

Assured Corporation Architectural Windows and Doors

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“The North Shore offers the architectural community the creative freedom to perform ‘true architecture’ in all of its forms.”

The past 35 years have set the course for Assured Corporation’s continued success. With three locations in Illinois, the company educates the local architectural community on the design capabilities and options within the world of windows and doors. “The North Shore clients appreciate the value of architectural windows and doors,” president Mark Sala says. “They want true architecture, which allows us to be part of very unique projects.” Often described as cultural, educated and hard-working, “North Shore clients,” Sala says, “have worked hard to live in the affluent suburbs of Chicago.” Suburbs such as Lake Forest, Winnetka, Wilmette, Glencoe and Highland Park, where the firm showcases much of its work. “Our clientele is well-informed about products for their homes. They are savvy and want to be part of the decision-making process,” CFO Julie Sala says. When it comes to area trends in renovation, the Salas see their share of historic renovations, but more often find older homes being replaced by new ones, including new additions and partial renovations dotted here and there. While the types of renovations differ, so does the North Shore’s vernacular. “It varies from traditional and transitional, to extremely contemporary,” Mark says. “The North Shore is an architect’s playground, and we love being a part of the architecture in the life of each of our projects.”



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NORTH SHORE: FAMILIES, FIRST-TIMERS + THE FUTURE

Family Friendly: The next generation of young homeowners are moving to the North Shore from the city for a sense of community with young families. It fosters the true family experience.

First-Timers: Drive down Sheridan Road from Lake Shore Drive, heading north. The winding wooded streets are what the North Shore is all about. **The Future:** The North Shore may transition further from traditional architecture to more contemporary designs. The clean lines and aesthetic of Hope Steel Windows, one of our most influential partners, has helped the recent push for modern design. The energy codes will also influence purchases of products that perform on Lake Michigan.

3. This Highland Park residence features Loewen windows and doors. Built by Goldberg General Contracting; architecture by MAS Studio.

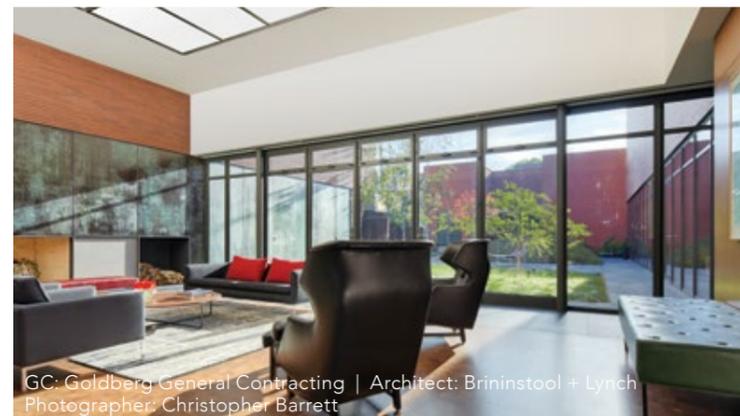
1. Photograph by Katrina Wittkamp
2. & 3. Photography by Steve Hall of Hedrich Blessing

Showroom Spotlight

Assured’s new North Shore architectural window and door showroom is conveniently located in Lake Zurich, or clients can also visit its downtown location.



GC: S/H Builders | Architect: Northworks | Photographer: Katrina Wittkamp



GC: Goldberg General Contracting | Architect: Brininstool + Lynch
Photographer: Christopher Barrett



Architect: Raino-Ogden Architects
Designer: roomTEN Design



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