

# ROC HOME

REMODELING | HOME IMPROVEMENT | BUILDING | 2025

Design & Decor · Outdoor & Landscape · Home Improvements & Repair

## ROC HOME

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### Popular & Trending: Wide Open Spaces

In the last decade of home building there has been a desire for open concept livable. The early '90's brought on the "open floorplans" where common areas of the floorplan were divided by glass, not by walls. By removing interior walls, it would allow people to entertain from the kitchen all the way into the family room and create an open view from one side of the house to the other.

This trend had continued through the turn of the century and has now extended to the outdoors by expanding the floor plan to include a 2-3 location entertaining space on the outside of the home. It became a must. Outdoor fireplaces, entertainment systems, furniture, and more. It was found that people wanted to enjoy the fresh air while not sacrificing the amenities of modern lifestyles.

The challenge to meet the consumer's needs were far more difficult than the solution in the 90's. Removing non-bearing interior walls was simple. The building industry has needed to find a way to remove structural, load

bearing, insulated exterior walls while compliant to the energy code standards. Window and Door manufacturers acknowledged the need, and have answered with a solution to the latest industry trend.

#### Wide Open Spaces

One of the largest trends hitting the building industry are larger than life doors, connecting the outdoor living space with the interior of the home. Gone are the days of a single swinging door to the backyard. Homeowners want large openings to entertain through, expanding their entertaining footprint for gatherings and events, while being able to close their space off when not needed.

There are many different door configurations to choose from, depending on the final needs of the consumer. Every remodeling magazine and television show has been documenting glass doors becoming sliding patio doors. Then, sliding patio doors got larger. Manufacturers started offering 8ft wide

doors in their standard size matrix. They also introduced the 4 panel open view, Lift and Slide, Multi-Slide, and even multi-panel sliding doors.

The next step would be to visit a window and door showroom for you to experience the product first hand. An experienced door consultant will guide you through the process of selecting the proper door that best fits your needs.

*Article provided by Stephen Young, Vice President, Rochester Colonial Manufacturing. Why choose Rochester Colonial? Knowledge — Our expertise in product design and application, architectural specifications, historic replication and code issues is unrivaled.*

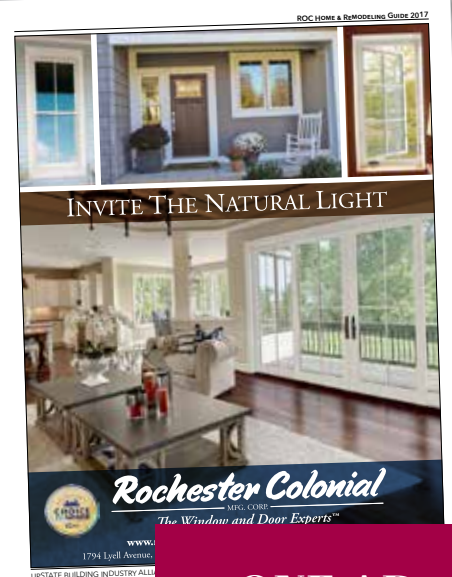
*Resources — Over 100 dedicated men and women, a fleet of 50 vehicles and 200,000 square feet of office and manufacturing space allow us to offer the ultimate in customer service. Manufacturing — We produce some of the most acclaimed custom hardwood windows and doors in the world. Selection — The largest anywhere in the area.*

## 2025 EDITION



Handed directly to thousands of homeowners at the March 22 & 23, 2025 ROC Home & Garden Show

- Full Color Magazine Format
- Articles & Homeowner Information
- Consumers Keep as a Reference
- Distributed at the Start of 2025 Construction Season



**Rochester Colonial**  
The Window and Door Experts™

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**Deadlines: Ads and all articles due by January 13, 2025**

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**NO CANCELLATIONS after January 13, 2025. Payment in full is due January 27, 2025.**

Rochester Home Builders' Association | Upstate Building Industry Alliance | FindTheHomePros.com  
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*RHBA reserves the right to edit articles.*