

“What’s wrong with fixing what you’ve got?”

Not a thing — as long as IWR is doing the work



Over 25 years ago, while working at a Detroit-based window company, Matthew Cipriano had an epiphany after a persistent customer brought to light the fact that homeowners had no choice but to replace their home’s rotting windows or to hire an independent handyman to repair them.

The company wasn’t standing behind its products, and this didn’t sit right with Cipriano or his persistent customer. To make things right, Cipriano offered to repair the customer’s windows on his own time.

That incident spurred Cipriano’s epiphany of “Repair Instead of Replace,” a concept in which highly skilled carpenters customize all repairs to blend in with the home’s existing design, replacing only the rotted wood and windows that need fixed.

As word of Cipriano’s innovative window repair system spread, Cipriano soon found himself doing a massive side business repairing windows, prompting him to establish his own company: Independent Window Repair (IWR).

Since then, Cipriano has established IWR as Southeast Michigan’s premier window repair company by consistently providing top-quality, professional service and utilizing the best materials available: IWR’s replacement wood parts have over 20 years of research and development behind them, with innovations that exceed the original window’s design and function — today, Cipriano buys specially engineered wood that conforms to his strict specifications.

Over the years, Cipriano has received calls from homeowners who were told by other companies to replace their windows, many of which Cipriano found were repairable.

“This is a waste of money for many homeowners. I mean, what’s wrong with fixing what you’ve got. It’s kind of like kitchen cabinets that you would reface instead of replace,” he said.

To that end, IWR not only provides repairs that are built to last and blend in with existing windows, but also saves homeowners across money by simply repairing, not replacing, the rotted wood, cracked or fogged glass — IWR can save homeowners well over 50% the cost of new replacement windows!

IWR has perfected the repair, design and installation process at its state-of-the-art facility in Chesterfield, where IWR’s highly trained “window mechanics” are certified with IWR’s proprietary methods to ensure superior repair for years of trouble-free operation.

IWR is a licensed, bonded and insured company that’s been endorsed by local industry expert and radio commenter Glenn Haeger due to IWR’s superior methods. To schedule a free, comprehensive evaluation of all your wood rot and window repair needs, call toll free (866) IWR-1919 or visit www.iwrinc.com.

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