

Contact: Greg Irving  
VP Sales and Marketing

Soft-Lite Windows  
1-800-551-1953 x1126

### **Soft-Lite Is Named a Top 100 Manufacturer of 2009**

*Window and Door Magazine Names Ohio Manufacturer, Soft-Lite, as a Top 100 Window and Door Manufacturer of 2009*

(Streetsboro, Ohio, June 15, 2010) Soft-Lite, L.L.C. (Soft-Lite), a U.S. manufacturer of premium replacement windows and doors, has been named one of North America's Top 100 Manufacturers of 2009 by Window and Door magazine. This annual award recognizes North America's 100 largest manufacturers of residential windows, doors, and/or skylights, based on sales volume. To determine which companies receive the award each year, Window and Door magazine contacts individual companies to obtain relevant product and sales information, checks independently-published industry facts and figures, and leverages independent sources like Dun & Bradstreet. Soft-Lite's inclusion in this prestigious list of companies testifies to the company's continuing growth and success, even in today's difficult economic times.

Despite the faltering economy, [Soft-Lite](#) enjoyed solid growth in 2009 closing with a new record sales year. While some other window and door manufacturers downsized or closed up shop entirely, Soft-Lite has continued to expand its product lines, distribution channels and sales. The company credits its success to keeping its focus on producing high-quality products using the most technologically advanced design and production facilities, while continuously investing in research and development to help ensure complete customer satisfaction.

In 2009, Soft-Lite expanded their product line to include premium ThermaTru entry doors and heavy-duty storm doors as well. Additionally, the company has continued to see a significant increase in demand for colored window exteriors and has installed three new paint booths to expand production capability of its SureCoat™ exterior colored windows. Soft-Lite is also gearing up for installation of a second interior woodgrain laminator production line. This addition is due to a significant increase in demand for woodgrain interiors and overall sales growth of 50% in the first five months of 2010. Greg Irving, Soft-Lite's VP of Sales and Marketing, explained that, "Staying ahead of customer demand in the marketplace can be challenging in this economy, but Soft-Lite has stayed true to its goals of maintaining the market's lead position with exterior window surface coatings. The new product lines we've added to our mix further enhance this position of leadership. Moreover, our prudent financial decisions have assured our debt-free status and have allowed us to invest in these types of technological advances when others cannot."

- more -

Soft-Lite has demonstrated a clear understanding of their markets and their array of products attracts an ever-expanding network of dealers nationwide. “We positioned ourselves ahead of the technology curve by investing heavily in automation and technology during both good and bad economic times” said Roy Anderson, President of Soft-Lite. “We recognized this as the way of the future and we’re realizing the payoff now. Our strategy of continuously reinvesting profits in the company to improve products, quality and manufacturing efficiency, and customer service has served us well. Our goal is to always be the best at serving home improvement dealers and we are very appreciative of our great network of dealers who have made us successful.”

*Soft-Lite is a vinyl replacement window and door manufacturer headquartered in Streetsboro, Ohio. The company is a five-time winner of the Window and Door Crystal Achievement Award and is also a recipient of the Friedman Corporation Customer Appreciation Award, the Window & Door Top 100 Manufacturers recognition, and the Door and Window “Companies To Watch” recognition. For more information, visit <http://www.soft-lite.com/about/>*

+ + +