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Milgard #1 Online Rated Window and Patio Door Brand for the 4th Year in a Row

Tacoma, Wash. (Feb 11, 2020) – Milgard Windows & Doors was recognized as the #1 online rated window and patio door brand for the fourth year in a row, demonstrating their continued commitment to quality in product manufacturing, service and the window-shopping experience through their Certified Dealer Network.

“Milgard has always had a commitment and dedication to quality,” said Jeremiah Noneman, senior marketing director at Milgard. “With customer feedback we can continue to make improvements to our products, services and processes that ultimately help homeowners create the home of their dreams.”

Brand ratings are conducted by MetrixLab’s net reputation scoring system. A Net Reputation Score (NRS) is determined by looking at online content that is posted by 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 input on product features and customer experiences are used to determine the online health of a brand.

“Milgard closed 2019, 4th year in a row, as the industry leader in our program; widening the gap with 12.3 points above the second closest brand in our competitive set,” said Selin Varol, Research Manager at MetrixLab. “Perfecting decorative features and great customer service boosted their positive talk among consumers.”

In addition to other review websites, more than 40,000 homeowners have shared their experiences directly on milgard.com. From product input to service visits, Milgard solicits feedback from their customers to better understand their complete purchase journey and they continue to use the input to make improvements to products, services and processes.

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



About Milgard Windows & Doors

Founded in 1958, Milgard Windows & Doors 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. Milgard has plants in California, Colorado, Oregon, Texas, and Washington and has 3,300+ points of distribution. For more information, visit milgard.com or call 1.800.MILGARD.

About MI Windows & Doors

Founded in 1947, MI Windows and Doors is one of the nation's largest suppliers of precision-built and energy-efficient vinyl and aluminum windows and sliding patio doors. With plants in Arizona, Pennsylvania, and Texas, MI offers a broad spectrum of products for both the new construction and replacement markets. For more information, visit miwindows.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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