



## Press Release

Contact: Kathy Ziprik  
828-890-8065  
kathy\_ziprik@simonton.com

### **Simonton Supports Customers with SMART Program Launch**

PARKERSBURG, W.VA. – Simonton Windows<sup>®</sup>, a leader in the window and door industry, has launched the new Simonton SMART (Sales Marketing And Resource Tools) online ordering site for its customers. The advanced marketing support program allows Simonton distributors and dealers to order literature and customized sales aids 24/7.

“We created this program to make it easier and faster for our busy customers to order the expansive marketing support materials available to them,” says Gary Pember, vice president of marketing for Simonton Windows. “This innovative online program enables our customers to track sales aids balances, order literature, purchase lead generation mailing lists and customize direct mail and advertising for local use.”

Developed with customer needs in mind, the SMART program allows users to view images of all available items on-screen and browse literature pieces page-by-page. Key sections of the SMART system include Stock items (literature), Merchandising, Business Cards, Custom Items and My Account.

“We’re constantly researching and developing programs and services to make life easier for our customers,” says Pember. “The new SMART program represents another industry-leading, value-added benefit Simonton has designed to enhance the selling capabilities of dealers and distributors in the marketplace.”

Simonton Windows produces ENERGY STAR<sup>®</sup> qualified replacement and new construction windows and doors, including a line of impact-resistant products. Simonton ranked “Highest in Builder and Remodeler Satisfaction among Residential Window and Patio Door Manufacturers” in the J.D. Power and Associates 2008 Builder and Remodeler Residential Window and Patio Door Satisfaction Study<sup>SM</sup>. The company 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 nationwide to key markets throughout the 48 continental United States.

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

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*Simonton Windows received the highest numerical score in the proprietary J.D. Power and Associates/McGraw-Hill Construction 2008 Builder and Remodeler Residential Window and Patio Door Satisfaction Study<sup>SM</sup>. Study based on 2,837 new-home builders and remodelers. Proprietary study results are based on experiences and perceptions of new home builders and remodelers surveyed in May through June 2008. Your experiences may vary. Visit [jdpower.com](http://jdpower.com).*

*ENERGY STAR is a government program that helps consumers protect the environment through superior energy efficiency and is a registered trademark of the U.S. Department of Energy and the U.S. Environmental Protection Agency.*