

Here's an Idea...

Companies from all parts of the glass and glazing industry have implemented innovative, out-of-the-box ideas to improve business from the ground up. Here's an Idea... showcases these sometimes small behind-the-scenes ideas that can make a big impact on a company's bottom line. If you have an idea that you would like to share, contact Bethany Stough, bstough@glass.org.

Industry Companies Make Charitable Giving Top Priority

Glass Magazine spoke with representatives from three glass industry companies that are raising awareness and funds for charities, and involving customers, employees and tradeshow visitors in the process.

MyGlassTruck.com

For several years, MyGlassTruck.com has raised donations for the Central and South Jersey Affiliate of Susan G. Komen through its "Nice Rack" Campaign to Fight Breast Cancer, and recently reached \$50,034. Through the campaign, the company donates a set amount to Susan G. Komen for every glass rack, glass truck and trailer sold. The funds will help provide breast health education and complimentary mammograms.

"We would like to thank our customers for helping us to reach this milestone," says Rustin Cassway, president of MyGlassTruck.com. "MyGlassTruck.com is proud to raise funds for an organization whose goal is to reduce the current number of breast cancer deaths by 50 percent within the next decade."

Safti First

Since 2011, Safti First, safti.com, has been donating Starlight Fun Center mobile entertainment units to local healthcare facilities. This year, company employees will be donating two units to the Burn Center at the Community Medical Center in Fresno, California.

Powered by the Wii U from Nintendo of America, Fun Center units provide the healing power of play to pediatric patients, offering family friendly video games and online accessibility to provide kids and families with distraction, fun and a sense of normalcy.

"With our manufacturing facility located in California's Central Valley, we have a deep connection with the community. All of us here have either had someone or know someone who has been treated at this hospital," says Ron Drew, vice president of operations, Safti First, who spearheads the project. "This makes the experience of giving back all the more special."

Andersen Windows

During the 2016 National AIA Convention in Philadelphia, Andersen Windows, andersenwindows.com, invited booth visitors to assemble gift boxes of magazines, activity books, puzzles, games, and room decorations for children staying at a local hospital. The project, conducted with Cheeriodicals, built more than 100 "big green boxes of cheer" that were delivered to St. Christopher's Hospital for Children. Andersen volunteers hand-delivered the boxes to kids in the hospital. Andersen and Cheeriodicals have partnered before and look forward to future opportunities to bring more cheer to children. ■



Rustin Cassway, president of MyGlassTruck.com, presents donation check to Sally Sheperdson of Susan G. Komen.



Pediatric Community Medical Center patients enjoy a Starlight Fun Center, donated by Safti First.



Andersen employees and tradeshow attendees help fill Cheeriodicals at AIA in Philadelphia.