

What Is Factory Direct?

Why do windows from APCO cost the same or less than “factory direct?”
Because factory direct window companies don’t really cut out the middleman.

APCO



National Window Manufacturer

Manufactures
Frame & Finished Window



APCO

Distribution Warehouse



You

Windows Sold to
Builders, Contractors,
Big Box Retailers, &
Directly to Homeowners

Factory Direct



Frame Manufacturer

Manufactures Window
Frame Only



Window Fabricator

Puts Frame Pieces Together
to Create Finished Window



You

Windows Sold Primarily
to Homeowners
(Smaller Selection & Higher Price)