

THE METROPOLITAN BUILDER

INSIDE SHOWCASE



AIG Mirror & Glass, LLC

For AIG Mirror & Glass,
Smaller Is Better

Bellville, Texas



For AIG Mirror & Glass, Smaller Is Better

By Kathy Bowen Stolz

Sometimes smaller is better.

Adrian Castaneda, owner of AIG Mirror & Glass, a residential and commercial installer, certainly believes so.

From his perspective, customers have a real advantage dealing with a small, family-owned company, such as his. They receive personal service, they deal directly with the owner, and they get issues resolved quickly.

“I treat each of my customers as if they are the only one, and there are fewer people to blame and less confusion when issues come up,” he said. “And we’re also very competitive on price.

“We stand by our work because we depend on our reputation and word-of-mouth referrals. We love for our name to be spread throughout the community.” After 10 years of operating, “More than half of our business comes from repeat customers,” Castaneda noted. He is always looking for referrals from one builder to another.

Much of AIG’s business comes from frameless glass shower doors and mirrors, but the company also replaces and repairs windows and broken glass in residences. On the commercial side of the business, AIG creates and installs store-front glass entrances and interior glass.

Based in Bellville, AIG serves custom and semi-custom builders in greater Houston in addition to Austin and Washington counties. He works closely with builders and staff of design centers to ensure homeowners get their preferred style of glass and door hardware.

Expert installation is a key factor in AIG’s success. “Dealing with glass is a skilled trade, a mastery. Not anyone can do it. It takes craftsmanship. It takes attention to detail. It can definitely be something of beauty. When you’re done, you can stand back and look at it.”

With about 20 years of experience in the glass industry, Adrian prefers to train his own installers. He said the best installers are ones that have not been in the glass industry

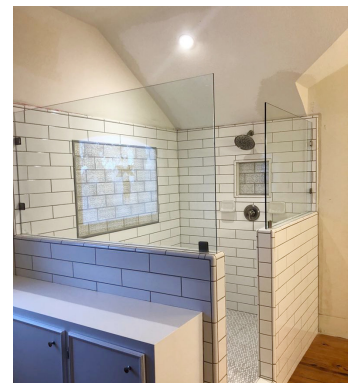


so he can “train them up” with his preferred methods and not have to break them of bad habits learned at other companies. Integrity and quality are two characteristics he insists his installers have.

AIG currently employs installers after having more crew members in the past. “We have been to a high point [of many employees] and then brought it back down. We thought we were doing well, but when we looked at the cost of employees, we realized we weren’t making as much money as we thought,” he admitted.

He keeps in touch with trends by observing what his competitors offer and through reading his industry’s national publications. Farmhouse style décor continues to be popular, of course. He said that black hardware is popular, but chrome hardware is making a comeback. He’s framing more mirrors in wood, and the mirrors are getting smaller and more decorative.

After high school Adrian worked at a small





glass shop, which was bought out by a bigger company. He stayed on, seeing opportunities in the business. He learned fabrication, installation and sales but eventually wanted to strike out on his own and build a future for his family.

Knowing the origin of the company name proves that AIG Mirror & Glass is a family business. Castaneda named the company after his three children's first initials: A for Adrian, Jr., I for Isabelle and G for Gabrielle. While Adrian's role in the business is to serve as the sales representative and lead installer on large projects, his wife Michelle helps with the bookkeeping.

He appreciates the symmetry in his business. Just as he is working to build a future for his family, Adrian Castaneda is creating beautiful spaces for other families to enjoy in their homes.

To contact AIG Mirror & Glass

*call Adrian Castaneda at
281-995-3819*

or email ac.aigproductions@gmail.com.

*The company's shop and warehouse is located at 5943
Hwy. 159 West, Bellville, TX 77418.*



AIG Mirror & Glass, LLC

*"When It Comes To
Custom Service,
Experience, Integrity,
Knowledge And Workmanship . . .
We Are Unrivaled In The Glass Industry."*

Specializing In Glass & Mirrors

Frameless

Shower Doors - Tub Enclosures - Custom Mirrors

Window Repairs and Replacement

Custom Store Front Entrances

281-995-3819

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