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MEDIA CONTACT: Joann Whetstine
Brand Manager
253-922-2030
joannwhetstine@milgard.com

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Milgard Remains the Highest Online Rated Window and Patio Door Brand for the 3rd Consecutive Year

Tacoma, Wash. (Feb 12th, 2019) – Milgard Windows & Doors was named the highest online rated window and patio door brand for the third straight year, demonstrating their continuing commitment to manufacturing quality products and delivering great customer experiences.

“Knowing the positive impact our products have on a customer’s home is very valuable,” said Jeremiah Noneman, senior marketing director at Milgard. “Hearing from homeowners helps us to continue offering an exceptional customer experience and innovating new products that can help make their home beautiful and more comfortable.”

Brand ratings are conducted by MetrixLab’s net reputation scoring system. A Net Reputation Score (NRS) is determined by looking at the online content posted by real customers. Millions of blogs, review sites and social media comments are evaluated to derive the score which is measured on a 200 point scale. Positive and negative engagement on product attributes and overall customer experience factors into calculating the digital health of a brand.

“Throughout 2018, Milgard continued to be the industry leader in our program with the highest NRS score outperforming competitors for the third year in a row,” said Selin Varol, Research Manager at MetrixLab. “They sustained their strong online presence with an increase in positive talk about their brand.”

In addition to other review websites, over 40,000 homeowners have shared their feedback on milgard.com directly. Customers can review a product and talk about the beauty and comfort, comment on the purchase and installation process with their Milgard Certified Dealer, or share the details on a recent service visit.

Read Milgard window reviews here: <https://www.milgard.com/learn/why-milgard/customer-reviews>



About Milgard Windows & Doors

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, backed by a Full Lifetime Warranty, including parts and labor. The company has been recognized as Builders Choice for vinyl and fiberglass windows in the Western United States, in a yearly survey sponsored by Hanley-Wood Inc., publishers of BUILDER Magazine. Milgard® is the highest online rated window and patio door brand, as measured by the 2018 NRS consumer sentiment study conducted by MetrixLab and commissioned by Masco. Milgard has approximately 3,800 dealer locations nationwide. For more information, visit milgard.com or call 1.800.MILGARD.

About Masco Corporation

Masco Corporation (NYSE: MAS), parent company of Milgard Windows & Doors, is a global leader in the design, manufacture and distribution of branded home improvement and building products. Our portfolio of industry-leading brands includes Behr® paint; Delta® and Hansgrohe® faucets, bath and shower fixtures; KraftMaid® and Merillat® cabinets; Milgard® windows and doors; Kichler® decorative and outdoor lighting; and Hot Spring® spas. We leverage our powerful brands across product categories, sales channels and geographies to create value for our customers and shareholders. For more information about Masco Corporation, visit Masco.com.

About MetrixLab

MetrixLab provides consumer insights that drive smarter business decisions. As a truly digital global research agency, we pioneer new technologies and integrate multiple data sources to push the boundaries of research. Our expertise, passion and solutions enable our clients to succeed at product innovation, brand engagement and customer value in over 90 countries. MetrixLab is part of the Macromill Group. www.metrixlab.com

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