

## **Soft-Lite Introduces New Interactive Literature to Accommodate Electronically Savvy Dealers**

*Soft-Lite Windows is proud to offer its product brochures in a new interactive format to help its dealers sell windows more easily and effectively. In response to customer requests for a unique electronic literature format, Soft-Lite has introduced its complete line of product brochures as interactive PDF files.*

Streetsboro, OH ([PRWEB](#)) February 14, 2014 -- [Soft-Lite Windows](#) is proud to offer its product brochures in a new interactive format to help its dealers sell windows more easily and effectively. In response to customer requests for a unique electronic literature format, Soft-Lite has introduced its complete line of product brochures as interactive PDF files. Unlike standard PDF files, Soft-Lite's interactive product brochures can be used effectively on any tablet or laptop computer, while providing a more professional and electronically savvy image for the presenting company. Soft-Lite's interactive literature allows dealers to navigate through any product line brochure with a consumer customer by utilizing menus that immediately direct them to specific pages or sections of the brochure.

"Soft-Lite is continuously designing innovative sales and marketing aides to help our customer base differentiate themselves and sell more effectively during in-home or showroom presentations," said Tyson Schwartz, Soft-Lite Vice President of Sales & Marketing. "By introducing all of our product line brochures in a tablet-friendly, interactive format, we're providing our dealers with another tool that will help them sell windows and doors. In today's 'electronic age,' our new interactive literature meets the needs of our dealers, as well as the desires of consumers for a quicker and smoother presentation style."

Soft-Lite is a vinyl replacement window and door manufacturer headquartered in Streetsboro, Ohio. The company is a multiple Crystal Achievement Award winner 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>.



**Contact Information**

**Melanie Thomas**

Soft-Lite Windows LLC

<http://www.soft-lite.com/>

330.528.4007

**Online Web 2.0 Version**

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