

## **Soft-Lite has been awarded the 2009 Crystal Achievement Award for Best Product Literature for a Small/Medium Manufacturer by Window & Door Magazine.**

Soft-Lite Attracts New Clients with Award-Winning Sales Support System  
The technology involved in building windows and doors today is exceedingly complex. In addition, due to the never-ending amount of information found on the internet, homeowners are educating themselves before they even talk to a sales person. That is why it is of the utmost importance that window dealers have the best possible training and support possible. Soft-Lite Windows meets that need with a support program that is so comprehensive and straightforward it has continued to attract new window installation companies and distributors to Soft-Lite, even more so today as homeowners become more informed.

### **Award Winning Literature Program**

A key element of Soft-Lite's Sales Support System is the complete set of supporting literature for each of its seven window lines. This year, in 2009, Soft-Lite has been awarded the Crystal Achievement Award from *Window & Door Magazine* for best literature program. This is proof positive that Soft-Lite's window dealers and distributors are receiving the finest caliber literature in the industry.