

Windows of Wisconsin Releases 2026 Home Improvement Trends Report: Energy Efficiency, Customization, and Timeless Design Lead the Way

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KAUKAUNA, WI - December 15, 2025 -
Windows of Wisconsin, a family-owned window and door replacement specialist serving Wisconsin homeowners for 27 years, today announced the release of its 2026 Home Improvement Trends Report, highlighting key shifts in window styles, energy performance standards, and homeowner preferences based on recent installation data and customer insights.

The annual report reveals that Wisconsin homeowners are increasingly focused on energy-efficient, low-maintenance window solutions that merge classic design with modern performance. According to installation data, double hung and casement windows continue to lead in popularity, while bay and bow windows are gaining momentum for their ability to enhance curb appeal and natural light.

?Our data from thousands of installations across Wisconsin shows a clear move toward products that offer both energy savings and architectural character,? said Carl, owner of Windows of Wisconsin. ?Homeowners

especially value Ultrex® fiberglass windows, which replicate the look of traditional wood while offering exceptional strength, durability, and minimal maintenance.?

The report identifies several major trends shaping the window replacement market in 2026. Energy efficiency and code compliance remain top priorities, with homeowners seeking products that meet or exceed updated Wisconsin energy codes and reduce heating and cooling costs. Many are upgrading to fiberglass-framed windows, which outperform vinyl and aluminum in thermal efficiency and durability.

The growing interest in open-concept and outdoor living has fueled demand for sliding patio doors and bi-fold door systems, allowing seamless transitions between interior and exterior spaces. Special-shaped windows, round tops, and awning windows are increasingly selected to add unique architectural character. Awning styles, in particular, are seeing renewed interest for their practicality in maintaining ventilation during light rain.

Customers today want transparency and education. As a result, Windows of Wisconsin has expanded its online learning and resource library, including warranty details, maintenance guides, and style inspiration, available at windowsofwisconsin.com.

The company?s findings indicate that homeowners are more willing to invest in premium materials when they understand the long-term performance and energy savings. Ultrex® fiberglass, known for being eight times stronger than vinyl and resistant to warping or cracking, continues to be the material of choice for Wisconsin homeowners seeking lasting beauty and reliability.

With nearly three decades of experience, Windows of Wisconsin continues to provide top-quality replacement windows and patio doors throughout the state. Their extensive product range includes awning, bay, bow, casement, double hung, slider, round top, and specialty shapes, as well as bi-fold, sliding patio, sliding French, and inswing French doors?all designed to complement Wisconsin homes and withstand local climate demands.

Looking ahead, the report forecasts steady growth in energy-efficient window replacements as homeowners modernize aging properties to meet today?s performance standards. The variety of window types available at windowsofwisconsin.com/windows reflects the state?s evolving preferences, from timeless traditional designs to sleek contemporary styles.

About Windows of Wisconsin

Windows of Wisconsin is a family-owned and operated window and door replacement company based in Appleton, Wisconsin. For 27 years, the company has specialized in providing high-quality, energy-efficient replacement windows and patio doors, backed by exceptional customer service and expert installation.

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Windows of Wisconsin

Windows of Wisconsin has been locally owned and operated since 1997 by Certified Master Window Installer Carl Hardtke. Windows of Wisconsin has been locally owned and operated since 1997 by Certified Master Window Installer Carl Hardtke.

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