



Soft-Lite Windows LLC Partners with Lake Industries Cookware to Help Its Dealers Generate More Low-Cost Leads, While Allowing Homeowners to Save Even More Energy

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Soft-Lite Windows is helping its dealers generate more leads and referrals and close more sales -- as well as helping consumers achieve even greater energy efficiency in their homes -- by offering Lake Industries Platinum Cookware. Soft-Lite manufactures several lines of highly efficient, ENERGY STAR® labeled windows and patio doors, which it sells through a network of specialty dealers and distributors throughout much of the U.S.

Now, Soft-Lite's dealers can offer their homeowner customers, and prospective customers, Lake Industries' exclusive, energy-saving cookware in conjunction with high-performance windows for even better thermal efficiency. Soft-Lite dealers can use this unique cookware as an appointment guarantee to generate more low-costs leads, as a gift to any customer who provides a referral that results in a sale, or in any number of other creative ways.

Lake Industries' professional-grade, stainless steel cookware incorporates many unique features such as a vapor seal, nutrithermic compact base, TempAlert Knobs and more. These exclusive features create optimal and efficient heat, which makes Lake Industries' cookware significantly more energy efficient than ordinary cookware. In addition to its excellent thermal properties, this cookware also allows homeowners to bake on top of the stove, and is stackable so that several units can be cooked on one burner.

"We at Soft-Lite are very excited to offer Lake Industries Cookware," said Tyson Schwartz, Soft-Lite Vice President of Sales & Marketing. "It is an excellent tool for conserving energy and enhancing a home's thermal efficiency, so it fits hand-in-hand with the ENERGY STAR labeled windows that we manufacture. Considering the high-quality of this cookware, and the fact that Lake Industries stands behind its products with a lifetime warranty -- as we offer on our vinyl windows and doors -- I believe this offering will be a great benefit to our dealer base."

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>.

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