



## Dynamic Partnerships

### RELATIONSHIP BUILDING

# PARTNERSHIPS BRING TRUE VALUE TO BUILDING PROJECTS

#### Sometimes the intangibles make all the difference.

The glass supply chain can often feel impersonal and transactional, as product moves from manufacturer to fabricator to glazing contractor against a backdrop of design parameters, scheduling demands, labor requirements, lead times and a host of other factors. The team at Vitro Architectural Glass believes there is more to project success than simply fulfilling responsibilities.

Vitro Glass takes a holistic view of each building project, forging relationships with key stakeholders that foster collaboration, build trust and achieve common goals. They do this by not only supplying their customers' glass orders but also by providing expertise and guidance to partners up and down the value chain throughout all phases of a project. These relationships aren't one-offs; Vitro's comprehensive approach also pays dividends on future projects.

The construction of a hotel for a major hospitality company is one example. Legat Architects, which had previously worked with Vitro Glass, contacted Vitro's director of architectural development to discuss the design. Although early renderings incorporated a competitor's glass, Legat's positive experience with Vitro led the design architect to solicit the company's expertise on the glass specification. After carefully analyzing the design criteria and energy performance requirements, Vitro recommended—and the architect ultimately specified—four Vitro Glass products: *Solarban*® 70XL *Solarblue*® glass, *Solarban*® 70XL clear glass, *Solarban*® 90 clear glass and *Solarban*® 60 clear glass.

Vitro's knowledge yielded economic benefits as well. The architect, recalling Vitro's best practices for maximizing fabrication yields, designed narrower insulating glass units to minimize waste in the fabrication process.

Vitro's proactive relationship building also helped fill a resource gap at a pivotal stage of the project. With construction approaching critical milestone dates, the general contractor still needed to hire a glazing contractor. Vitro reached out to its network of glaziers, who followed up with the general contractor. One of these referrals was selected for the job, helping to keep construction on schedule.

With so much riding on construction projects, from quality and schedule, to budget, the importance of collaboration among stakeholders can't be overstated. With Vitro Glass, the architect, fabricator, glazier and general contractor communities have a reliable, trusted resource available to solve problems, provide expertise and achieve objectives.