

American Windows

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The Good Housekeeping Seal



American Window, through its membership in the Earthwise Window Alliance, has now earned the Good Housekeeping Seal on all their windows.

We are one of only four window fabricating manufacturers to receive this prestigious honor. Brands like Andersen, Pella, and Marvin do not carry the Good Housekeeping Seal, neither does the likes of Silverline, Simonton or Phillips. The Good Housekeeping Seal has always been deemed a mark of superior quality and product excellence. Now the American Windows that you sell provide this quality assurance for your customer.

Why is the Good Housekeeping Seal so significant to your sales strategy? Just examine the facts about the Good Housekeeping Approval.

1. *The good Housekeeping Seal is second only to the recommendation of family and friends in persuading a consumer to buy a product.*
2. *The Good Housekeeping Seal is the most recognized consumer emblem in America. It out ranks the emblems of the American Heart Association, FDA, Better Business Bureau, and Energy Star.*
3. *94% of all consumers recognize the seal, and 88% of those understand it as a mark of quality and superior performance in a product.*
4. *When choosing two brands that are similar in price and features, 81% of consumers would buy the product bearing the Good Housekeeping Seal.*
5. *Regardless of price difference, a brand that bears the seal achieves increases in sales over like brands without the seal.*
6. *The Good Housekeeping Seal has been continuously recognized as a mark of quality and performance for over 120 years.*
7. *The Good Housekeeping Seal is the number one third party warranty in America. It guarantees product satisfaction directly to the consumer.*

For these reasons, the Good Housekeeping Seal should become the centerpiece in your window sales strategy. Beyond the recognition of your company and even the American Window brand awareness, the Good Housekeeping Seal gives value to the American Windows you sell, assurance of trust to your company, and the strongest reason why a customer will buy from you!

American Window is proud to bring this unequalled sales and marketing tool to you. We encourage you to use it strongly in your every sales opportunity. It is valuable, it is strong, it can be the difference!

Exclusively through American Window - Indianapolis, IN

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