



# WITH CAPRAL

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# STRONGER BY DESIGN: WELL-HUNG WINDOWS' COMMITMENT TO QUALITY AND PERFORMANCE



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At the heart of Well-Hung Windows is a simple philosophy: make quality products, deliver outstanding service, and never say no to a challenge. Rather than turning customers away, the team focuses on finding solutions, making adjustments, and ensuring every request is met with a practical approach. "It's not about saying no," explains Adam Hamilton, Director and one of the key figures behind the company's success. "It's about saying, 'Yes, you can have it, but we need to do this,' or 'We need to make that adjustment.' The right approach makes all the difference."

One of the defining aspects of Well-

Hung Windows is its unwavering commitment to quality. The company has a long-standing partnership with Capral Aluminium, manufacturing a full range of Capral window and door systems that are well-suited to the local market. These products deliver the performance and integrity needed to meet the high expectations of builders



and homeowners alike. Unlike many competitors, Well-Hung Windows rarely experiences product issues, a testament to the durability and precision of its offerings. Customers appreciate this reliability, often

returning for repeat projects or recommending the company to others.

Customer feedback is the ultimate testament to this quality. Adam recalls a rare but meaningful message from a satisfied client: "I got an email the other day from a customer saying how impressed they were with the quality of our product and how the factory team

should be commended. You don't often hear feedback about quality because people expect it, but this one made a point of it. That tells you something."

Ensuring top-tier manufacturing



requires ongoing investment in precision tooling and production processes. When relocating to a larger facility, the company recognised the need for additional equipment to maintain its efficiency and high standards. Capral stepped in to support this growth, supplying new dies and additional tooling to enable the fabrication of an extensive product range. This investment has not only enhanced production capabilities but also made it easier for new employees to learn the trade. Even those with no prior experience in glazing quickly adapt, thanks to the streamlined and user-friendly manufacturing processes.

Operating in North Queensland means designing windows that can withstand extreme weather conditions, particularly in cyclonic regions. Well-Hung Windows relies on Capral's high-performance systems, which are rigorously tested to meet stringent Australian standards. These windows are engineered to endure severe wind loads, driving rain, and debris impact—

critical factors in a region prone to tropical storms. This level of resilience is essential for Well-Hung Windows, ensuring that their products provide long-term security and reliability for homes and commercial buildings in cyclone-prone areas.

Beyond product quality, the company's proactive approach to customer service sets it apart: "Positivity, thinking outside the square, working as a team, communicating with clients, and following up—nobody does follow-ups! But we do!" Adam emphasises. "That's why we have so many repeat

customers. They finish one project, sell the house, move to another, and use us again. If you're not good, you don't get used again."

Beyond customer service, the company's impact is visible throughout Townsville. "I drive around with the office team, and it's like, 'We did that one. We did that one. We did that one.' It's good to see a local company competing with the bigger guys. It's not all about the big players. If we can compete, we will. Let's go. Let's make it happen."



For the Well-Hung Windows team, work is more than just a job—it's about being part of something bigger. The company fosters a strong culture of teamwork and accountability, where employees take initiative and support one another to ensure smooth operations. This collective effort is evident in everyday tasks, from manufacturing to logistics, with team members stepping up without hesitation to get the job done.

As the business continues to grow, its core values remain unchanged: quality products, customer-focused service, and a commitment to excellence. With a strong partnership with Capral and a passion for precision, Well-Hung Windows is well-positioned to maintain its leadership in the industry for years to come.



**Watch the Well Hung Crafted with Capral case study to learn more about Well Hung and their long-term partnership with Capral.**

