line, as verified by the National Fenestration Rating Council (NFRC). From interior to exterior, our proprietary frame is formed from a single piece of high-density fiberglass, achieving exceptional U-Factors with standard, dual-pane insulated glass.

KEY DIFFERENTIATORS

HEADLINE

SUBHEAD

BODY COPY

SUBHEAD

BODY COPY

CATEGORY-LEADING
PERFORMANCE

Modern design. Category-leading performance.

Modern principles. Marvin performance.

Not all modern design is created equal. Know that when you select even the largest sizes of Modern windows and doors, you can trust them to stand up to the demands of every season. What makes this possible is our one-of-a-kind frame, constructed with a single piece of high-density fiberglass, from interior to exterior, and rated up to PG45 by the Window and Door Manufacturers Association (WDMA).

ALTERNATIVE:

We believe modern design transcends time. That's why all of our Modern windows and doors have durable finishes that meet the highest industry standard and require little to no maintenance, so they continue to look stunning throughout the years.

DESIGNED
FOR PEOPLE

Designed for how you work

Make design planning easier

Design and configure with ease and confidence. Every window and door in our Modern line works as part of a visual system engineered to fit together regardless of product or configuration. This provides flexibility and helps minimize guesswork, so you can quickly configure and complete your design plans.

Imagine. Design. Create.

Explore product dimensions and options, or collaborate with clients – from your office, your home, or anywhere you go – with our online visualizer tool.

Long Version

Purely modern in design, performance, and project ease.

Part of the Marvin Signature™ collection, our Modern line pairs purely modern design with thoughtful engineering, helping you deliver on the exacting principles of modern architecture without sacrificing strength or thermal efficiency. From expansive window walls to towering multi-slide doors, our entire Modern line is engineered to achieve even larger sizes that perform at scale – something made possible by our proprietary frame constructed from high-density fiberglass. Part of a unified system, every Signature Modern window and door is intentionally designed to work together, so you can maintain consistent, narrow sightlines no matter the product or configuration. And it's all engineered with prefabricated and pre-configured components to save you time on the jobsite. This is Signature Modern, helping you deliver on the demands of purely modern design while making the most of your time and resources.

Medium Version

Purely modern in design, performance, and project ease.

Part of the Marvin Signature™ collection, our Modern line pairs purely modern design with thoughtful engineering, helping you deliver on the exacting principles of modern architecture without sacrificing strength or thermal efficiency. Our proprietary frame made from high-density fiberglass is designed to achieve even larger sizes that perform at scale, while a unified system helps ensure consistent, narrow sightlines no matter the product or configuration. Engineered with prefabricated and pre-configured components, Signature Modern makes the most of your time and resources, while helping you consistently deliver on the demands of truly modern projects.

Short Versions

Purely modern in design, performance, and project ease.

The Marvin Signature™ Modern line pairs purely modern design with thoughtful engineering, helping you deliver on the exacting principles of modern architecture without sacrificing strength or thermal efficiency.

The Marvin Signature™ Modern line is engineered to help you build to the exacting standards of pure modern design while delivering category-leading performance. It's all made possible by our proprietary frame constructed from high-density fiberglass. Our frame is strong and durable, and it requires no additional material to aid in its thermal performance.

The Marvin Signature™ Modern line is engineered to work as part of a unified system. Every window and door maintains consistent narrow sightlines, so you can be confident as you execute design plans.

The Marvin Signature™ Modern line helps you make the most of your time and resources from order to installation, with optimal packaging and delivery, as well as a made-to-order job box that keeps everything you need in one place.

KEY DIFFERENTIATORS

CATEGORY-LEADING PERFORMANCE

HEADLINE

Build for the demands of modern design

SUBHEAD

Performance you can count on

BODY COPY

Build for the expansive views and dimensions that modern design demands. We engineered our Modern windows and doors to achieve even larger sizes that perform at scale. It's all made possible by our proprietary frame made of high-density fiberglass.

ALTERNATIVE:

Deliver modern performance at a whole new level. Every window and door in our Modern line is made from our high-density fiberglass, achieving superior thermal performance without any additional material and exceptional U-Factors with standard, dual-pane insulated glass.

Quality that lasts

When you're working with narrow frames, strength is critical. Know that you can trust even the largest windows and doors in the Modern line to stand up to the demands of every season. What makes this possible is our one-of-a-kind frame, constructed with a single piece of high-density fiberglass, from interior to exterior, and rated up to PG45 by the Window and Door Manufacturers Association (WDMA).

ALTERNATIVE:

Deliver quality that endures. All of our Modern windows and doors have durable finishes that meet the highest industry standard and require little to no maintenance, so they continue to look stunning throughout the years.

KEY DIFFERENTIATORS

DESIGNED FOR PEOPLE

HEADLINE

Delivery made better. Installation made easier.

SUBHEAD

A strong start for every project

BODY COPY

Expect to make the best use of your time and resources. We worked to create a packaging and delivery system that helps you plan better, know exactly what to expect, and ensure quality from start to finish.

ALTERNATIVE:

From the moment you place your order, we'll help you plan ahead. That starts with product weights listed on the quote and order confirmation, so you can secure proper equipment and resources in advance.

ALTERNATIVE:

Thoughtful packaging ensures your order arrives ready for installation. A protective film covers every glass surface and all units are stretch wrapped, with staple-free cardboard boots on each corner.

ALTERNATIVE:

Packaging isn't just secure – it's jobsite-ready. Prominent weight labels offer easy on-site reference, ergonomic lift points help you handle heavy products, and dual skid plates make it easy to slide windows and doors across different floor surfaces.

KEY DIFFERENTIATORS

HEADLINE

SUBHEAD

BODY COPY

SUBHEAD

BODY COPY

DESIGNED FOR PEOPLE

Delivery made better. Installation made easier.

Save on installation time. Deliver on quality.

Jobsite efficiency is key. That's why our Signature Modern windows and doors have prefabricated and pre-configured components that reduce installation time, as well as a built-in drywall return for easy wall integration.

ALTERNATIVE:

Never lose time tracking down an extra part or reference material. A job box contains all the important parts and documentation you need in one convenient place. Specially stocked according to your order, each job box includes everything from product hardware and installation screws to instructions and touch-up and repair kits.

MODERN AESTHETICS

Engineered to meet exacting specifications

Designed for visual consistency

Along with purely modern aesthetics, we engineered visual consistency into our entire Modern line. As part of a unified system, every window and door fits together seamlessly, regardless of the product or configuration. An integrated mull channel not only supports the structural performance of mulled units, but also maintains consistent narrow sightlines.

Execution down to the smallest detail

We meticulously considered every detail of our Modern line. Low-gloss aluminum interiors, along with black spacer bars and black sealant, minimize visual distractions on the frame. And internal covers conceal fasteners, ensuring that every edge is clean and precise.

MARVIN ELEVATE[®]
COLLECTION



RULE ONE: First mention: use the full, formal name, e.g., the **Marvin Elevate® collection**

RULE TWO: Additional mentions: you may abbreviate to the Elevate collection

RULE THREE: When abbreviating, be sure that the collection name is always followed by a noun, e.g., Elevate products, Elevate windows and doors, or our Elevate collection

LEVEL ONE
HEADLINE

Strike the perfect balance of design and performance

LEVEL TWO
BODY COPY

The Marvin Elevate® collection offers an ideal blend of remarkable design and superior strength, bringing balance to style and performance needs. Warm woods add richness and depth to room interiors while carefully curated details bring an extra level of refinement. Every window and door in the Elevate collection is engineered with proprietary fiberglass exteriors so they last in even the harshest weather conditions, outperforming and outlasting vinyl, roll-form aluminum, and other fiberglass composites.

LEVEL THREE
KEY DIFFERENTIATORS

CURATED DESIGN

Along with warm wood interiors, the design options in the Elevate collection have been curated based on the most in-demand styles, features, and finishes.

ELEVATED PERFORMANCE

Designed to last in even the harshest weather conditions, the Elevate collection delivers strength and durability you can trust to stand the test of time.

Long Version

Remarkable design. Beauty that lasts.

The Marvin Elevate® collection offers an ideal blend of remarkable design and superior strength, adding beauty that lasts to your home. With features and finishes curated to include the most in-demand styles, the Elevate collection makes it easy to select the designs you want with confidence. As warm woods bring richness and depth to room interiors, carefully considered details let you add a personal touch. Rest assured that every window and door in the Elevate collection is engineered to stand up to even the harshest weather conditions, made with proprietary fiberglass exteriors that outperform and outlast vinyl, roll-form aluminum, and other fiberglass composites. And with durable exterior finishes, you don't have to worry about ongoing maintenance.

Medium Version

Remarkable design. Beauty that lasts.

The Marvin Elevate® collection is an ideal blend of remarkable design and superior strength, curated to include the most in-demand styles so you can confidently select the designs you want. As warm woods bring richness and depth to room interiors, carefully considered details let you add a personal touch. Rest assured that Elevate windows and doors, designed with proprietary fiberglass exteriors and durable finishes, will stand up to even the harshest weather conditions.

Short Versions

Remarkable design. Beauty that lasts.

The Marvin Elevate® collection adds beauty that will last.

The Marvin Elevate® collection makes it easy to confidently select the designs you want, offering curated options that include the most in-demand styles, features, and finishes.

The Marvin Elevate® collection is an ideal blend of remarkable design and superior strength, standing up to even the harshest weather conditions without ongoing maintenance.

The Marvin Elevate® collection balances warm wood interiors with proprietary fiberglass exteriors, engineered to outperform and outlast vinyl, roll-form aluminum, and other fiberglass composites.

KEY DIFFERENTIATORS

HEADLINE

SUBHEAD

BODY COPY

SUBHEAD

BODY COPY

CURATED DESIGN

Popular styles with a personal touch

Curated options to make your home your own

We've carefully considered every feature of the Elevate collection. From warm wood interiors and quality finishes to stylish hardware and design options, you can choose windows and doors that make your home your own.

Details that make all the difference

It's the rich wood interiors that bring warmth and beauty to any room. It's the curated selection of popular options, from casement windows to swinging French doors, that make choosing what you need that much easier. It's the thoughtful features, like windows that tilt for easy cleaning, that add an extra level of refinement. It's the difference Elevate makes in your home, a difference you can feel.

ELEVATED PERFORMANCE

Ready for the elements. Designed for low maintenance.

This isn't your typical fiberglass

Know that when you choose Elevate, your windows and doors are engineered to last. Our proprietary fiberglass is eight times stronger than vinyl and three times stronger than vinyl and wood composites, earning a classification that goes beyond your typical fiberglass.

KEY DIFFERENTIATORS

ELEVATED
PERFORMANCE

HEADLINE

Ready for the elements. Designed for low maintenance.

SUBHEAD

Made from the best to weather the worst

BODY COPY

It's not just about maintaining beauty—it's about maintaining peace of mind. Elevate windows and doors are designed to protect your home from the elements: rain, snow, and shine. Our proprietary fiberglass outlasts and outperforms vinyl windows by 38% and remains strong and true at even the most extreme temperatures.

ALTERNATIVE:

Preserve your home's beauty without long-term maintenance. Our proprietary finish is three times thicker than that of our competitors, so it resists scratches, chalking, and fading, even in dark colors.

ALTERNATIVE:

Live on the coast? Elevate windows and doors are available with high-performance upgrades and IZ3 certification, meaning they are specifically designed for the extreme conditions and construction requirements of coastal zones.

ALTERNATIVE:

For most homes, our standard dual-pane glazing is more than enough to insulate against the cold and heat. But for extreme climates, our tripane glazing offers the advanced performance you need.

Long Version

Deliver on your vision with the perfect balance of design and performance

The Marvin Elevate® collection offers an ideal blend of remarkable design and superior strength, complementing your aesthetic decisions and standing up to tough climate conditions. Curated to include the most in-demand styles, features, and finishes, the Elevate collection makes it easier to select what you need for a wide range of projects while adding your personal touch. As warm woods allow you to bring richness and depth to room interiors, versatile design options and factory-painted finishes let you capture the spirit of your ideas. Engineered for even the harshest weather conditions, every window and door in the Elevate collection is made with proprietary fiberglass exteriors that outperform and outlast vinyl, roll-form aluminum, and other fiberglass composites—so you can have complete confidence in every project.

Medium Version

Deliver on your vision with the perfect balance of design and performance

The Marvin Elevate® collection offers an ideal blend of remarkable design and superior strength, delivering performance that doesn't sacrifice design opportunities. Curated to include the most in-demand styles, the Elevate collection makes it easier to select what you need for a wide range of projects while giving you room to add a personal touch. Engineered to last in even the harshest weather conditions, every window and door in the Elevate collection is made with proprietary fiberglass exteriors, so you can have complete confidence in every project.

Short Versions

Deliver on your vision with the perfect balance of design and performance

The Marvin Elevate® collection strikes the perfect balance of remarkable design and superior strength.

The Marvin Elevate® collection is curated to include the most in-demand styles, making it easier to select what you need for a wide range of projects while giving you room to add a personal touch.

With exteriors made from our proprietary fiberglass, the Marvin Elevate® collection features a curated set of popular design options, so you can confidently deliver on your vision with performance you can count on.

The Marvin Elevate® collection pairs warm wood interiors with proprietary fiberglass exteriors that outperform and outlast vinyl, roll-form aluminum, and other fiberglass composites.

KEY DIFFERENTIATORS

HEADLINE

SUBHEAD

BODY COPY

SUBHEAD

BODY COPY

CURATED DESIGN

Curated options give you room to create**Making it easier to bring your ideas to life**

Warm wood interiors and a carefully curated selection of the most in-demand options, features, and finishes are just the start. We designed the Elevate collection to offer unique versatility and options for refinement, so you can achieve your vision in more ways across a wide range of different projects and styles.

Details that make all the difference

It's the rich wood interiors that let you bring warmth and beauty to any room. It's the curated selection of popular design options, from casement windows to swinging French doors, that complement your vision. It's the thoughtful features, like sashes that tilt for easy cleaning, that let you add an extra level of refinement. It's every careful consideration that makes a difference, helping you create spaces that make a statement.

ELEVATED
PERFORMANCE**Rigorous testing. Superior performance.****Fiberglass in a category all its own**

Know that when you choose Elevate for your projects, every window and door is engineered to last. Our proprietary fiberglass is eight times stronger than vinyl and three times stronger than vinyl and wood composites—and is truly in a category all its own, as distinguished by the Construction Specifications Institute.

KEY DIFFERENTIATORS

ELEVATED
PERFORMANCE

HEADLINE

Rigorous testing. Superior performance.

SUBHEAD

Built from materials that have been put to the test

BODY COPY

Preserve the beauty of your project and give homeowners peace of mind with windows and doors that stand up to the toughest elements. Marvin is the leader in fiberglass windows and doors—our pultruded fiberglass remains stable in extreme temperatures and expands at nearly the same rate as glass. Even in the harshest conditions, Elevate windows and doors stay strong and true.

ALTERNATIVE:

Deliver quality that doesn't fade. Our proprietary finish is three times thicker than that of our competitors, so it resists scratches, chalking, and fading, even in dark colors, and requires little maintenance. It's the first and only fiberglass finish to be third-party verified to AAMA 624 finish specifications.

ALTERNATIVE:

Designing for the coast? Elevate windows and doors are available with high-performance upgrades and IZ3 certification, specifically designed for the extreme conditions and construction requirements of coastal zones.

Long Version

Beautiful design, lasting performance, and consistency you can count on.

The Marvin Elevate® collection offers an ideal blend of remarkable design, superior strength, and a reliable experience that helps you deliver on project demands at every stage. Curated to include the most in-demand styles, features, and finishes, the Elevate collection makes it easy to select and order products for a wide range of project types, without sacrificing design details like wood interiors and personalized options. Proprietary fiberglass exteriors ensure every window and door stands up to the harshest weather conditions, outlasting vinyl, roll-form aluminum, and other fiberglass composites, for performance that never wavers. And you can expect durable, factory-painted finishes to preserve the quality of your work as well as the consistency of your final product.

Medium Version

Beautiful design, lasting performance, and consistency you can count on.

The Marvin Elevate® collection offers an ideal blend of remarkable design, superior strength, and a reliable experience that helps you deliver on project demands at every stage. Curated to include the most in-demand styles, the Elevate collection makes it easy to select and order products for a wide range of project types, without sacrificing design details. Proprietary fiberglass exteriors ensure performance that never wavers while factory-painted finishes preserve both the quality and consistency of your final product.

Short Versions

Beautiful design, lasting performance, and consistency you can count on.

The Marvin Elevate® collection delivers remarkable design and superior strength while helping you meet timelines and project expectations.

The Marvin Elevate® collection is curated to include the most in-demand styles, making it easier to order and get what you need for a range of project types, without sacrificing design details.

The Marvin Elevate® collection is made with proprietary fiberglass exteriors for strength that lasts even in the harshest conditions.

The Marvin Elevate® collection offers the option of factory-painted finishes that preserve the quality and ensure the consistency of your final product.

KEY DIFFERENTIATORS

HEADLINE

SUBHEAD

BODY COPY

CURATED DESIGN

Curated design. Consistent quality.

Deliver on project demands

Offering the most in-demand styles, features, and finishes, the Elevate collection makes it easy to order what you need for a range of projects, while ensuring design, quality, and performance. From start to finish, you'll know exactly what to expect.

SUBHEAD

BODY COPY

Details make the difference

When it comes to delivering on a project, every detail counts. We designed the Elevate collection with that in mind. From warm wood interiors to a curated selection of popular styles and options. From thoughtful features to factory-painted finishes. From start to finish, delivery to install, you can be confident in every careful consideration we've made to help you ensure quality, durability, and consistency that lasts.

ELEVATED PERFORMANCE

Performance you can trust. Quality you can count on.

Proven strength in a category all its own

Know that when you choose Elevate for your projects, every window and door is engineered to last. Our proprietary fiberglass is eight times stronger than vinyl and three times stronger than vinyl and wood composites—and is truly in a category all its own, as distinguished by the Construction Specifications Institute.

KEY DIFFERENTIATORS

ELEVATED PERFORMANCE

HEADLINE

Performance you can trust. Quality you can count on.

SUBHEAD

Built from materials that have been put to the test

BODY COPY

Start and finish every project with confidence. Marvin is the leader in fiberglass windows and doors—our pultruded fiberglass remains stable in extreme temperatures and expands at nearly the same rate as glass. Even in the harshest conditions, Elevate windows and doors stay strong and true.

ALTERNATIVE:

Deliver quality that doesn't fade. Our proprietary finish is three times thicker than that of our competitors, so it resists scratches, chalking, and fading, even in dark colors, and requires little maintenance. It's the first and only fiberglass finish to be third-party verified to AAMA 624 finish specifications.

ALTERNATIVE:

Building on the coast? Elevate windows and doors are available with high-performance upgrades and IZ3 certification, specifically designed for the extreme conditions and construction requirements of coastal zones.

MARVIN ESSENTIAL[®] COLLECTION



RULE ONE: First mention: use the full, formal name, e.g., the **Marvin Essential™ collection**

RULE TWO: Additional mentions: you may abbreviate to the Essential collection

RULE THREE: When abbreviating, be sure that the collection name is always followed by a noun, e.g., Essential products, Essential windows and doors, or our Essential collection

LEVEL ONE
HEADLINE

Design and performance, made easy

LEVEL TWO
BODY COPY

The Marvin Essential™ collection brings together design and performance in one streamlined offering, giving you a simple way to meet project demands without sacrificing style or quality. Offering clean, uncluttered design, our Essential collection blends well with a range of project styles and is engineered to last in extreme conditions. Our durable, proprietary fiberglass exteriors and interiors are both striking and virtually maintenance-free while simplified features and options make it easier to choose and order exactly what you need.

LEVEL THREE
KEY DIFFERENTIATORS

STREAMLINED DESIGN

The narrow profiles, clean lines, and simplified features and options of our Essential collection complement a range of design styles and project types, making it easier to choose and order what you need without sacrificing quality.

ESSENTIAL PERFORMANCE

Every Essential window and door is designed for strength and durability, inside and out. Our proprietary fiberglass interiors and exteriors, as well as proprietary finishes, are ready to stand up to the elements with virtually no maintenance.

Long Version

Clean lines. Strong performance. Simple as that.

The Marvin Essential™ collection brings together design and performance in one simplified offering, making it easier to choose windows and doors without sacrificing quality or style. Featuring clean lines and uncluttered design, our Essential collection complements almost any aesthetic. Choose from a select range of interior and exterior finishes to create the look you want for your home. Ensure a clean and cohesive feel with this collection's minimalist hardware designs. And know that every Essential window and door is ready to stand up to the elements, made from our proprietary fiberglass and durable finishes to deliver worry-free, hassle-free performance you can trust.

Medium Version

Clean lines. Strong performance. Simple as that.

The Marvin Essential™ collection brings together design and performance in one simplified offering, making it easier to choose windows and doors without sacrificing quality or style. Featuring clean lines and uncluttered design, our Essential collection was created to complement almost any aesthetic and engineered from our proprietary fiberglass—delivering worry-free, hassle-free performance you can trust.

Short Versions

Clean lines. Strong performance. Simple as that.

The Marvin Essential™ collection delivers design and performance in one simplified offering, making it easier to choose windows and doors without sacrificing quality or style.

The Marvin Essential™ collection is characterized by clean lines and streamlined design that complement most any aesthetic, so you can confidently select windows and doors for your home.

The Marvin Essential™ collection simplifies options without sacrificing style. Choose from a select range of interior and exterior finishes and classic hardware designs that make it easy to create the look you want for your home.

The Marvin Essential™ collection is strong, durable, and virtually maintenance-free, designed with our proprietary fiberglass and finishes that stand up to the elements and the test of time.

KEY DIFFERENTIATORS

HEADLINE

SUBHEAD

BODY COPY

SUBHEAD

BODY COPY

STREAMLINED DESIGN

Simplified options that fit your style

Clean lines. Simple profiles.

Our Essential collection is designed to be simple. Clean lines and narrow profiles create open and cohesive spaces while popular finishes, like ebony and bronze, let you make a statement all your own.

Simplified options. Uncompromised style.

Our Essential collection simplifies your options without sacrificing style, offering clean lines and classic features that you can be confident will look great in your home.

ESSENTIAL PERFORMANCE

Worry-free. Hassle-free.

Superior strength, inside and out

Harsh weather? Everyday wear and tear? Essential has you covered. Every window and door in the Essential collection has interiors and exteriors made from our proprietary fiberglass. It's eight times stronger than vinyl and three times stronger than vinyl and wood composites, made to endure even the harshest elements.

Designed to last

We designed the Essential collection for long-term durability and hassle-free reliability. Requiring virtually no maintenance, our proprietary fiberglass outlasts and outperforms vinyl, remaining strong and true at even the most extreme temperatures to maintain seals and keep out wind and rain. And our proprietary finish is three times thicker than that of our competitors, resisting scratches, chalking, and fading for performance that stands the test of time.

KEY DIFFERENTIATORS

UNCOMPROMISING DESIGN

HEADLINE

Ready for the elements. Designed for low maintenance.

SUBHEAD

Made from the best to weather the worst

BODY COPY

It's not just about maintaining beauty—it's about maintaining peace of mind. Elevate windows and doors are designed to protect your home from the elements: rain, snow, and shine. Our proprietary fiberglass outlasts and outperforms vinyl windows by 38% and remains strong and true at even the most extreme temperatures.

ALTERNATIVE:

Preserve your home's beauty without long-term maintenance. Our patented finish is three times thicker than that of our competitors, so it resists scratches, chalking, and fading, even in dark colors.

ALTERNATIVE:

Live on the coast? Elevate windows and doors are available with high-performance upgrades and IZ3 certification, meaning they are specifically designed for the extreme conditions and construction requirements of coastal zones.

ALTERNATIVE:

For most homes, our standard dual-pane glazing is more than enough to insulate against the cold and heat. But for extreme climates, our tripane glazing offers the advanced performance you need.

Long Version

Achieve your vision with confidence and ease

The Marvin Essential™ collection brings together design and performance in one simplified offering, making it easier to specify products without sacrificing quality or style. Characterized by clean lines and uncluttered design, our Essential collection answers your needs across a range of project types and styles. Offering a simplified set of products, features, and options, Essential streamlines the path from order to install. A focused range of interior and exterior finishes lets you bring your vision to life, while thoughtfully selected hardware options ensure a clean and cohesive aesthetic. And our proprietary fiberglass with durable finishes mean our Essential collection is virtually maintenance-free and engineered to stand the test of time.

Medium Version

Simplify options. Sacrifice nothing.

The Marvin Essential™ collection brings together design and performance in one simplified offering, making it easier to specify products without sacrificing quality or style. Characterized by clean lines and uncluttered design, Essential meets your needs across a range of project types. Featuring simplified options, Essential helps you deliver on demanding timelines. And engineered from our proprietary fiberglass, Essential is a collection you can count on in harsh elements.

Short Versions

Simplify options. Sacrifice nothing.

The Marvin Essential™ collection delivers design and performance in one simplified offering, making it easier to specify the windows and doors you need without sacrificing quality or style.

The Marvin Essential™ collection is characterized by clean lines and streamlined design, supporting your vision across a range of project types and design styles

The Marvin Essential™ collection offers a simplified set of products, features, and options, streamlining the ordering and installation process.

The Marvin Essential™ collection is strong, durable, and virtually maintenance-free, designed with our proprietary fiberglass and finishes that stand up to the elements—and the test of time.

KEY DIFFERENTIATORS

HEADLINE

SUBHEAD

BODY COPY

STREAMLINED DESIGN

Streamlined design. Striking results.

Clean aesthetic

Our Essential collection offers streamlined design that helps you achieve striking results. Clean lines and narrow profiles allow you to create clutter-free and cohesive spaces. Fiberglass exteriors and interiors with select finishes, like ebony and bronze, achieve a sleek, polished aesthetic.

SUBHEAD

BODY COPY

Straightforward selection

To meet demanding timelines and high expectations, count on our Essential collection. Every window and door is designed to achieve a clean, uncluttered aesthetic to complement a wide range of projects and styles. And the collection's simplified features and options make it easier to quickly specify exactly what you need.

ESSENTIAL PERFORMANCE

Proven strength. Powerful durability.

Superior strength, inside and out

Strong and true. That's our Essential collection, with interiors and exteriors constructed from our proprietary fiberglass. It's eight times stronger than vinyl, three times stronger than vinyl and wood composites, and in a category all its own—as distinguished by the Construction Specifications Institute. Count on Essential to stand up to the elements without showing age or wear.

Designed to last

Long-term durability meets everyday ease. Requiring virtually no maintenance, our proprietary fiberglass outlasts and outperforms vinyl, remaining strong and true at even the most extreme temperatures. And our proprietary finish is three times thicker than that of our competitors, resisting scratches, chalking, and fading. It's the first and only fiberglass finish to be third-party verified to AAMA 624 finish specifications.

Long Version

Streamlined design. Simple approach. Reliable performance.

The Marvin Essential™ collection unites design and performance in one simplified offering, making it easier for you to deliver on project demands without sacrificing quality. A simplified set of products, features, and options streamlines decision-making, so you can quickly choose and order exactly what you need. Clean lines and uncluttered design complement a range of design styles, helping you exceed expectations across a variety of project types. Our proprietary fiberglass outperforms vinyl, roll-form aluminum, and other fiberglass composites, and our proprietary finishes are durable and virtually maintenance-free. You can count on every Essential window and door to work hard, weather the worst, and look great for years to come.

Medium Version

Works hard. Keeps it simple.

The Marvin Essential™ collection unites design and performance in one simplified offering, making it easier for you to deliver on project demands without sacrificing quality. A simplified set of products, features, and options streamlines decision-making, so you can quickly choose and order exactly what you need. Clean lines and uncluttered design complement a range of design styles, helping you exceed expectations across a variety of project types. And our proprietary fiberglass and finishes mean you can count on every Essential window and door to work hard, weather the worst, and look great for years to come.

Short Versions

Works hard. Keeps it simple.

The Marvin Essential™ collection unites design and performance in one simplified offering, making it easier for you to deliver on project demands without sacrificing quality.

The Marvin Essential™ collection features clean lines and uncluttered design that work across a range of design styles, helping you exceed expectations across a variety of project types.

The Marvin Essential™ collection offers a simplified set of products, features, and options, streamlining decision-making, so you can quickly choose and order exactly what you need.

The Marvin Essential™ collection works hard, weathers the worst, and looks great for years to come with virtually no maintenance.

KEY DIFFERENTIATORS

HEADLINE

SUBHEAD

BODY COPY

STREAMLINED DESIGN

Simplified options you can count on

Keep it consistent

Know what to expect every project, every time. The clean lines, narrow profiles, and uncluttered design of the Essential collection make it a great choice for a range of design styles, helping you exceed expectations and achieve the results you want.

SUBHEAD

BODY COPY

Keep it simple

To meet demanding timelines and high expectations, count on our Essential collection. Simplified features and options streamline decisions, making it easier to choose and order exactly what you need.

ELEVATED PERFORMANCE

Proven strength. Powerful durability.

Superior strength, inside and out

We test rigorously so you can build confidently, with products that stand up to the elements. Every Essential product has interiors and exteriors constructed from our proprietary fiberglass. Eight times stronger than vinyl and three times stronger than vinyl and wood composites, our fiberglass is truly in a category all its own, as distinguished by the Construction Specifications Institute.

Designed to last

Long-term durability meets everyday ease. Requiring virtually no maintenance, our proprietary fiberglass outlasts and outperforms vinyl, remaining strong and true at even the most extreme temperatures. And our proprietary finish is three times thicker than that of our competitors, resisting scratches, chalking, and fading. It's the first and only fiberglass finish to be third-party verified to AAMA 624 finish specifications.

Quick Facts Resources

These resources are intended for internal use and were designed to offer quick takeaways about each collection and product line. Use these as a refresher on our products and to help you prepare for customer questions and conversations.

What is the Marvin Signature™ collection?

- + Known for beautiful aesthetics, the highest level of architectural correctness, and industry-leading performance
- + Features the Ultimate and Modern product lines
- + Includes our broadest range of product types, sizes, styles, and design options

When would you choose Signature for a project?

- + When your projects must meet exacting design principles and/or performance requirements
- + For truly exceptional spaces and distinctive projects that require more freedom to create or would benefit from nearly limitless design possibilities

What's the difference between Signature Ultimate and Signature Modern?

- + Each is known for exacting design details and architectural correctness
- + Signature Ultimate offers extensive customization opportunities and versatility across architectural styles and projects, including traditional, contemporary, transitional, historic, and craftsman
- + Signature Modern delivers truly modern design, with clean lines, narrow profiles, and large expanses of glass

What materials are used in Signature windows and doors?

- + Signature Ultimate: Options include wood interiors and exteriors or wood interiors and aluminum-clad exteriors
- + Signature Modern: Aluminum interiors and high-density fiberglass exteriors

What are the main takeaways for homeowners?

- + Add a true note of distinction to your home with Signature windows and doors, delivering remarkable beauty, meticulous attention to detail, and performance you can trust in every season
- + Create exactly what you want for your home with confidence – the Signature collection features our broadest range of window and door types, sizes, styles, and options
- + Thoughtful features found only in the Signature collection make it easier to connect with the outdoors and offer an exceptional experience in your home

For architects?

- + Design distinctive projects with freedom, choosing products from our broadest range of window and door types, sizes, styles, and options
- + Create truly inspiring spaces with windows and doors that unite architectural correctness, meticulous attention to detail, and performance that exceeds industry standards
- + Achieve ambitious and exacting designs and applications, from dramatic window walls with a purely modern aesthetic to the intricate details of a historic Victorian home

For builders?

- + Deliver with confidence on even your most exacting and challenging projects – the Signature collection offers our broadest range of window and door types, sizes, styles, and options, as well as the ability to work with our experts on custom-engineered solutions
- + Every window and door is designed with exceptional beauty, the highest level of architectural correctness, and meticulous attention to detail, and is engineered for industry-leading performance
- + The Signature collection includes design features, processes, and support that add ease, efficiency, and consistency to your projects

What is the Marvin Signature™ Ultimate Line?

- + Part of the Marvin Signature™ collection
- + Unites beautiful design, expert craftsmanship, and unparalleled performance across the industry's most extensive selection of shapes, sizes, styles, and options
- + Virtually no design limitations – our team of experts can help custom-engineer one-of-a-kind solutions when projects require it

When would you choose Signature Ultimate for a project?

- + For your most ambitious or challenging projects that must adhere to exacting design principles and/or performance standards
- + When your project requires custom-engineered solutions
- + When you want every aspect of the space you're creating to deliver a premium look and exceptional experience

What's the difference between Signature Ultimate and Signature Modern?

- + Both are known for exacting design details
- + The Signature Ultimate line offers extensive customization opportunities and versatility across architectural styles and projects, including traditional, transitional, contemporary, and historic
- + The Signature Modern line delivers truly modern, intentional design, with clean lines, narrow profiles, and large expanses of glass

What materials are used in Ultimate windows and doors?

- + Options include wood interiors and exteriors or wood interiors and aluminum-clad exteriors

What are the main takeaways for homeowners?

- + Make every detail of your home exactly as you'd imagined, no matter your home's style or your vision
- + Expect beautiful design, expert craftsmanship, and performance you can trust in any season
- + See and feel the quality in every detail of our Ultimate line, from wood that's been carefully sourced by our wood scientists to handcrafted expertise in intricate designs
- + Experience ingenious features and innovations exclusive to Ultimate products, designed to give you peace of mind and to make using your windows and doors effortless

For architects?

- + Achieve your most ambitious vision with absolute confidence and gain more freedom to create
- + The Ultimate line unites beautiful design, expert craftsmanship, and unparalleled performance across the industry's most extensive selection of shapes, sizes, styles, and options
- + Meets the industry's highest performance standards – most products are rated up to PG50
- + Can custom-engineer virtually any solution with our team of experts
- + Expect nothing less than meticulous attention to detail and unparalleled fit and finish, delivered by our handcrafted expertise, precision cutting, and fabrication processes

For builders?

- + Deliver on your most ambitious projects with absolute confidence to meet homeowners' highest aspirations
- + Our Ultimate line unites beautiful design, expert craftsmanship, and unparalleled performance across the industry's most extensive selection of shapes, sizes, styles, and options
- + Meets the industry's highest performance standards – most products are rated up to PG50
- + Custom-engineer virtually any solution with our team of experts
- + Expect nothing less than meticulous attention to detail and unparalleled fit and finish, delivered by our handcrafted expertise, precision cutting, and fabrication processes

What is the Marvin Signature™ Modern Line?

- + Part of the Marvin Signature™ collection, and it pairs purely modern design with category-leading performance
- + Every window and door uses our proprietary frame made from high-density fiberglass that delivers strength, durability, and thermal efficiency at even the largest sizes
- + Part of a unified system that maintains consistent, narrow profiles and clean lines

When would you choose Signature Modern for a project?

- + When you absolutely need purely modern design that honors the exacting principles and standards of modern architecture
- + When you want to create spaces that feel open, full of natural light, and connected to the outdoors
- + When you want clean lines, consistent and narrow profiles, and large expanses of glass

What's the difference between Signature Modern and Signature Ultimate?

- + Both are known for exacting design details
- + Signature Modern delivers purely modern design, with clean lines, narrower profiles, and large expanses of glass
- + Signature Ultimate offers extensive customization opportunities and versatility across architectural styles and projects, including traditional, contemporary, transitional, historic, and craftsman

What materials are used in Signature Modern windows and doors?

- + Aluminum interiors and high-density fiberglass exteriors

What are the main takeaways for homeowners?

- + Experience clean lines, narrow frames, and large window and door sizes that open your home to more views of the outdoors and bring in natural light
- + Get large window walls, multi-slide doors, and expansive views without sacrificing strength, durability, or energy efficiency
- + Honors purely modern design so you can be confident that your home follows truly modern architectural principles

For architects?

- + Signature Modern pairs purely modern design with category-leading performance, so you don't have to choose between the two
- + Proprietary frame made from high-density fiberglass delivers strength, durability, and thermal efficiency at even the largest size
- + Every window and door is part of a unified system that works together to maintain consistent, narrow sightlines regardless of product or configuration

For builders?

- + Signature Modern pairs pure modern design with innovative engineering, so you can deliver on the exacting principles of modern architecture without sacrificing strength or thermal efficiency
- + Proprietary frame made from high-density fiberglass delivers strength, durability, and thermal efficiency at even the largest size
- + Every window and door is part of a unified system that works together to maintain consistent, narrow sightlines regardless of product or configuration
- + Engineered to help you make the most of your time and resources:
 1. Thoughtful packaging and delivery system protects products and supports project planning
 2. Prefabricated and pre-configured components make installation more efficient
 3. Every order comes with a specially stocked job box, containing all necessary parts and reference materials in one easy place

What is the Elevate collection?

- + Offers an ideal blend of beautiful design and superior strength
- + Includes a curated selection of the most in-demand window and door design options, features, and finishes
- + Engineered with proprietary fiberglass exteriors that perform in even the harshest climates
- + Offers high-performance upgrades and IZ3 certification for coastal zones

When would you choose Elevate for a project?

- + When you absolutely need the right balance of design, performance, and flexible options that simplify decision-making
- + When you need to deliver beautiful design, superior strength, and personalized options on an accelerated timeline
- + When you need windows and doors capable of complementing a wide range of project types and styles

What's the difference between the Marvin Elevate collection and the Marvin Essential™ collection?

- + Both the Elevate collection and Essential collection offer high-quality, thoughtful design but were created with distinct customers in mind. Elevate products include curated options for customers who want more design features, while Essential products offer simplified design for customers who want a clean aesthetic without sacrificing quality.
- + The Elevate collection features wood interiors and fiberglass exteriors, while the Essential collection features fiberglass interiors and exteriors

What materials are used in Elevate windows and doors?

- + Wood interiors and proprietary fiberglass exteriors

What are the main takeaways for homeowners?

- + Elevate makes it easy to achieve the style you want for your home
- + Design options let you add a personal touch
- + Extremely durable, reliable performance with little maintenance

For architects?

- + Elevate offers remarkable design, superior strength, and the ability to achieve your aesthetic vision
- + Curated, in-demand styles make it easier to select what you need for a range of projects
- + Unique versatility and options for refinement help you achieve your vision across a range of projects and styles while adding a personal touch

For builders?

- + Trust Elevate to help you deliver on projects that require beautiful design, superior strength, and accelerated timelines
- + Curated, in-demand styles make it easier to select and order what you need
- + Long-lasting performance, consistent quality, and reliable experience you and your clients can count on

What is the Essential collection?

- + Offers a simplified set of products, features, and options
- + Makes it easier to choose and order windows and doors
- + Features clean lines and uncluttered design that complement a range of project types and styles

When would you choose Essential for a project?

- + When you need to deliver quality design and superior performance on a demanding timeline
- + When you want windows and doors with a clean aesthetic
- + When you want a simplified process from order to install

What's the difference between the Essential and Elevate collections?

- + Both the Essential collection and Elevate collection offer high-quality, thoughtful design but were created with distinct customers in mind. Essential products offer simplified design for customers who want a clean aesthetic without sacrificing quality, while Elevate products include curated options for customers who want more design features.
- + The Essential collection features fiberglass interiors and exteriors, while the Elevate collection features wood interiors and fiberglass exteriors

What materials are used in Essential windows and doors?

- + Proprietary fiberglass interiors and exteriors

What are the main takeaways for homeowners?

- + Essential makes it easy to choose windows and doors without sacrificing quality or style
- + Clean lines and uncluttered design create an open and cohesive aesthetic
- + Extremely durable, reliable performance with virtually no maintenance

For architects?

- + Essential makes it easy to specify windows and doors without sacrificing quality or style
- + Clean lines and uncluttered design work across a range of project types and styles
- + Extremely durable, reliable performance with virtually no maintenance

For builders?

- + Essential helps you deliver on demanding timelines and high expectations without sacrificing quality or style
- + Clean lines and uncluttered design work across a range of project types and styles
- + Simplified options streamline decision-making
- + Extremely durable, reliable performance with virtually no maintenance