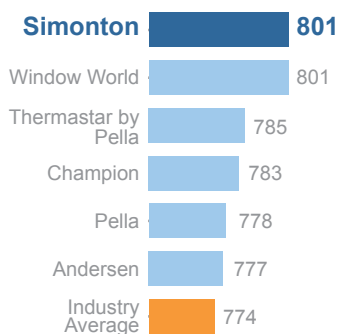


## Simonton Ranks Highest for a Fourth Consecutive Year in Customer Satisfaction with Windows and Patio Doors

*Simonton achieves the highest scores in the Ordering and Delivery and Operational Performance and Durability factors in annual study*

### 2013 Windows and Patio Doors Satisfaction Study Overall Satisfaction Index Ranking



#### Based on a 1,000-point scale

Other brands included in the study (in alphabetical order): American Craftsman, JELD-WEN, Marvin, Milgard and Renewal by Andersen.

Source: J.D. Power 2013 Windows and Patio Doors Satisfaction Study<sup>SM</sup>

### Simonton Receives High Ratings for Energy Efficiency

Whether shopping for a new vehicle, appliances, or windows and patio doors, consumers today have become increasingly energy conscious. Simonton achieves the second-highest overall satisfaction score in the 2013 Windows and Patio Doors Satisfaction Study among customers who purchased Low E-coated glass, compared with customers who purchased from other brands ranked in the study. Simonton also achieves one of the highest scores among customers who purchased ENERGY STAR<sup>®</sup> qualified windows and patio doors, compared with those who purchased from other brands included in the study.

Each year, J.D. Power conducts a survey to measure customer satisfaction with windows and doors. For a fourth consecutive year, Simonton ranks highest in the *J.D. Power 2013 Windows and Patio Doors Satisfaction Study*.<sup>SM</sup> This year, Simonton ties for the highest ranking, achieving an overall satisfaction score of 801 (on a 1,000-point scale), outperforming the industry average (774), and earning the highest scores in two factors: Ordering and Delivery and Operational Performance and Durability. Simonton also performs well in the Price Paid for Products and Services Received and Warranty factors, achieving the second-highest score in each. Additionally, Simonton performs above industry average in Appearance and Design Features.

### Simonton Excels in Ordering and Delivery

Simonton excels in Ordering and Delivery—the most important factor in the study—receiving the highest ratings in two attributes of the factor:

*Ease of customizing size/shape* and *Condition of products at delivery*. Fully 92% of Simonton customers indicate receiving their windows and patio doors exactly as ordered.



### Customers Say Simonton Windows Are Durable and Easy to Operate

Simonton also performs particularly well in the second-most-important factor, Operational Performance and Durability. In fact, Simonton receives the highest ratings in four of the six attributes of this factor: *Ease of use/operation*; *Weather tightness*; *Noise insulation properties*; and *Energy efficiency*.

### Simonton Achieves High Scores for Appearance and Design Features, Price Paid for Products and Services Received, and Warranty

Simonton customers are very pleased with the price they paid for their windows and patio doors, as the brand achieves the second-highest score in the Price Paid factor (716 vs. 685 industry average). Standing behind its products is another area in which Simonton excels. The brand earns the second-highest score in the Warranty factor (797 vs. 723 industry average). Appearance and Design Features is an additional factor in which Simonton performs above industry average, receiving the highest rating in the study for *Variety of sizes/shapes*. Simonton offers a number of decorative options, including decorative glass and grid options and patterns, and Simonton customers take advantage of these offerings at a higher rate than do customers of other brands.

**About the Study:** The 2013 Windows and Patio Doors Satisfaction Study is based on responses from more than 2,550 customers who purchased new windows or patio doors during the previous 12 months. Customers may have installed the windows or patio doors themselves or with help from family and friends; hired an independent contractor, remodeler, or handyman; used an installation service provided by a home improvement retailer; or used an installation service recommended or provided by the product manufacturer. The study was fielded in January and February 2013.

The Special Power Report • Published by J.D. Power • Published July 2013

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