

Soft-Lite Windows Named a Crystal Achievement Award Winner by Window & Door Magazine

Soft-Lite Windows has been recognized by Window & Door magazine as a winner of the prestigious 2016 Crystal Achievement Award for “Best Dealer Support Program”.

Streetsboro, OH ([PRWEB](#)) September 16, 2016 -- [Soft-Lite Windows](#) has been recognized by Window & Door magazine as a winner of the prestigious 2016 Crystal Achievement Award for “Best Dealer Support Program”. The Crystal Achievement Awards recognize residential window and door manufacturers and component suppliers for their contributions to the industry; the new Best Dealer Support Program award recognizes a manufacturer’s commitment to supporting its dealer network by providing training/education, marketing materials, displays, etc. According to the magazine, the Crystal Achievement judges -- an esteemed panel of judges from a cross-section of the industry -- resounded that Soft-Lite Windows embodied the attributes for Best Dealer Support Program with a “nice, broad-based approach to strong dealer support.” Soft-Lite, along with award recipients in other categories, is recognized in the current issue of Window & Door.

“Window and door manufacturers are constantly pushing the boundaries in terms of function and style; suppliers are likewise evolving to provide them the tools they need to do so effectively,” says Emily Thompson, editor, Window & Door magazine. “The Crystal Achievement Awards recognize such companies whose commitment to innovation stands to elevate the entire industry. This year’s award recipients stood out among the nearly 100 nominations our judges reviewed.”

Window & Door features an array of Soft-Lite’s dealer support materials, including the company’s new interactive training presentations, which are designed to provide dealers with an overview of Soft-Lite; an in-depth review of the features, options and benefits a window offers; and performance data for AAMA and NFRC testing. This program is electronic and interactive, for use on computers or tablets; it is also fully narrated to ensure consistency in dealer product training.

Also featured is Soft-Lite’s structured ENERGY STAR Training Program, an interactive, web-based training that is designed to educate its dealers about the ENERGY STAR program, the anatomy of an energy-efficient window, how to best promote the program, and more.

Soft-Lite’s substantial marketing efforts centered on the ENERGY STAR Windows Program are also recognized. Soft-Lite’s internal marketing team created the company’s new ENERGY STAR Marketing Collection, a campaign focused on helping dealers promote and sell Soft-Lite ENERGY STAR certified windows. This collection includes an array of new items, such as literature (brochure, activity book, leaflet), signage and banners, postcard mailers, and customizable ad slicks. Soft-Lite offers electronic files of the Marketing Collection – as well as many other tools – on its dealer intranet site, which was launched in 2015 and is exclusively for Soft-Lite dealers. This site gives dealers fast and easy access to all of Soft-Lite’s sales and marketing tools, and offer them the ability to easily navigate through Soft-Lite’s selection of sales aides, select the ones they want, and download them immediately.

“Creating useful marketing collateral is a monumental task, especially since we touch every form of consumer with drastically varying degrees of product knowledge,” said one Crystal Achievement Award judge. “Soft-Lite addresses this issue with an all-encompassing program.”



Soft-Lite is a vinyl replacement window and door manufacturer headquartered in Streetsboro, Ohio. The company was recently named an ENERGY STAR Sustained Excellence Award winner – making it the third consecutive year the company has achieved Partner of the Year recognition from ENERGY STAR. The company is also a multiple Crystal Achievement Award winner and is 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>.



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