

News Release

**Media Contacts**

Heather West, 612-724-8760, [heather@heatherwestpr.com](mailto:heather@heatherwestpr.com)

Angela Dickson, 630-920-4999, [adickson@aamanet.org](mailto:adickson@aamanet.org)

Margaret Webb, 613-233-1510, 103, [mwebb@igmaonline.org](mailto:mwebb@igmaonline.org)

**AAMA and IGMA to Unify as One Combined Organization**

**Two industry leaders, one expert source**

Aug. 1, 2019 – The memberships of the American Architectural Manufacturers Association (AAMA) and the Insulating Glass Manufacturers Alliance (IGMA) both voted to proceed with combining into one organization with a new name, Fenestration and Glazing Industry Alliance (FGIA). The formal ballots of the AAMA and IGMA memberships were released on July 2, along with the full prospectus outlining the strategy for structuring, operating and branding the new organization, which included adjustments and clarifications to the proposal, based upon member feedback.

AAMA and IGMA announced unification discussions a year ago, with the goal of creating a new organization that can better serve the North American fenestration industry. During that time, an exploratory team from both organizations developed a framework for the new organization, and information was continually shared with members during development.

**Future Plans**

Beginning in August, the two existing Boards will work together to execute the unification implementation steps throughout the remainder of 2019. A strategic planning meeting will be scheduled (tentatively in October) to blend the vision and priorities for the new organization for the next three to five years. And, the new organization brand development will begin.

**Combined Benefits**

“The value of the new organization will be a stronger industry voice, offering members and the industry single-source access to critical information,” said AAMA Board Chairman Donnie Hunter ([Kawneer](https://www.kawneer.com/kawneer/north_america/en/info_page/home.asp)).

“With knowledgeable professionals from both the fenestration and glass industries, better synergy for the whole finished fenestration product will be available, as well as direct access to Canadian market, codes and regulatory expertise. A combined organization also delivers expanded technical competencies and a broader document base to support more extensive educational opportunities for members,” he continued.

*(more)*

IGMA Board President Nathalie Thibault ([Prelco](http://www.prelco.ca/accueil/)) added, “These expanded technical competencies will further support educational opportunities. Plus, members can look forward to enhanced conference programming through an expanded content offering and broader networking opportunities through combined events. There will also be more resources available by harnessing the intellectual knowledge of the associations.”

“A stronger financial position allows for future investments in industry research, technical resources and educational programs, which solidifies the new organization’s position as the single source for the industry moving forward,” Thibault concluded.

**Brand Equity**

While both Boards recognize the many combined benefits available to AAMA and IGMA members, the organizations also acknowledge the value in retaining separate brand equity in certain services such as technical standards and certification programs. Therefore, the branding strategy allows for an indefinite time period where the brand equity of both AAMA and IGMA are maintained for these aspects of the new organization.

**About IGMA**

The Insulating Glass Manufacturers Alliance (IGMA) is the North American association of insulating glass manufacturers, suppliers of component materials and other industry-related professionals dedicated to upgrading product performance by promoting awareness of technological developments in the industry. In 2000, IGMA was created as a result of a successful merger between the Insulating Glass Manufacturers Association of Canada (IGMAC) and the Sealed Insulating Glass Manufacturers Association (SIGMA). Today, IGMA represents 140 members across North America. For more information, please visit [www.igmaonline.org](http://www.igmaonline.org).

**About AAMA**

The American Architectural Manufacturers Association (AAMA) is the source of performance standards, product certification and educational programs for the fenestration industry. Founded in 1936, AAMA is the leading trade association representing over 300 members producing window, door, skylight, sloped glazing, curtain wall and storefront products and components for both the residential and commercial construction markets across North America. For more information, please visit <https://aamanet.org>.

###