

Note: This chart was taken directly from the www.mirageidaho.com web site. After reading this, please read the Compare Wizard chart to see the comments on each item. We believe this Mirage chart contains some serious false claims, inaccuracies and exaggerations. Negative advertising like this is unnecessary, unethical and unwise.

Compare Mirage Retractable Screen

Product Benefits	MIRAGE Vanishing Screen Door	Other Retractable Dealers	Other Competitor's
Paint Quality	Paint surface is a powder coat, long lasting brilliance	Wet Coat and Poor Coverage Noticeable Chalking and Fading Within 5 Years	Traditional Method
Custom Wood Doors	We now carry a complete line of custom made in Idaho old fashioned screen doors	nothing available	Not Available
Website	Mirageidaho.com has photos of local installations only.	Most companies have only a corporate site with no local dealer screen installations.	n/a
Colors	We have over 50 custom colors available within 2 weeks.	Limited stock colors out of their truck.	n/a
Installation	Installation Experience Local Service Since 2001	Not Based Locally Since 2003	n/a
Service	We are Local	Nearest Dealers miles away	n/a
Maintenance	Mirage's dry silicone is private labeled for the best glide characteristics	Some companies uses an off the shelf brand to save cost.	n/a

This chart is from "Compare" page: www.mirageidaho.com
(After reading this, read the "Compare Wizard" chart. That chart is attached.)

Rescreens	Normally Rescreened Within 24 hours	Rescreens Next Time Their in Town	n/a
Communication	I am the Distributor I Talk to Mirage in Canada Daily	Dealer Never Speaks to Corporate	n/a
Sales	Displayed in most all Franklin Building Supply Stores, along with most window and door dealers.	Others can be found in chain stores	Box Stores (no service)
Speed Reducer	All Mirage screens are sold with speed reducers included, No Slamming	It Will Cost You Extra	Extra Expense
Handle	All Mirage doors now come with a regular door catch	Other companies uses old low strength magnets that tend to release in light winds, no door catch.	Won't Stay Closed
Safety Catch	All Mirage doors now come with at Safety Catch built in the handle	Some have big plastic lock at an additional cost	Poorly Designed
Wood Grain Matching	At Mirage we have the largest custom wood grain matching options in the industry.	few selections	Poor Selection

Compare Wizard Retractable Screen

<p>Product Benefits</p>	<p>Wizard Retractable Screen Doors</p>
<p>Paint Quality</p>	<p>Wizard’s paint is Baked Enamel, directly comparable to the finishes used on Automobiles. Baked enamel is less brittle than power coat finishes. Powder coat finishes are more prone to chipping and can be more prone to chalking and fading. Wizard’s warranty covers the paint. Mirage has text in the factory warranty that clearly excludes their paint. Here is text directly taken from Mirage’s warranty “</p> <p><i>This warranty does not cover damage due to normal weathering, chalking, scratching, fading, corrosive atmosphere contaminants (eg. chemical fumes, pollution, salt), volcanic ash, lightning, windstorms, tornadoes, or any other act of God, explosions, riots, civil disturbances, war, misuse or abuse, or other causes beyond the control of Alco Ventures Inc. This warranty does not include those screws and/or other fasteners used in the assembly and/or installations of this retractable screen.</i></p> <p>If you compare factory warranties overall, the Mirage claim “Our warranty is unsurpassed” is not supported by facts, especially in regards to exclusions for weathering,, chalking, scratching and fading of Mirage paint.</p> <p>We invite you to research paints and product warranties and make your own comparison and draw your own conclusions. Mirage does not have a competitive advantage on paint quality. All their competitors either use baked enamel, which is a superior finish, or they use power coat paint, which is equal to what Mirage uses.</p> <p>We believe that the comparison claims on the “Compare” page of the www.mirageidaho web site are false, defamatory, and unsupportable.</p>
<p>Custom Wood Doors</p>	<p>Mirage does not make custom wood doors. They are made by another company. To list “Custom Wood Doors” as a competitive advantage of Mirage constitutes false advertising.</p>
<p>Website</p>	<p>All Retractable Screen manufactures have web sites. The corporate web sites and regional web sites are generally screened carefully to avoid false and misleading information.</p>
<p>Colors</p>	<p>Wizard has 8 stock colors, 160 custom colors, and 15 woodgrain colors available.</p>

Installation	Wizard Retractable Screen’s Boise installation service is local. The Wizard lead installer has been installing retractable screens for over 8 years. We are licensed, bonded and insured. All our installers are background screened. Wizard installations are guaranteed.
Service	Wizard has a large dealer network in the Boise area. All Home Depot stores have full size displays. Wizard’s service is also supported by a distributor, a distribution warehouse and an installer network based in Boise.
Maintenance	Silicon is a very basic product. There is no advantage to the customer in putting a private label on a basic product. Mirage’s claim of “best glide characteristics” is likely false and unsupported by fact. Wizard Industries, like Mirage, offers private labeled silicon. It is a very good product, but is no better (or worse) than the private labeled silicon sold by Mirage and it is highly unlikely that the claim of “best” can be proven in any manner.
Rescreens	Wizard retractable screens use a heavy duty screen made by Pfifer, the world leader in screen material. It is pvc coated fiberglass. Wizard screens seldom have to be rescreened. If they do, our local installers do all rescreens promptly and work with the customers to do the rescreens quickly. Most are done the same day. We also do rescreening on evenings or weekends, if this is more convenient for our customers. We charge \$40 to rescreen a Wizard retractable screen. This will save a lot over the price charged by others.
Communication	Wizard is sold in Idaho by a direct factory distributor. Most of the retractable screens sold in Boise are sold by direct factory distributors. It is unlikely that the claim on the Mirage compare chart of “daily’ calls is accurate. For example: during the winter months, few screens are sold. The claim of “daily calls” is likely an exaggeration.
Sales	Wizard Retractable Screens are sold by Home Depot. Home Depot has an outstanding system that covers their installing contractors. Their screening includes background checks of the manufacturers, distributors, dealers, contractors and all their employees involved in installations. Contractors and installers work to high ethical standards and are closely monitored for work quality and performance. Full sized displays can be seen at all 5 Boise Home Depots. Wizard also offers free in-home estimates. Wizard is also sold by other dealers or by distributor

	<p>salespeople. The Mirage comparison states that the following “<u>Box Stores (no service)</u>”. First of all, Marketing 101 basic is “never go negative”. Also, Franklin Building Supply and window and door dealers do not provide service, either. Service is provided by the employees or subcontractors of the retractable screen distributor or dealer.</p>
Speed Reducer	<p>Every Wizard Retractable Screen installed in Idaho has been installed with a speed reducer. Wizard also now uses a special silicone based compound on the springs, which reduces the spring recoil. And Wizard Retractable Screen’s pull bar caps are injected with silicon, which allows them to retract easier (self lubricating.) We do not have to wind the spring as tight, so the retraction speed is reduced even further.</p>
Handle	<p>The new Wizard handle is very popular. The handle’s loop style allows it to be used easily without having to twist your wrist. And it is easy to use if you have long finger nails.</p>
Safety Catch	<p>Various locking methods are available for Wizard Retractable Screens. We advise against using locks and catches. If a retractable screen is locked and someone walks into it, the screen will be damaged or destroyed. In normal operation of a retractable screen, when someone walks into a screen, the screen just retracts and there is no damage to the screen (or person).</p>
Wood Grain Matching	<p>Wizard, and other major retractable screen manufacturers, all offer wood grain finishes. These finishes are put on by specialty companies who provide this service to various manufacturers of retractable screens and other products. It is unlikely that the “largest” claim by Mirage is accurate. Wizard has 20 high quality wood grain finishes available.</p>