News Release

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Scenix™ Windows by LARSON Meets Demand for Premium Porch and Patio Enclosures

Industry-First in Outdoor Living

BROOKINGS, South Dakota, June 21, 2018 – Americans have fallen in love with the porch again, and Larson Manufacturing is filling the market need by launching the largest retractable screen porch windows on the market today. Gaining popularity in new construction, home additions and screen replacement projects, the newly-introduced Scenix™ Porch Windows with ScreenAway® Retractable Screens can stretch the time homeowners spend outdoors, extending porch and patio seasons. Both homeowners and builders have acknowledged a market gap for better porch enclosure options, particularly windows that offer expansive openings for better, panoramic views up to 6 feet wide and 8 feet tall.

"Scenix windows are exactly what many of my customers have been looking for," said Shawn Knapp of Shawn's Custom Homes, Inc. "Many people own lake homes or have invested in properties featuring beautiful views, but they don't have a good way to truly enjoy the outdoors from the comfort of their home. Scenix windows offer impressive views and the built-in screen makes airflow adjustment super easy. Scenix windows truly help transform a traditional porch to three-season living."

Homeowners can enjoy the outdoors with protection from bugs, weather or other outside elements without minimizing the view. "LARSON has figured out how to bring the outside in," said Knapp.

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Market research reported by the National Association of Home Builders identified that more than 65 percent of new home construction in 2016 included a porch. With more than 500,000 new homes built with porches, Scenix windows offer seasonal comfort and convenience.

The patented ScreenAway technology features a built-in, retractable screen that disappears completely into the frame, eliminating the need for seasonal window storage. The dual-sash window is easy-to-operate, revealing top and bottom screens for optimal ventilation.

Available in a white, sandstone, brown or black finish, and a wide range of standard and custom sizes. They are available through participating LARSON retailers.

Go to www.larsondoors.com/Scenix to watch a video on how Scenix technology works.

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3—SCENIX Porch Windows by LARSON

About Larson Manufacturing

Larson Manufacturing is recognized for making homes better with a market-leading selection of storm doors, high-efficiency interior and storm windows, a patented porch window with retractable screens and other door and window innovations. For over 60 years, the company has placed a high value on its employees as part of a long-standing commitment to product excellence and customer satisfaction. LARSON is headquartered in Brookings, SD, and has additional plants in Lake Mills, IA; Mocksville, NC; and Salt Lake City, UT. The company maintains its own distribution centers and a national field sales team. LARSON products are widely available from home improvement retailers and dealers in the U.S. and Canada. For more information, visit www.LARSONdoors.com.

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