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## **Aluminum business proves its mettle**

**By Susan Weiner/Staff Writer**

**In the 1950s, Gus Fisher had dreams of retiring from the busy streets of Brooklyn to the grassy fields of Monmouth County. He wanted to run a chicken farm. Instead, Ace Aluminum Products Inc. was born in Freehold.**

**"The egg business turned out not to be so great," Barry Fisher, 56, his son said. " My father was lucky to have started Ace Aluminum about the time of the building boom."**

**Barry, who runs Ace Aluminum today, followed his father's footsteps. He joined the business when he was 13, working after school as an installer. His father died in 1977.**

**Now Barry's son, David, has joined the business, too.**

**David, 27, said he wants to bring the business into the computer age.**

**Working in Freehold, since January, David already has modernized the workings of Ace Aluminum. He bought a digital camera and takes photos of customers homes. With the help of a computer, the customer can see what his or her house will look like with new siding, new door, and new windows. David can print out the pictures for the customer.**

**"People love it," David said.**

**Ace Aluminum sells replacement windows, vinyl siding, garage doors, front entry doors, storm doors and windows, roofing, sliding patio doors, enclosures, fabric awnings, columns and railings. They are located in Market Yard in Freehold.**

**David also has taken over the company books.**

**After he graduated from the University of Maryland as an accounting major, he went to work in Manhattan.**

**"I wanted my own experience in the business world," David said. "I wanted to be in Manhattan."**

**For the last four years he worked for a public accounting firm, always knowing he wanted to come back and work with his father.**

**"Dad was very busy," David said. "It was the perfect time to come into the business."**

**His three sisters are "no interested in the home-improvement industry," so David is carrying on the family business. He is helping his father in sales, going out to prospective customers, David, who lives in Manhattan, said he will be moving back to Monmouth County soon.**

**David said Ace Aluminum has been in business for 48 years because of its reputation.**

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

**Barry agrees.**

**"We `re known 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."**

**Both David and Barry have plans for Ace Aluminum for the future. They both want to expand the business.**

**"We want to build up business toward Staten Island and North Jersey," Barry said. "We want more of a customer base out of the area and to continue in the area."**

**Barry said he always wanted David to come into the business.**

**"But you never know how the kids will go," he said. "David wanted to make his own way first."**

**David said he's very happy to be there.**