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

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Milgard Recognized as Brand Most Used by Western U.S. Builders in Brand Study

Tacoma, Wash. (May 23rd, 2017) – Milgard® Windows & Doors was recognized as the “Brand Most Used” in the Western U.S. for both their vinyl and fiberglass window products in the 2017 Hanley Wood BUILDER brand study.

“Our 2017 BUILDER Brand Use Study confirms that it is critical for building product manufacturers to demonstrate advanced product features, performance and quality,” said Paul Tourbaf, President, Residential Construction Group. “Having a strong brand identity and reputation; as well as highlighting advanced product features and quality is essential to reaching and driving adoption among builders today.”

The 2017 study sampled qualified builders, builder/developers and general contractors on a variety of topics including brand familiarity, brands used most, and brand quality across over 50 building product categories.



BUILDER Magazine Brand Survey - Western U.S. Results

“We’ve been manufacturing custom windows for over 50 years,” said Jeremiah Noneman, marketing director at Milgard Windows & Doors. “Because our vinyl and fiberglass windows are available in a variety of colors and come with a Full Lifetime Warranty, they are a popular choice for builders and contractors in the industry.”

For more than 20 years, BUILDER has issued its annual Brand Use Study and this report has become one of the most anticipated industry resources for trends, brand and product 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 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; and HotSpring® 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 BUILDER

Hanley Wood's BUILDER is the leading authority in the residential construction industry and serves as the magazine of the National Association of Home Builders (NAHB). For more than three decades, BUILDER has provided essential news, information and resources about products, technologies, trends, regulatory requirements and best practices to help home building professionals succeed in today's market.

About Hanley Wood

Hanley Wood is the premier company serving the information, media, and marketing needs of the residential, commercial design and construction industry. Utilizing the largest analytics and editorially driven Construction Industry Database, the company provides business intelligence and data-driven services. The company produces award-winning media, high-profile executive events, and strategic marketing solutions.

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