

ASBURY PARK PRESS on July 12, 2001

Ace Aluminum "Business With Over 50 Years"

In the early 1950's, Gus fisher had dreams. Dreams of leaving the busy streets of Brooklyn and moving to the fields of Monmouth County. He wanted to run a chicken farm, but instead Ace Aluminum Products was born in Freehold.

Gus fisher began going door to door in the rural parts of Freehold selling new windows and doors. "The egg business turned out not to be so great," Barry Fisher, his son, said. "My father was lucky to have started Ace Aluminum about the time of the building boom." The elder Fisher, together with two relatives, had found a niche selling aluminum doors, windows and other products to builders.

"They were successful from the beginning. They even manufactured their own porch enclosures and awnings," said Barry Fisher.

Eventually, the other partners left the business. So when Gus retired in the mid-1970's it was only natural that his son, Barry Fisher, took over the helm. Today his 27-year old son, David, a certified public accountant from Manalapan, joins Barry. David said he wants to bring the business into the computer age.

Since David started in January he has already modernized the workings of Ace Aluminum. Now with the help of a computer and David's digital camera, customers can see what their house will look like with new siding, new doors or new windows. Customers love it.

David says he always knew he wanted to work with his father, but first he wanted to make his own way. And that is what he did. For the last four years he worked for a public accounting firm in Manhattan. "Dad was very busy," David said. "It was a perfect time to come into the business."

How has Ace Aluminum managed to survive the influx of home improvement superstores? That's easy, with outstanding service and quality work.

"We do quality work," David said. "Recommendations have a lot to do with it. We get referrals, we do the mother's house, her sisters, the grandparents."

Barry agrees. "We're know for the value we give for the money and for our service," he said. "We pride ourselves on being as perfect as you can get."

"This business was founded on service. We use our own men for installations. Because we're so busy, sometimes there's a wait. Most of our customers are patient. They feel it's worth the wait," fisher said. So today it is not uncommon for the company to serve third-generation customers.

A diverse product line has also helped. In additions to siding, windows and doors, Ace sell trims, garage doors, porch overhangs and even carries it's own line of doors. Competitive pricing is also a key, they said.

So what does the future hold for Ace Aluminum? Both David and Barry have plans to expand the business. "We want more of a customer base out of the area and to continue in the area."

"We were one of the lucky ones who were able to change with the times," fisher said. "Still we're a large company with family values. We offer something that the megastore don't – you can come in any time and talk to the management