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**Arizona Home Remodeling Contractors, Republic West, & President Jim Weisman,
Help Southwall Technologies Inc. Reinvent Itself**

Scottsdale, AZ. March 29, 2010 – [Arizona home remodeling contractors](#), Republic West, and President/Co-owner Jim Weisman, are helping Southwall Technologies Inc. reinvent itself.

Southwall got its start in the 1970s during the oil crisis, promoting its class coating products developed at MIT as an advantageous way to improve the energy efficiency of windows. However during the 80s and 90s, Southwall readjusted its focus to other lines of business and other ways of pitching their existing lines.

Weisman is helping Southwall reinvent itself again as a company that focuses on energy efficiency. He says that Southwall has done a great job over the past couple of years in narrowing the cost gap between their insulating windows and standard, non-insulating windows, which has led to a dramatic increase in sales of windows with Southwall's heat mirror technology.

“Southwall is doing a great job of taking advantage of the growing interest in energy retrofitting,” said Jim Weisman, President and Co-owner of Republic West. “They are taking an aggressive stance on how they can get their products into consumers' hands.”

Southwall's heat mirror film technology, which is being used in a retrofitting of the Empire State Building, is expected to save millions of dollars in energy costs and eliminate greenhouse gas emissions.

Founded in 1995, Republic West provides home remodeling services in Arizona, including energy efficient window and door replacement, kitchens, bathrooms, interior remodeling, room additions, cabinet re-facing and more.

[Contact Republic West](#) - the *Most Preferred, Most Referred* Arizona home remodeling contractors - for design and home remodeling services.

About Republic West, Inc. Republic West, Inc. is a leading home improvement company specializing in complete home remodeling including kitchens, bathrooms, interior remodeling, room additions, energy efficient window and door replacement, cabinet re-facing and more. Headquartered in Scottsdale, Arizona and founded by Linda Zimmerman and Jim Weisman in 1995, Republic West is an operationally driven company that utilizes various disciplines, processes and procedures to help insure that it can deliver what is promised and is careful to only promise what it can control.

A revolutionary company, Republic West hires, trains, and staffs best-of-class operational management, senior and apprentice foreman, customer service personnel, division administrators, and design and sales staff, thereby ensuring that for every project, service does not become a byword. T.O.P Assurance (Thorough Operational Process) is an integrated 3-phase, track-able process designed to create synergy before, during and after your home improvement project.

Learn more about Republic West's [home improvement services in Arizona](#) and the Phoenix Metro area by visiting their website.

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