

Soft-Lite

A Safe, Sound and Secure Choice



Window manufacturer enjoys record growth at the perfect time.

As the economy continues to falter, Americans are becoming increasingly mindful of their spending. This tightening of the pocketbook strings has negatively affected many businesses, and the home improvement industry has not been immune. In these uncertain times, Soft-Lite is proud to continue its 70-year tradition of operating successfully as a safe, sound and secure premier window manufacturer.

Why is Soft-Lite Safe, Sound and Secure?

Soft-Lite credits its success at remaining safe, sound and secure to its focus on the following:

- Helping its dealers differentiate themselves in the market, and thereby boost their sales, with the widest array of features and options that bring real value to the end user
- Continuously investing in research and development to ensure products of the highest quality and performance and ultimately, complete customer satisfaction
- Wise capital investments
- Sound strategic planning

From Soft-Lite's beginnings in 1934, their strategic plan has always been based on long-term goals and the success of their dealers. When the opportunity presented itself to make a quick dollar, they refused to mortgage their future on a short-term gain. This philosophy, perhaps not a typical business model in the industry, has positioned Soft-Lite to not only weather the current economic storm, but continue record growth throughout it.



Planning For The Long Haul

A consistent string of financially sound decisions were made by Soft-Lite over the years. As their success grew, profits were channeled directly back into the company, and strategic investments were made for the future.

"We have always adhered to strict financial controls and have always had a big four audit each year without one single audit adjustment," said John Patrick, Soft-Lite's Chief Financial Officer.

Money was continuously reinvested into research and development, and capital was carefully allocated to planned expansion, technological improvement and product development.

"We strategically positioned ourselves ahead of the technology curve when capital was readily available," said Roy Anderson, President of Soft-Lite.



Employees at Soft-Lite's 200,000+ square foot robotics manufacturing plant produce 95% of the company's product line on a one week lead time.

"We recognized that era as the time to invest in the future. We're realizing the payoff now. Just like anyone else, we want to grow, but we don't long to be the biggest — just the best." By making wise financial decisions during a prosperous economy, Soft-Lite positioned itself well to handle the current economic downturn.

Soft-Lite has demonstrated an understanding of its market. Its array of products has attracted an ever expanding network of dealers nationwide.

"Our dealers are telling us what's happening in their markets, what homeowners are interested in, and what our competition is offering," said Soft-Lite Vice President Greg Irving. "This keeps us in line with the pulse of the industry and has led us to several key decisions. With that feed-back in mind, we're constantly finding new and better ways to meet the needs of our dealers and their customers."

To better help their dealers sell, Soft-Lite offers training modules, beautiful brochures, sample kits and an award winning website. They also provide both custom net and retail price books for individual dealer sales teams. The books are easily modified and produced instantly in-house on demand.

Obsession With Performance

Soft-Lite's attention to detail and drive for excellence have led to the creation of products that far exceed industry standards as well as customer expectations. The manufacture of such notable products has brought Soft-Lite several awards, including The Champions of the Industry, Crystal Achievement Awards (1992, 2002, 2003, 2007), and Window and Door Top 100 Manufacturers.

Soft-Lite understands the ever-changing energy rating certifications and the high demand to meet them. In fact, Soft-Lite products are AAMA Gold, NFRC and Energy Star certified. They manufacture window lines with industry leading performance characteristics, such as .16 U-Values, .01 air infiltration and design pressures in the LC65 arena. They offer more glazing options than any other manufacturer and a unique custom color matching system. "We provide lifetime warranties on all of our products, and our dealers are reassured by the fact that Soft-Lite will be around to honor them," states Irving.

In addition to being energy conscious, Soft-Lite works to be a good steward of the earth. The company minimizes waste and recycles all scrap materials in its state-of-the-art, automated robotics manufacturing plant.

In 2001, Soft-Lite spent millions to build the most advanced manufacturing line in the industry; one of only

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three robotics window manufacturing lines in the world. With this technology, they are able to manufacture windows with a consistent 1/32" tolerance and they now produce 95% of their product line on a one week lead time.

"We are not afraid to invest money in our people, manufacturing and product development as long as realistic and profitable goals can be achieved," said Anderson. "We will not accept being second best in any aspect of our business model, whether it's in manufacturing capability, product development or dealer support. We never have. Yet, we've been very careful about how we've allocated our capital without over-extending ourselves. We are fortunate to have superior access to capital to support our record-breaking annual growth while still maintaining zero debt."

Soft-Lite has achieved remarkable growth on the back of its superior products. In fact, even in these challenging economic times, Soft-Lite is expanding, growing and adding. They are adding two warehouse and distribution centers to improve the dealer supply chain, and increasing the size of their Paint Department to meet the favorable response for their custom color program. They also offer a Turn Key Installation Program for dealers in key locations, with numerous more to be added in 2009 — allowing them to grow installation sales 300%.

"Our strategy of investing to improve products, manufacturing efficiency, and customer service has served us well," states Anderson. "Our goal is not to just be a survivor, but to continue our success as a leader of the industry. No one will give you more!"

No one will give you more



Soft-Lite[®]
Windows
Bringing quality to light.

Industry-Leading
Certified Performance
(AAMA Gold Label Residential Rating)

1. AIR: **.01cfm** at 25mph (30 times better than industry minimum).
2. WATER: **LC65 59mph** at 8" rain per hour (79% over industry minimum).
3. DESIGN PRESSURE (DP70): **203mph WIND LOAD** (2 times stronger than industry minimum).
4. THERMAL: **NFRC .16 U-Value** with **Ultimate™ Glass** (one of the best U-values in the window business).