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**Milgard Recognized as Leading Window Brand in the Western United States by  
2015 BUILDER Brand Study**

**Tacoma, Wash. (March 12<sup>th</sup> 2015)** – Milgard Windows & Doors is recognized as the leading window and door brand within the Western United States for many major product categories in Hanley Wood’s 2015 BUILDER brand study.

The study surveyed 1,128 builders, builder/developers and general contractors on brand use, familiarity and factors influencing brand selection.

The results reinforced Milgard’s strong leadership for brand awareness and brand preference in the Western USA, Milgard’s primary trading area. Milgard is the most recognized fiberglass and vinyl window brand with over 95% of respondents indicating brand familiarity. Milgard is also the most used vinyl, fiberglass and wood/clad-wood window brand and leads preference within the patio doors category as the most used brand.

“It is an honor for Milgard to be recognized once again for strong brand reputation and preference among our trade audience,” said Gary Gessel, president and COO at Milgard. “We are passionate about delivering the best experience in the industry for our customers, and so it is always gratifying and humbling to get this kind of validation from them.”

In 2010, Milgard entered Texas with the opening of a Sales and Service Center. The Southern region results showed Milgard brand familiarity increased across all window and door categories, and that brand usage increased significantly for those categories as well, showing the growing preference for Milgard as the company continues to expand in the South.

“Our team in Texas has been working hard to provide superior service, sales and products into the region’s marketplace. This recognition encourages all of us to continue our commitment and shows our efforts are paying off,” said Randy Buchanan, general manager of Milgard’s Texas facilities. “We have seen dramatic growth in each of the last 4 years we’ve been in Texas, and we are very excited about the opening of our first Milgard Texas manufacturing plant in Grand Prairie, later this spring.”

BUILDER's annual Brand Use Study has been issued for more than 20 years and is one of the most anticipated industry resources for trends and information.

**About Milgard Windows & Doors Corporation**

Milgard Windows & Doors, a Masco company based in Tacoma, Washington, offers a full line of vinyl, wood, fiberglass and aluminum windows and patio doors for builders, dealers and homeowners, all backed by a Full Lifetime Warranty, including parts and labor. The company has been recognized for manufacturing the nation's highest quality vinyl windows eight times in a yearly survey sponsored by Hanley-Wood Inc., publishers of BUILDER Magazine. Milgard has approximately 3,800 dealer locations nationwide. For more information, visit [milgard.com](http://milgard.com) or call 1.800.MILGARD.

**About Masco Corporation**

Headquartered in Taylor, Michigan, Masco Corporation (NYSE: MAS) is one of the world's largest manufacturers of brand-name consumer products for the home and family. Masco is also a leading provider of services that include the installation of insulation and other building products. For more information, visit [masco.com](http://masco.com) or call 313.274.7400.

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