



Press Release

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Window Sales Increase Thanks to Energy Tax Credit Incentive

PARKERSBURG, W. VA. – *Is it working?* Yes! According to several distributors of Simonton windows, the tax credit homeowners receive when purchasing qualifying energy-efficient windows has indeed helped improve their business during the first half of 2009.

“Right now we believe about 10 jobs a month are being sold to homeowners specifically because of the tax credit offering, and we expect that number to increase during the second half of the year,” says Audie Stein, branch manager at **Norandex** in Billings, Mont. “Our contractor customers are doing a good job of educating homeowners on the potential for savings when upgrading to replacement window packages that meet the government’s specifications.

“Consumers are doing the math. The tax credit is moving those people who had contemplated replacement window projects to actually make the commitment. Once they understand that the ETC glass package helps them earn the tax credit *and* see savings on their energy bills from the day the windows are installed, they’re hooked.”

Stein reports that his Norandex branch is selling an average of 45 residential window jobs a month. “Our overall numbers are running fairly close to 2008 sales,” says Stein. “In today’s economy, I’m certain those numbers would be far lower if the tax credit was not available.”

Ahead of the Competition

Across the country in Pittsburgh, Penn., Jim O’Byron credits Simonton’s quick response to the government’s tax credit launch with helping build his sales. “Simonton immediately created marketing materials and packaged their qualifying products under the ETC glass line, making it easy for us to sell the windows to our contractor and lumberyard customers,” says O’Byron, window department manager for **McClure Johnston**.

“We got out in front of this opportunity quickly. In many cases our contractor customers were the only ones in our market who truly knew and understood the tax credit issue. That’s helped them take full advantage of a unique selling opportunity and gain extremely high close rates.”

According to O’Byron, the tax credit incentive has allowed his company to grow during a difficult economic time. “The bottom line is that we’ve picked up new market shares and our sales are up,” says O’Byron. “Working together with a good partner like Simonton on this issue has helped us transition the majority of our orders to ETC glass packages this year. That means solid sales for us and strong benefits for homeowners.”

Coastal Window Savings

Down in Florida, where **Clear Choice Windows and More, Inc.** focuses on selling impact-resistant windows to combat potential severe weather, Paul Hardy has also seen the benefits of the tax credit incentives.

“We began immediately in February to aggressively pitch the tax credit offering to homeowners and we’re seeing positive results,” says Hardy, vice president of the Tampa-based company. “We’ve seen a slight increase in our business in 2009 despite the bad economy.

“In my mind, the ETC glass packages available in the StormBreaker Plus product line account for the continued strength of our sales. These windows traditionally have the Solar-E glass package. The ETC Super Solar SBP glass packages match this perfectly and offer our customers the opportunity to apply for the tax credit. When you’re making the major investment of replacing windows in your home with impact-resistant windows, you appreciate any savings you can find.”

ETC Glass Packages

The Energy Tax Credit (ETC) glass packages offered by Simonton Windows are certified by the National Fenestration Rating Council (NFRC) to meet a U-factor rating of 0.30 or less, and a Solar Heat Gain Coefficient (SHGC) of 0.30 or less. These are the energy ratings stated by the U.S. government that are required for homeowners to take advantage of the \$1,500 energy tax credit.

Competitively priced ETC glass package options are available on select Simonton products and styles, each providing optimal thermal performance and energy efficiency.

- The **ETC Starter** glass package includes a ¾-inch IGU, Intercept® Spacer System, Argon gas fill and ProSolar™ Soft Coat Low E glass.
- The **ETC Starter 366** glass package includes a ¾-inch IGU, Intercept® Spacer System, Argon gas fill and LoE³-366® glass.
- The **ETC Super Solar** glass package includes a 7/8-inch IGU, Super Spacer® System, Argon gas fill and ProSolar™ Soft Coat Low E glass.

- The **ETC Super 366** glass package includes a 7/8-inch IGU, Super Spacer System, Argon gas fill and LoE³-366 glass.
- The **ETC Super Solar SBP** glass package for StormBreaker Plus windows includes a one-inch IGU, Super Spacer[®] System, Argon gas fill and Low E glass on one surface with impact-resistant glass.
- The **ETC Super 366 SBP** glass package for StormBreaker Plus windows includes a one-inch IGU, Super Spacer System, Argon gas fill and LoE³-366 glass on one surface with impact-resistant glass.

A full listing of energy-efficient Simonton replacement and impact-resistant products that qualify for the energy tax credit is available at www.simonton.com/taxcredit.

Simonton Windows produces ENERGY STAR[®] qualified replacement and new construction windows and doors, including a line of impact-resistant products. Simonton was ranked #1 in quality in the 2009, 2007, 2002 and 1998 Brand Use Studies sponsored by *Builder* magazine and has won three Best In Class Awards from Market Research Associates.

Founded in 1946, Simonton's hallmark has been to deliver its made-to-order products in five days or less. Part of the home and hardware division of Fortune Brands, Inc. (NYSE: FO), Simonton delivers award-winning products nationwide to key markets throughout the 48 continental United States.

Simonton is a founding sponsor of The Weather Museum and a supporter of Homes for Our Troops. For information, call (800) SIMONTON (1-800-746-6686) or visit www.simonton.com.

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