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**FOR IMMEDIATE RELEASE**

## **Fenestration Canada Announces Rebranding**

Toronto, ON – Fenestration Canada, today announced a major rebranding to reflect the Association’s mission of serving and supporting all fenestration industry stakeholders across Canada.

Stéphane Labelle, Executive Director of Fenestration Canada, said “here at Fenestration Canada, we take pride in the influential role we play for the door and window industry in our country and we felt it was time to broadcast it. Similar to the revival of WinDoor over the past few years, this new logo is simply another step in the Association’s evolution. New and bigger challenges are ahead of us and I think we just wanted to show that we are ready to adapt to face them and move forward.”

The rebranding includes a top-to-bottom redesign of the Association’s website which will be unveiled in the coming weeks, new logos, graphics, and communication assets. Fenestration Canada’s new brand assets include a simplified, red, maple leaf emblem with the outline of a door and window. The logo highlights the fenestration trade and encompasses what it means to be a national association.

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