



**Builders
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**NEWS
RELEASE**

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FOR IMMEDIATE RELEASE

BUILDERS ACCESSORIES INTRODUCES ITS ACRYLIC BLOCK BREATHING METHOD, ELIMINATING BLOCK PERFORMANCE FAILURES

PHOENIX, AZ – Builders Accessories, Inc. recently unveiled its acrylic block Breathing Method™ technology. This new concept incorporated into their PATENTED acrylic blocks has been in design and development for over five years and eliminates the potential for block performance failures.

According to company executives, current acrylic block technology uses sealed acrylic blocks creating unnecessarily high stress levels and can cause the block surface to expand or contract, leaving them susceptible to many different types of block failures. During the injection molding process, all acrylic products must have stress points relieved within the mold. Sealed acrylic blocks, design stress back into their block products by disregarding normal environmental demands, such as altitude pressure changes, temperature changes and chemical reactions due to normal standard glass cleaners (i.e. Windex). Many of these types of failures present themselves immediately when the homeowner cleans the blocks with certain cleaners, resulting in surface cracks or seal failures. Other failures may show up in several years as the block surface expands and contracts daily, weakening the surface of the acrylic.

“The advantages of Builders Accessories acrylic block windows over typical glass block windows and other acrylic block window products are numerous,” executives say. Builders Accessories acrylic blocks are much more energy efficient and lighter than typical Glass blocks and are processed with one of the highest quality impact resistant U. V. stable acrylic materials. The company’s president boasts, “Our acrylic block wave design is the only acrylic block on the market designed after the traditional glass block wave look.”

Builders Accessories acrylic block windows come in many shapes and sizes that are not available in glass block, and are available through select dealers throughout the United States. With no freight charges, (within the Continental United States) and prefabricated for easy installation, these energy conscious block windows are perfect for all types of installations. For more information on Builders Accessories acrylic block breathing method and their wide selection of window products, contact Erick Felsch, Marketing Manager, Builders Accessories, Inc., 3621 East Wier Avenue, Phoenix, AZ 85040.