



Most Innovative Marketing Program

Supplier

Envirosealed Windows

Truseal Technologies Inc., *Salon, Ohio*

Envirosealed Windows offers the company's window manufacturer customers and their dealers a marketing program that addresses the growing demand for green products. It is an ongoing comprehensive marketing campaign designed to help manufacturers and dealers market, promote and sell the "green" benefits of windows using the company's Dura Platform spacers.

The program offers Truseal customers a point of differentiation within the marketplace by highlighting the environmental and money saving benefits of Truseal spacers. It also helps simplify environmental messaging with a set of marketing tools to assist manufacturers, dealers and remodeling contractors in communicating the energy efficient message.

By providing materials such as consumer brochures, window stickers for showroom and sample displays, videos, lawn signs, and door hangers, it is easier for adopters of the program to communicate the Envirosealed Windows green message directly to homeowners.

Much of the literature is written and designed to be useful to multiple audiences, including consumers. The program's message speaks to consumers on an emotional level, while providing rational reinforcement. Many pieces feature a series of facts on how windows can help save energy, money and the environment.



Dove Vinyl Windows and Truseal Technologies: A Winning Combination!

Winner of the 2008 Crystal Achievement Award for Most Innovative Marketing Program
1-800-267-3683

Dove Vinyl Windows

An array of materials makes it easy for customers to communicate the green and energy efficient message to homeowners.

