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Contact: Greg Irving  
VP Sales and Marketing

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

## **Market Trends Fuel Demand For Colored Vinyl Windows** *Soft-Lite Has Geared Up To Meet Demand*

(Streetsboro, Ohio, April 14, 2010) Soft-Lite, L.L.C. (“Soft-Lite”) has seen a significant increase in the demand for colored window exteriors in the past five years. Due to this trend Soft-Lite has installed three new paint booths to expand production capability of its SureCoat™ exterior colored windows. “Whether it has been to add a distinctive look or to maximize home value, homeowner demand for colored window exteriors has been expanding rapidly and shows no indication of slowing down,” said Kevin Koznick, the Soft-Lite Regional Sales Rep for the upper Midwest states.

“The increase in our painting capacity gives us a competitive edge by shortening lead times, resulting in improved service to our customers,” said Soft-Lite VP of Sales and Marketing, Greg Irving. In addition to offering faster turnaround times, the new state-of-the-art paint booths also provide a steadier production flow compared to the original single paint room Soft-Lite previously used.

The booths are environmentally friendly due to their overspray elimination which filters excess airborne particles from the atmosphere inside the booths. This advanced system also ensures a cleaner process and a higher quality finish on the product.

In a down economy, many homeowners are choosing to focus on home improvements rather than purchase new homes. Homeowners select projects that not only beautify their property but also save energy; window and door replacement typically tops that list. Now homeowners can enhance the energy efficiency of their homes with new windows while increasing beauty with a complementary color scheme. They can quickly have a color-coordinated look with exterior window colors that match their siding and trim.

“Staying ahead of customer demand and the marketplace can be challenging in this economy,” said Greg Irving. “Soft-Lite has stayed true to its goal of maintaining the market’s lead position with exterior window surface coatings. Our prudent financial decisions of the past have assured our debt free status and have allowed us to invest in these technological advancements when others cannot.”

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The technology used in these new paint booths makes this affordable color customization an increasingly desirable enhancement for homeowners. Soft-Lite's 14 standard window colors are supplemented with an endless offering of color options – any color imaginable can be replicated. "Our color system fits the most complex color schemes," said Randy LaMotte, Soft-Lite's Regional Sales Rep for the lower Midwest states and greater Atlanta, Georgia. "Even owners of historic Victorian homes with three or four accent colors benefit from our program. They can match their window exteriors with any accent color in their entire exterior color scheme. They can then choose from white, beige, or four woodgrains for their window interiors."

SureCoat is a high performance, waterborne coating system designed for direct application to PVC for long-term color retention. It is considered non-hazardous by EPA standards, is non-flammable and has been tested by certified, independent laboratories to exceed all environmental and performance standards. The process passes test requirements for AAMA 615 (Organic Coatings on Plastic Substrates.) Soft-Lite's SureCoat colors can also be reapplied in the field if a customer chooses a different color in the future. Soft-Lite provides a 10 year warranty on the coatings.

"With the addition of these three new paint booths, we will position ourselves to more effectively serve rapidly growing market demand, but more importantly further improve quality, safety and speed to market of our SureCoat offering" said Roy Anderson, President of Soft-Lite. "This PVC Exterior Coating System allows our customers to enjoy the maintenance-free, energy efficiency of vinyl windows while benefitting from the aesthetic enhancement of a perfect match with their home exteriors."

*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 [www.soft-lite.com](http://www.soft-lite.com)*

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Soft-Lite L.L.C. 10250 Philipp Parkway, Streetsboro, OH 44241 1-800-551-1953