

THE GOOD HOUSEKEEPING SEAL

WHAT IT MEANS TO YOU...



It's the Value-Add That Can Get You More Business!

Takes Away the Price Argument

- **21% of consumers are willing to pay more** for a home building product if it has the Good Housekeeping Seal.*
- **The Good Housekeeping Seal is a 2-year money-back guarantee** on top of what is offered through the dealer and manufacturer.

Differentiator

- **Eastern Architectural Systems is the only manufacturer in Florida** that produces Earthwise vinyl windows.
- **Aside from Earthwise**, only 2 other window brands have the Good Housekeeping Seal and neither of them sells to dealers.
- **In summary, EAS offers the only vinyl windows in FL that carry the Good Housekeeping Seal.** Therefore, our dealers are the only ones in FL that carry the Good Housekeeping Seal.

Instant Credibility

- **89% of consumers** are more inclined to buy a product carrying the Good Housekeeping Seal.*
- **87% of consumers** are more comfortable buying a product they are unfamiliar with if it has the Good Housekeeping Seal.*
- **88% of consumers** are more likely to trust a product and its advertising if it is displayed with the Good Housekeeping Seal.*

**Source: Fairfield Research, July 2011*



earthwise
WINDOWS & DOORS



16341 Domestic Avenue, Fort Myers, FL 33912
Sales/Customer Service: 1-800-686-8902
www.easternarchitectural.com

THE GOOD HOUSEKEEPING SEAL

WHAT IT MEANS TO YOUR CUSTOMER...



Money Back Guarantee + Peace of Mind = The Right Choice

Peace of Mind

- **Investment Protection**
- **Longevity:** The Good Housekeeping Seal has been around since 1909.
- **High Quality:** All of the products that carry the Seal have gone through rigorous testing in the Good Housekeeping labs.

Investment Protection

- **The Good Housekeeping Seal is a 2-year money-back guarantee** on top of what is offered through the dealer and manufacturer.
- **Easy to use**, if they ever need it

Reassurance They Made The Right Choice

- **The Good Housekeeping Seal is earned**, not given.
- **Confidence** that the defect will be fixed or their money back
- **EAS is the only manufacturer in FL** whose vinyl windows carry the seal.



earthwise
WINDOWS & DOORS



Eastern
ARCHITECTURAL SYSTEMS
ALUMINUM AND VINYL
IMPACT WINDOWS AND DOORS

16341 Domestic Avenue, Fort Myers, FL 33912
Sales/Customer Service: 1-800-686-8902
www.easternarchitectural.com