



## PLY GEM® IN THE NEWS

**The following announcement highlights the receipt of a product award:**

**Mastic Home Exteriors by Ply Gem Ovation Siding has been named one of the 100 Best New Products of 2009 by *Professional Builder* magazine**

**Date:** Award winners are announced in the September issue of *Professional Builder* magazine.

### **About the Awards:**

The 100 Best New Products award recognizes the most significant products introduced each year. It highlights products that demonstrate innovation and new technology, work to reduce energy reliance, improve comfort, increase quality, or incorporate more efficient installation methods. The editors base their choices on these criteria:

- Technological advancement
- Significant product improvement
- New product line introduction
- Increasing the competition of a product line



### **Media Outlet Information:**

*Professional Builder* is designed as a resource to help builders run successful and profitable businesses. Editorial content focuses on new products, trends and developments in the industry. Regular issue features include housing design, builder interviews, affordable housing, residential construction, the new home market, the remodeling and renovation market and business and marketing trends. The publication reaches 120,872 industry professionals.