

High-Performance Window Treatments

Architects, builders and interior designers in Southern California who design high-performance windows and window coverings for their clients have a unique resource at their disposal in a company called Window Products Management (WPM).

So, what is a high-performance window treatment? I learned that when WPM looks at covering a window or skylight, they use a whole building approach when specifying a treatment that goes far beyond fashion.

Owners Russ Elinson and John Edwards believe that when considering any treatment you must also look at Visible Light Transmittance for daylighting along with the relative Solar Heat Gain Coefficient of the material for energy. Both of these considerations will impact the lighting & HVAC system, as well as the overall comfort of the occupants; they even look at details like off-gassing and indoor air quality!

WPM is a window products solution company that provides full service consulting for architects, builders, interior designers, and facility managers. Braden Sterling, of Sterling-Huddelson Architecture, told me “I work with WPM because window coverings are an important design component in my buildings, and the WPM Team makes excellent recommendations that are an integral part of what we offer our clients.”

WPM’s customers also like the fact that WPM takes them from design to installation. They offer a complete turnkey service from product specifying to the installation of their recommendations. On any given day, the WPM Team is working on projects like large scale low-income housing developments, providing Solar Heat-Gain Coefficient’s for Mechanical Engineers, or working with Southern California’s leading Interior Designers building beautiful drapery. A Santa Barbara, California, Interior



WPM Owners, Russ Elinson & John Edwards, have taken window and window treatment design to the next level. Elinson and Edwards say, “window coverings should do more than simply look good. They must also perform in terms of comfort, light control, and energy as well!”

Designer, Katherine McCormick, uses WPM on her projects and said that, “WPM provides excellent aesthetic and functional support on my projects. They not only design and install beautiful drapery they can also automate all of their window treatments.”

The company also possesses a very impressive portfolio of projects that includes large commercial buildings, educational, healthcare, and hospitality facilities, as well as luxurious residential estates. The WPM Team has designed and installed every

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workroom innovators



Photo top, WPM designed these unique Roller Shades for DaVita Dialysis Centers by welding 1% Privacy Solar Material and 10% Open Weave Solar Material together to make one shade that provides both privacy and view to DaVita patients receiving dialysis. The shades also reduce energy consumption and control hot spots at the windows; Photo right, WPM has specified and installed over 1,000 window treatments for the low-income, non-profit developer Cabrillo Economic Development Corporation.



type of window treatment imaginable and even some that are not so easy to imagine.

Russ and John both have diverse and extensive window covering backgrounds. Russ managed a large national window products manufacturing company that specialized in automation and he has consulted to various manufacturing companies. John is a highly regarded energy expert who has contributed articles on fenestration to this magazine.

Donna Buice, Vice President of Business Relations at WPM, professes “Russ’ window treatment manufacturing background, combined with John’s work in the field of energy and glass, allow us to provide unique services to our clients that simply

are not available anywhere else”. And their accomplishments have not gone unnoticed by industry professionals. WPM has been featured in several industry trade magazines, selected to consult on the automation of one of the most expensive, high-profile homes ever built in California, and received a Small Business of The Year Award. WPM is the commercial division of the corporation that also owns and operates two retail businesses: Arjay’s Window Fashions and Mr. B’s Blinds & Shutters.

To learn more about WPM, contact them at 805.642.2300, or visit them on their website at www.windowproductsmanagement.com.



Photo above, An elegant layered treatment designed, manufactured, and installed by Evelyne Saul and Larry Mesa of Window Products Management; Photo below, In addition to the distinctive skill sets that Elinson and Edwards possess, they have built a strong team of industry professionals. WPM's experienced installation department is certified by companies such as MechoShade, Lutron, Somfy, and Hunter Douglas. Additionally, WPM has drapery experts, who have been designing and building drapery for over 20 years. The WPM Team (from left to right); Donna Buice, VP Business Relations; Larry Mesa, Drapery & Automation Technician; Russ Elinson, Principal, Automation Specialist & Spec Writer; Frank Tafuri, Automation & Installation Technician; Brenda Andico, Reception & Scheduling; Evelyne Saul, Drapery Designer; Jackie Park, Contracts & Compliance; John Edwards, Principal, Fenestration & Window Performance.

