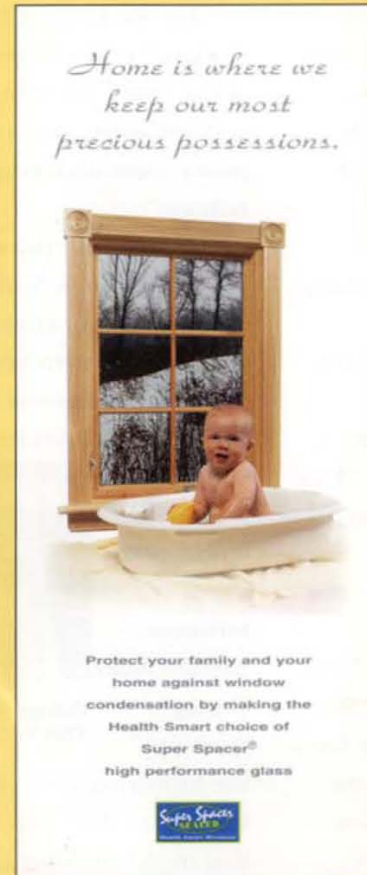
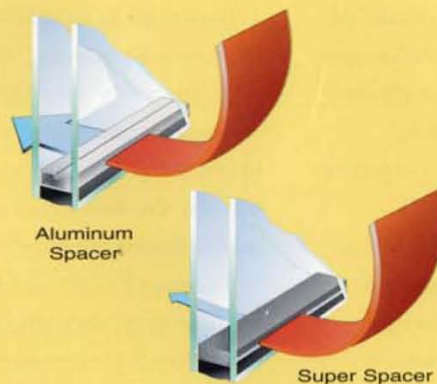


North American consumer response is huge to Edgetech's new Health Smart Windows™ campaign



Tri-fold Flyer



Video Images

Five months into the November 1999 launch of Edgetech's Health Smart Windows™ consumer-oriented marketing campaign and the roll-out has gone flawlessly. Much more important, though, the public response in terms of the demand for literature reprints has been enormous – over 200,000 copies in the first three months, alone.

"As for consumers we really didn't hit Main Street until late December," responds Edgetech Marketing Director, Erin Johnson, "but since then we've never seen anything like it and we're just getting started." Two further campaign components will be in place by spring, the whole exercise adding up to a comprehensive attempt to "consumerise warm-edge technology," she adds.

A dry technical subject, if there ever was one, never the less warm-edge has several very human, very household-oriented spin-offs, that make it absolutely imperative for window buyers to be aware of the benefits of choosing the very best in wintertime condensation protection for their home.

"First and foremost, we're talking about condensation problems and the development of mold-related health conditions," says Johnson "Secondly without an adequate warm-edge, structural damages to a window can also result from excess condensation in the form of frame discoloration, paint-peeling and wood rot – just the type of conditions that properly informed consumers have no hesitation in avoiding for the sake of home and family."

It's that choice and the many and varied ways of communicating it to prospective window buyers, that Health Smart Windows™ is all about. Launched at InterGLASSmetal '99

in Atlanta, the campaign has several components in place already, with POP material in the pipeline for release this spring and a new web-site just given the go-ahead, now that the name has been secured.

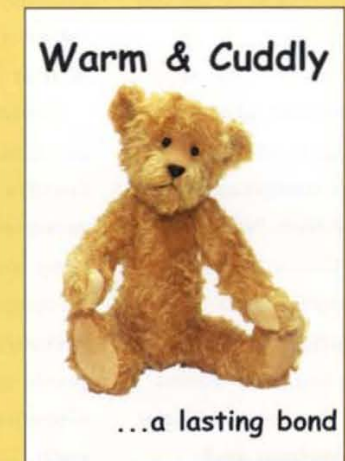
Already available are a full array of window stickers, brochures, videos, a selection of CD images and condensation demonstration kits. The latter consists of a Thermos bottle type container to hold ice water, which sales staff can have ready to be able to offer what is the most effective thermal comparison possible between flexible-foam spacers and metal based spacers.

The CD images are a series of warm-edge and health-smart graphics from both the brochure and video, that are being made available to window manufactures and/or retail outlets to make use of in their own marketing and public relations activities.

The soon to arrive POP material, prepared by campaign marketing consultants, Bowmead Technology Ltd. of Ottawa, consists of a tri-fold version of the Health Smart brochure accompanied by an attractive stand-up display. Retail outlets will also receive an ongoing technical bulletin.

The final piece of the puzzle in Edgetech's condensation protection marketing campaign is the www.healthsmartwindows.com web site, which will go on line by fall and tie in with an upgraded www.superspacer.com web site. "We can't wait to see the results of this level of consumer interaction," comments Erin Johnson.

"Education is a beautiful thing and we believe educated consumers are going to make a big difference on where the warm-edge revolution goes next."



Poster



Condensation Test Facility



Window Sticker