

2008 Wood & Wood Clad Window Study Sponsorship Form

1. The company sponsorship fee of \$5,500 for the entire project will include all written reports, programming, data entry, mailing expenses, telephone and office expenses.
2. A PowerPoint® presentation by John Cashmore of MRA® can be arranged at your selected facility for an additional \$2,500 plus expenses.
3. The study is the sole property of Market Resource Associates, Inc. All further use, duplication, use in promotional materials, etc. must receive prior written approval from Market Resource Associates, Inc. (MRA).
4. The total amount of your company's sponsorship fee is payable in U.S. Currency.
5. To sponsor the 2008 Wood & Wood Clad Window Study, this form must be received by MRA on or before August 15, 2008. Please fax this form to (612) 334-3121 to ensure your sponsorship today or e-mail Matt Brown at matt.brown@mraonline.com. An invoice will be sent for full payment. Net terms are 30 days after receipt of invoice.

Circle Payment Type: Pre-Purchase Sponsorship Fee: \$5,500

***Reserve Fee: \$6,000**

(*A copy of the study is reserved, with payment due no later than January 15th, 2009)

Post Publication Price: \$7,500

Please Check All Boxes That Apply:

- I would like to receive my copy of the 2008 Wood & Wood Clad Window Study as a Printed Copy. (Please add \$200)
- I would like to receive my copy of the 2008 Wood & Wood Clad Window Study on a CD-Rom.
- I would like both a Printed Copy and a CD-Rom (please add \$200).
- I would like a telephone call to discuss adding questions to the study for my firm. **(No obligation call) I understand only my firm will see the data for these questions.**
- I would like to arrange a PowerPoint presentation to be presented by John Cashmore of MRA at my selected facility (\$2,500 plus expenses).
- I would like to remain on the list for consideration of sponsorship for future industry studies.
- I would like to be removed from the list for consideration of sponsorship for future industry studies.

As a sponsor of the 2008 Wood & Wood Clad Window Study I agree to the above terms.

Company Name: _____ P.O. #: _____

Authorized Signature: _____

Name: _____

Title: _____ E-mail: _____

Phone: (_____) _____ Address: _____



2008 Wood & Wood Clad Window Study

Prospectus

August 2008

Prepared By:

Market Resource Associates, Inc.
15 South Fifth Street
Eighth Floor
Minneapolis, MN 55402
800-795-3056

August 5, 2008

Introduction

Market Resource Associates, Inc., a Minneapolis-based market research firm, will conduct its 6th edition industry-wide phone survey of 1,000 retailers, wholesalers/distributors, home builders and remodeling contractors in the United States who use Wood & Wood Clad Windows, and ask them to rate manufacturers and suppliers of their windows against specific performance criteria. The entire study is unaided thus reducing bias of results.

Data will be collected from September of 2008 through January of 2009 and the report will be available to sponsors in March 2009. Only sponsors will receive the results of this important study; **only after the study is concluded will top line results be published in *Window and Door Magazine* sometime in the second quarter of 2009.**

MRA's Best in Class Award (BICA) will be awarded to the top-rated window manufacturers based on window material type, class of trade, or other criteria. BICA awards are presented to pre-purchase and reserve purchase sponsors only. **The use of the results of this study in the public domain is restricted to sponsors only.**

All data illustrated in this prospectus is fabricated to allow the reader to view how the 2008 Wood & Wood Clad results are anticipated to be presented in the final report.

Any questions should be directed to John Cashmore of MRA at 800-795-3056.

Method

The questionnaire used for this study consists of sixteen multi-part, closed-end questions, three screening questions, and two open-ended questions (See enclosed questionnaire at the end of this prospectus). The survey will be conducted via outbound telephone interviews. Potential respondents will first be screened to ensure **they are the person responsible for making the purchasing decisions for windows** for their company.

Survey participants will be asked to rate the importance and satisfaction of four **PURCHASE DECISION DRIVERS**:

1. Price (*not rated on satisfaction*)
2. Supplier service performance
3. Supplier relationship with you
4. Availability of product (*not rated on satisfaction*)

Respondents will then rate the sixteen performance attributes listed below, individually, on their importance in the decision making process. Respondents will also rate their satisfaction with their brands and suppliers of windows on their ability to meet these same 16 performance attributes listed below. A nine point scale will be used, with a rating of one representing 'not important' and a rating of nine representing 'very important'.

- | | | |
|------------------------------|---|---|
| Product Quality | { | 1. Brand provides my customers good value |
| | | 2. Consistent product quality from window to window |
| | | 3. Energy efficiency |
| | | 4. Assortment of styles |
| | | 5. Assortment of glass or window options |
| | | 6. Material the window is made of |
| Supplier Performance | { | 7. Shipment arrives undamaged |
| | | 8. Packaging correctly marked as to contents |
| | | 9. Shipment arrives as ordered and complete |
| | | 10. On-time shipment |
| | | 11. Effective literature that sells product |
| Supplier Relationship | { | 12. Contact is easy to reach by phone |
| | | 13. Knowledgeable sales personnel |
| | | 14. Easy to order from |
| | | 15. Supplier handles problems well |
| | | 16. Supplier considers my company important |

Respondents will also be asked two successive open-ended questions:

Thinking about the newest product development in wood or wood clad windows that you use as a sales point, what is it? And Why?

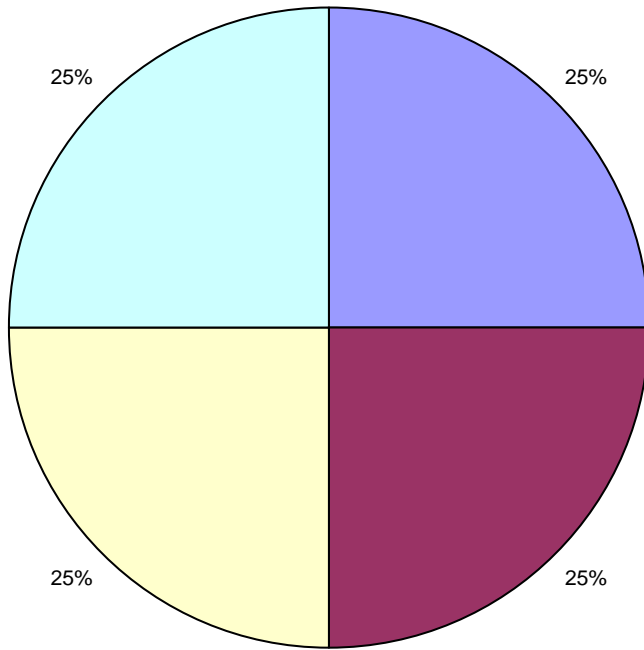
Sponsors will be permitted to add questions for an additional fee.

Please call 1-800-795-3056 and ask for John Cashmore or Matt Brown if you would like to discuss adding additional questions.

Respondent Profile

Sample Data

Which of the following best describes the work your company does?
N=1,000

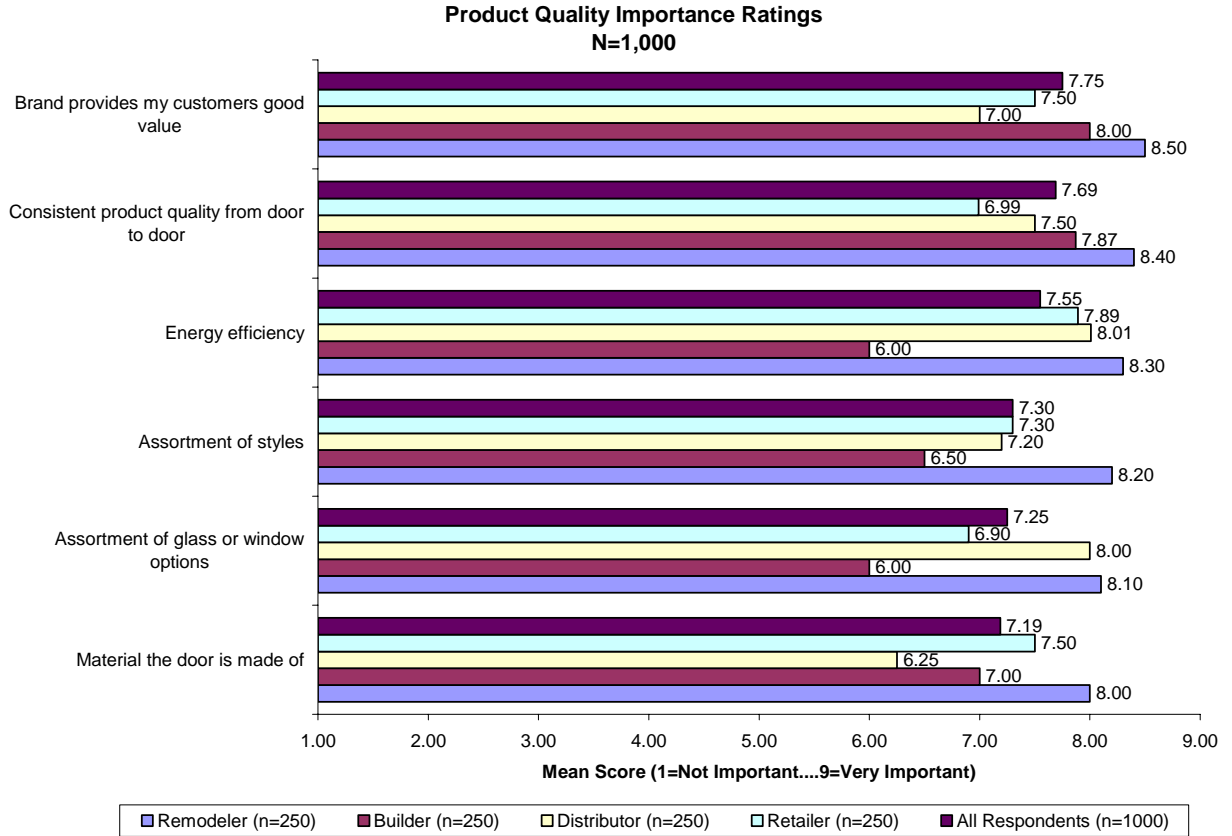


- Residential Remodeling Contractor (n=250)
- Residential Home Builder (n=250)
- Millwork Wholesaler / Distributor (n=250)
- Lumber Yard / Retailer / Contractor Supply Yard (n=250)

Product Quality Importance Ratings

Sample Data

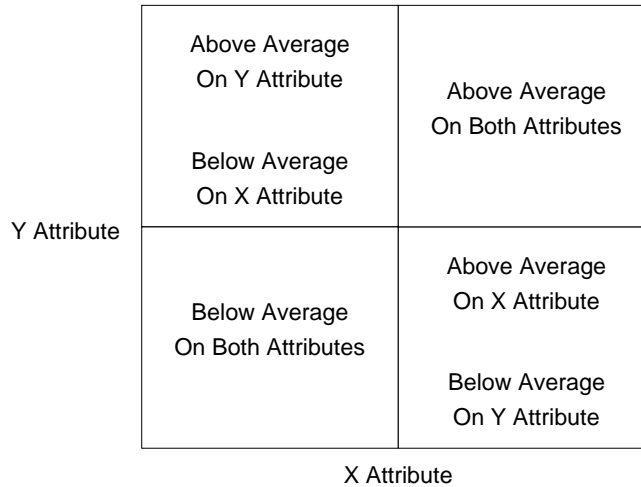
10B) Now I am going to read some product quality characteristics you may consider when you purchase exterior entry doors and patio doors. Please rate each attribute on a scale from 1 to 9, with 1 representing Not Important and 9 representing Very Important.



Cluster Analysis: Consistent Product Quality from Window to Window vs. Brand Provides My Customers Good Value

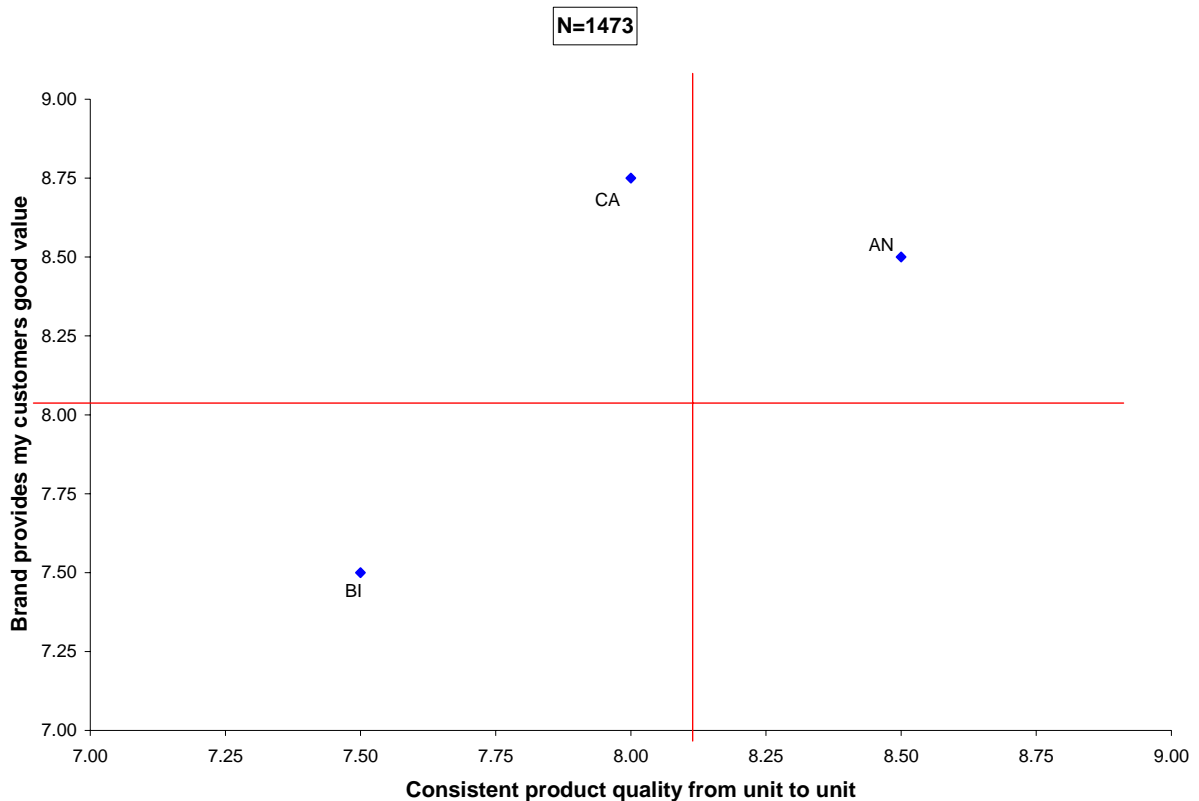
Sample Data

Each company will be plotted based on their scores of specific attributes along a vertical and a horizontal axis. This style of plot displays a good snapshot of the suppliers in the market relative to each other. The red lines mark the average score for the attributes and divide the graphs into four quadrants:



Example:

AN scored above average on both *Consistent product quality from door to door* and *Brand provides my customers good value* and are therefore located in the top right quadrant. BI, in the bottom left quadrant, scored below average on both *Consistent product quality from door to door* and *Brand provides my customers good value*.



069-801 Wood Window Study
SID# _____
Don Anderson - 1-800-601-0833
August 2008 Version 1 DRAFT

RESPONDENT IDENTIFICATION		
Name		
Title		
Company:		
Address		
City	State	Zip Code
Phone Number: Day: _____		
Phone Number Eve: _____		
INTERVIEWER:		DATE:

This is _____ calling from Market Resource Associates in Minneapolis. We are conducting an industry study regarding wood windows used in the home. Could I speak to the person responsible for purchasing decisions regarding wood windows for your company?

We are not selling anything and this interview will take only about 10 minutes of your time. Before we start, I want to let you know that all responses will be reported only as an industry summary. The identity of individual respondents will remain confidential.

1A. Which of the following best describes your company?

- Dealer..... 1
- Wholesaler / Distributor..... 2

- Home Builder..... 3
- Remodeling Contractor..... 4

Other [TERMINATE] NQ 1

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1B. [DEALERS & DISTRIBUTORS] Which of the following types of windows do you BUY AND SELL in your line of business? (*READ LIST*) MULTIPLE RESPONSES ACCEPTED

[BUILDERS & REMODELERS] Which of the following types of windows do you BUY in your line of business? (*READ LIST*) MULTIPLE RESPONSES ACCEPTED

- Aluminum windows.....1
- Composite/Fiberglass windows2
- Vinyl windows3

Wood & Wood Clad windows4 **MUST SAY TO CONTINUE**

NQ2

If respondent does not buy/sell Wood or Wood Clad windows, capture name and location before terminating the interview.

If respondent is a DEALER or WHOLESALER/DISTRIBUTOR then GO TO Q5

If respondent is a HOME BUILDER or REMODELING CONTRACTOR then GO TO Q2

2. Approximately how many homes did your company [choose appropriate word] build/remodel in 2007? (DO NOT READ LIST)

- 0.....0 [TERMINATE]
- 1-101
- 11-252
- 26-503
- 51-1004
- 101+5
- (DO NOT READ) Don't Know.....99**

NQ 3

3. Approximately what was the average price or value of the homes your company worked on in 2007? (DO NOT READ LIST)

- Under \$149K.....1
- \$150K-\$249K2
- \$250K-\$349K3
- \$350K-\$549K4
- \$550K-\$749K5
- \$750K-\$1 million.....6
- \$1 million+.....7
- (DO NOT READ) Don't Know.....99**

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4. Now I'm going to read two things you may consider when you purchase wood windows. Please tell me how important each one is to you by taking 100 points, splitting them up, assigning more points to the more important decision criteria and less points to the not so important criteria you use when deciding from whom to purchase wood windows:

(ROTATE ORDER OF LIST)

****SCORE MUST ADD TO 100****

	Score
The Manufacturer Brand of Wood Window	
The Local Supplier / Dealer of the Wood Windows	
Must Total	100

Now I am going to ask you some questions relating to importance.

5. On a scale of 1 to 9, with 1 being not important and 9 being very important, please rate the importance of the following Manufacturer Brand Quality attributes:

(ROTATE ORDER OF LIST)

Manufacturer Brand Quality Importance Attributes	Not at all Important	Very Important
Consistent product quality from unit to unit	1 2 3 4 5 6 7 8 9	
Brand provides my customers good value	1 2 3 4 5 6 7 8 9	
Units are consistently square	1 2 3 4 5 6 7 8 9	
Quality features my customers need	1 2 3 4 5 6 7 8 9	

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6. Now I'm going to read a list of Manufacturer Brand Service, Performance and Relationship attributes. On a scale of 1 to 9, with 1 being not important and 9 being very important, please rate the importance of the following attributes:
(ROTATE ORDER OF LIST)

Manufacturer Brand Service, Performance & Relationship Importance Attributes	Not at all Important	Very Important
Availability of product	1 2 3 4 5 6 7 8 9	
Packages clearly and correctly marked	1 2 3 4 5 6 7 8 9	
Clear multi-lingual installation instructions	1 2 3 4 5 6 7 8 9	
Effective literature that sells product	1 2 3 4 5 6 7 8 9	
Brand is recognized by my customers	1 2 3 4 5 6 7 8 9	
DO NOT ASK BUILDERS / REMODELING CONTRACTORS THE ATTRIBUTES BELOW		
Short lead time from order to delivery	1 2 3 4 5 6 7 8 9	
Consistently receive what I order	1 2 3 4 5 6 7 8 9	
On-time delivery	1 2 3 4 5 6 7 8 9	
Shipment arrives undamaged	1 2 3 4 5 6 7 8 9	
Contact is easy to reach by phone	1 2 3 4 5 6 7 8 9	
Easy to order from	1 2 3 4 5 6 7 8 9	
Correct and hassle-free invoices	1 2 3 4 5 6 7 8 9	
Knowledgeable and problem solving personnel	1 2 3 4 5 6 7 8 9	

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If respondent is a Builder or Remodeling Contractor ASK Q7, otherwise GO TO Q8.

7. Now I'm going to read a list of Dealer Service, Performance and Relationship attributes. On a scale of 1 to 9, with 1 being not important and 9 being very important, please rate the importance of the following attributes:

(ROTATE ORDER OF LIST)

Dealer Service, Performance & Relationship Importance Attributes	Not at all Important	Very Important
Contact is easy to reach by phone	1 2 3 4 5 6 7 8 9	
Easy to order from	1 2 3 4 5 6 7 8 9	
Correct and hassle-free invoices	1 2 3 4 5 6 7 8 9	
Knowledgeable and problem solving personnel	1 2 3 4 5 6 7 8 9	
Dealer handles problems well	1 2 3 4 5 6 7 8 9	
Dealer considers my firm important	1 2 3 4 5 6 7 8 9	
Has the lowest price available in my market	1 2 3 4 5 6 7 8 9	
Computer based tools to aid in quoting and bidding	1 2 3 4 5 6 7 8 9	
Offers installation services	1 2 3 4 5 6 7 8 9	
Short lead time from order to delivery	1 2 3 4 5 6 7 8 9	
Consistently receive what I order	1 2 3 4 5 6 7 8 9	
On-time delivery	1 2 3 4 5 6 7 8 9	
Shipment arrives undamaged	1 2 3 4 5 6 7 8 9	

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8. Thinking about your current major manufacturer brands of wood and wood clad windows you [USE APPROPRIATE WORD] use/sell, please name **TWO**.

Brand A Name: _____ Brand A Code: _____

Brand B Name: _____ Brand B Code: _____

9. **[FOR EACH BRAND, ASK:]** What percentage of the windows you purchase from **[Manufacturer Brand A]** are each of the following types: wood, vinyl clad wood, or aluminum clad wood? **[Manufacturer Brand B?] MUST ADD TO 100%**

	Brand A	Brand B
% Wood		
% Vinyl Clad Wood		
% Aluminum Clad Wood		
	100%	100%

If respondent is a WHOLESALER / DISTRIBUTOR, GO TO Q12

If respondent is a DEALER, BUILDER, or REMODELING CONTRACTOR:

10. **[FOR EACH BRAND, ASK]** Do you buy **[Manufacturer Brand A]** direct from the manufacturer? **[Manufacturer Brand B?]**

	Brand A	Brand B
Yes	1	1
No	3	3
Don't Know	9	9

11. **[IF RESPONDENT DOES NOT PURCHASE DIRECT FROM THE MANUFACTURER FOR A BRAND, ASK FOR THAT BRAND]**

[DEALERS] Who is your primary Distributor for **[Manufacturer Brand A]**? **[Manufacturer Brand B?]**

Brand A Primary Distributor Name: _____

Brand B Primary Distributor Name: _____

[BUILDER or REMODELING CONTRACTOR] Who is your primary Dealer for **[Manufacturer Brand A]**? **[Manufacturer Brand B?]**

Brand A Primary Dealer Name: _____

Brand B Primary Dealer Name: _____

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12. Thinking of the two Manufacturers / Brands you just mentioned (READ NAMES FROM Q5), please rate each company regarding the following Manufacturer Brand Quality attributes, using a 1-9 scale, with 1 being poor, 5 being average and 9 being excellent, and using any number in between:
(ROTATE ORDER)

Manufacturer Brand Quality Attributes	Brand A	Brand B
Consistent product quality from unit to unit	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Brand provides my customers good value	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Units are consistently square	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Quality features my customers need	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9

13. Thinking of the two Manufacturers / Brands you just mentioned (READ NAMES FROM Q5), please rate each company regarding the following Manufacturer Brand Service, Performance & Relationship attributes, using a 1-9 scale, with 1 being poor, 5 being average and 9 being excellent, and using any number in between:
(ROTATE ORDER)

Manufacturer Brand Service, Performance & Relationship Attributes	Brand A	Brand B
Availability of product	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Packages clearly and correctly marked	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Clear multi-lingual installation instructions	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Effective literature that sells product	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Brand is recognized by my customers	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
DO NOT ASK BUILDERS / REMODELING CONTRACTORS THE ATTRIBUTES BELOW		
Short lead time from order to delivery	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Consistently receive what I order	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
On-time delivery	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Shipment arrives undamaged	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Contact is easy to reach by phone	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Easy to order from	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Correct and hassle-free invoices	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Knowledgeable and problem solving personnel	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9

If respondent is a Builder or Remodeling Contractor ASK Q14, otherwise GO TO Q15.

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14. Thinking of the two Manufacturers / Brands you just mentioned (READ NAMES FROM Q5), please rate each company regarding the following Dealer Service, Performance & Relationship attributes, using a 1-9 scale, with 1 being poor, 5 being average and 9 being excellent, and using any number in between:
(ROTATE ORDER)

Dealer Service, Performance & Relationship Attributes	Brand A	Brand B
Contact is easy to reach by phone	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Easy to order from	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Correct and hassle-free invoices	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Knowledgeable and problem solving personnel	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Dealer handles problems well	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Dealer considers my firm important	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Has the lowest price available in my market	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Computer based tools to aid in quoting and bidding	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Offers installation services	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Short lead time from order to delivery	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Consistently receive what I order	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
On-time delivery	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
Shipment arrives undamaged	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9

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15. Now, thinking about overall manufacturer brand Product Quality, please rate [BRAND A] on a scale of 1 to 9, 1 being poor, 5 being average, and 9 being excellent.

SO, how would you rate [BRAND B?]

(WRITE IN & SAY BRAND NAMES IN ORDER)

DK

Brand A _____ 1 2 3 4 5 6 7 8 9 99

Brand B _____ 1 2 3 4 5 6 7 8 9 99

16. Now, thinking about overall manufacturer brand Service, Performance & Relationship, please rate [BRAND A] on a scale of 1 to 9, 1 being poor, 5 being average, and 9 being excellent.

SO, how would you rate [BRAND B?]

(WRITE IN & SAY BRAND NAMES IN ORDER)

DK

Brand A _____ 1 2 3 4 5 6 7 8 9 99

Brand B _____ 1 2 3 4 5 6 7 8 9 99

If respondent is a Builder or Remodeling Contractor ASK Q17, otherwise GO TO Q18.

17. Now, thinking about overall dealer Service, Performance & Relationship, please rate [BRAND A] on a scale of 1 to 9, 1 being poor, 5 being average, and 9 being excellent.

SO, how would you rate [BRAND B?]

(WRITE IN & SAY BRAND NAMES IN ORDER)

DK

Brand A _____ 1 2 3 4 5 6 7 8 9 99

Brand B _____ 1 2 3 4 5 6 7 8 9 99

18. Thinking about the best new feature that has been introduced in the last year, what would it be?

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19. In 2007, what percentage of your total WINDOW purchases do you expect to be in each of the following types of windows? What about in 2008?

	2007		2008
Wood & Wood Clad	_____ %		_____ %
Aluminum	_____ %		_____ %
Vinyl	_____ %		_____ %
Composite/Fiberglass	_____ %		_____ %
	MUST ADD TO 100%		MUST ADD TO 100%

20. Now I'm going to read you a list of options that may be available on the wood windows you purchase. For each option, please tell me how important you feel each option is to be able to offer to your customers using a scale of:

- Very Important—a "Must Have"1
- Important—a "Nice to Have"2
- Not Important.....3

Option	Rating		
More exterior color choices	1	2	3
Exterior exotic finishes like bronze, copper, etc.	1	2	3
Variety of interior wood species	1	2	3
Factory painted interior finishes	1	2	3
More finish and style options available on window hardware	1	2	3
Simulated divided lights (SDL's)	1	2	3
Internal grids	1	2	3
Impact resistant models	1	2	3
Low E glass	1	2	3
Warm edge spacer	1	2	3
Energy Star label	1	2	3
FSC (Forest Stewardship Council) or Green label	1	2	3

Those are all the questions I have for you today. Thank you very much for your time. 10% of all surveys completed will receive a call back to verify completion of the survey; for that reason may I get your name and location? **(Go to front. Fill out respondent data.)**

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BRAND CODE LIST

- 1 Andersen Windows, Inc.
- 2 Atrium Companies, Inc.
- 3 Biltbest Windows & Patio Doors, Inc.
- 4 CWD Windows and Doors
- 5 Caradco (Jeld-Wen)
- 6 Crestline (Weather Shield)
- 7 Eagle Window & Door, Inc.
- 8 Harvey Industries Inc.
- 9 Hurd Windows & Doors
- 10 Jeld-Wen Windows & Doors
- 11 Kolbe & Kolbe Millwork Co., Inc.
- 12 Lincoln Wood Products, Inc.
- 13 Loewen Windows
- 14 Malta Windows & Doors
- 15 Marvin Windows & Doors
- 16 MW Windows & Doors (MW Manufacturing, Inc.)
- 17 Norco (Jeld-Wen)
- 18 Peachtree Windows and Doors (Weather Shield)
- 19 Pella or Proline
- 20 Pozzi (Jeld-Wen)
- 21 Sierra Pacific Windows
- 22 Semco Wood Windows & Doors
- 23 Vetter Windows & Doors (Weather Shield)
- 24 Weather Shield Manufacturing, Inc.
- 25 Wenco (Jeld-Wen)

- 97 Other Mention #1
- 98 Other Mention #2

NOTE: The following brands ONLY make vinyl windows (not wood). Do not accept them as “Other” mentions:

- Milgard
- Monarch (by Weather Shield)
- Norandex
- Renewal by Andersen
- Silver Line
- Simonton
- Summit (Jeld-Wen)

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TYPES OF WINDOWS

Composite/Fiberglass Window – entire window is made from composite or fiberglass material.

Vinyl Window – entire window is made from vinyl material.

Aluminum Window – entire window is made from aluminum material.

Wood Window – entire window is made from wood material.

Wood Clad Window (clad with Vinyl or Aluminum) – the exterior of the window is clad with the vinyl or aluminum, but the interior of the window is wood.