

# Western Products, Inc.

*Celebrating over half a century of success with new location at 45th Street, Fargo*

Western Products, Inc., was established in 1948 in Fargo, originally selling fire extinguishers and lightning rods. Today its products include seamless steel siding, windows, gutters, sunrooms, fireplaces, hot tubs, pool tables, bars, poker tables and more.

General Manager Al Anderson says, "We have worked hard over the years to build our name and reputation. We pride ourselves on superior craftsmanship and we are a company of our word."

Western Products transformed the siding industry in 1963 by taking delivery of the first load of steel siding ever produced, becoming a pioneer in steel siding.

In 1992 Western Products became the area's exclusive franchise of United States Seamless® Steel Siding and accessories. Soon after, Western Products added Four Season Sunrooms and Sundance Spas to compliment its current product line.

The company has just started selling its newest product, a gutter protection system called Leaf Away. Its design keeps gutters clear of debris regardless of weather.

Western Products recently moved to its new location at

474 45<sup>th</sup> Street South in Fargo featuring a new and expanded showroom. It is advertising moving specials for several of its products to promote the new location. The company previously kept offices in two places: one for its showroom, and one for its headquarters.



Western Products' new location at 474 45th Street South in Fargo.

Anderson believes the company's success is due to its product line, customer service approach and because they have long-term, quality employees.

"Today, we are recognized as being one of the largest home improvement companies in the Upper Midwest, carrying a great selection of products and services," he says. "Western Products can give homeowners a virtually maintenance-

free life, allowing them more time to do the things they enjoy."

As for advice to those just starting in the industry, Anderson advises business owners to listen to customers closely.

"Pay close attention to the strengths and weaknesses of your competitors and always challenge yourself," he says.