

SEAL **solutions** FOR EARTHWISE



CONSUMER assurance



- Earned only after evaluation and acceptance by the Institute
- Promises consumers a two-year warranty to replace or refund defective products
- Nearly 5,000 products carry the Seal



AN AMERICAN **icon**

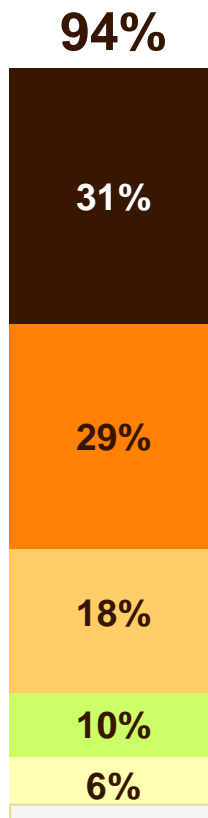
“The U.N. still represents the closest thing we have to a global **Good Housekeeping Seal of Approval** for any international action.”

- Thomas L. Friedman, The New York Times

POSITIVE awareness



Among consumers there is high awareness of the Seal and most see it as an icon



- Stamp of Approval
- Product Works as Promised
- Product's Been Tested
- Superior Product
- Aware—don't know what it means
- Limited Warranty

Source: Fairfield Research 3/05

PURCHASE **impact**



When choosing between two brands that are similar in price and features, **81%** of consumers are more inclined to **buy the product with the Seal**

Source: Fairfield Research 3/05

UNIVERSAL awareness



High awareness
of the Seal across
all age groups

18-24	74%
25-34	89%
35-54	97%
55+	99%

“What are you looking for dad, the Good Housekeeping Seal of Approval?”

- Lex Luthor on *Smallville*

MORE **value**



If the Seal is displayed,
consumers are willing
to pay more for a product

23% will pay **5%** more

13% will pay **10%** more

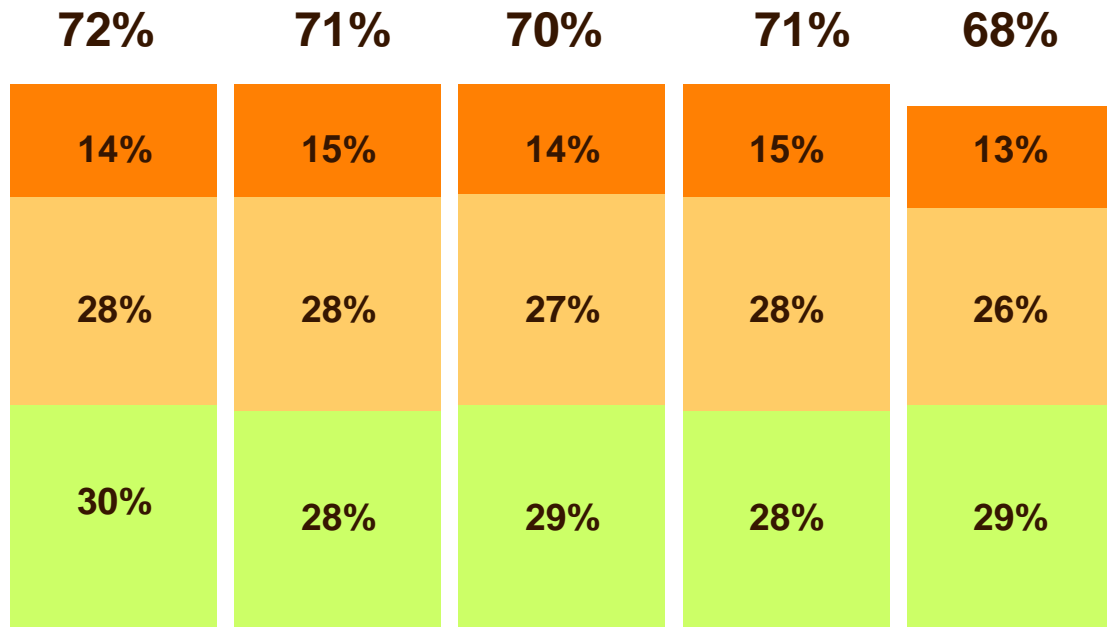
Source: Fairfield Research 3/05

PURCHASE **influence**

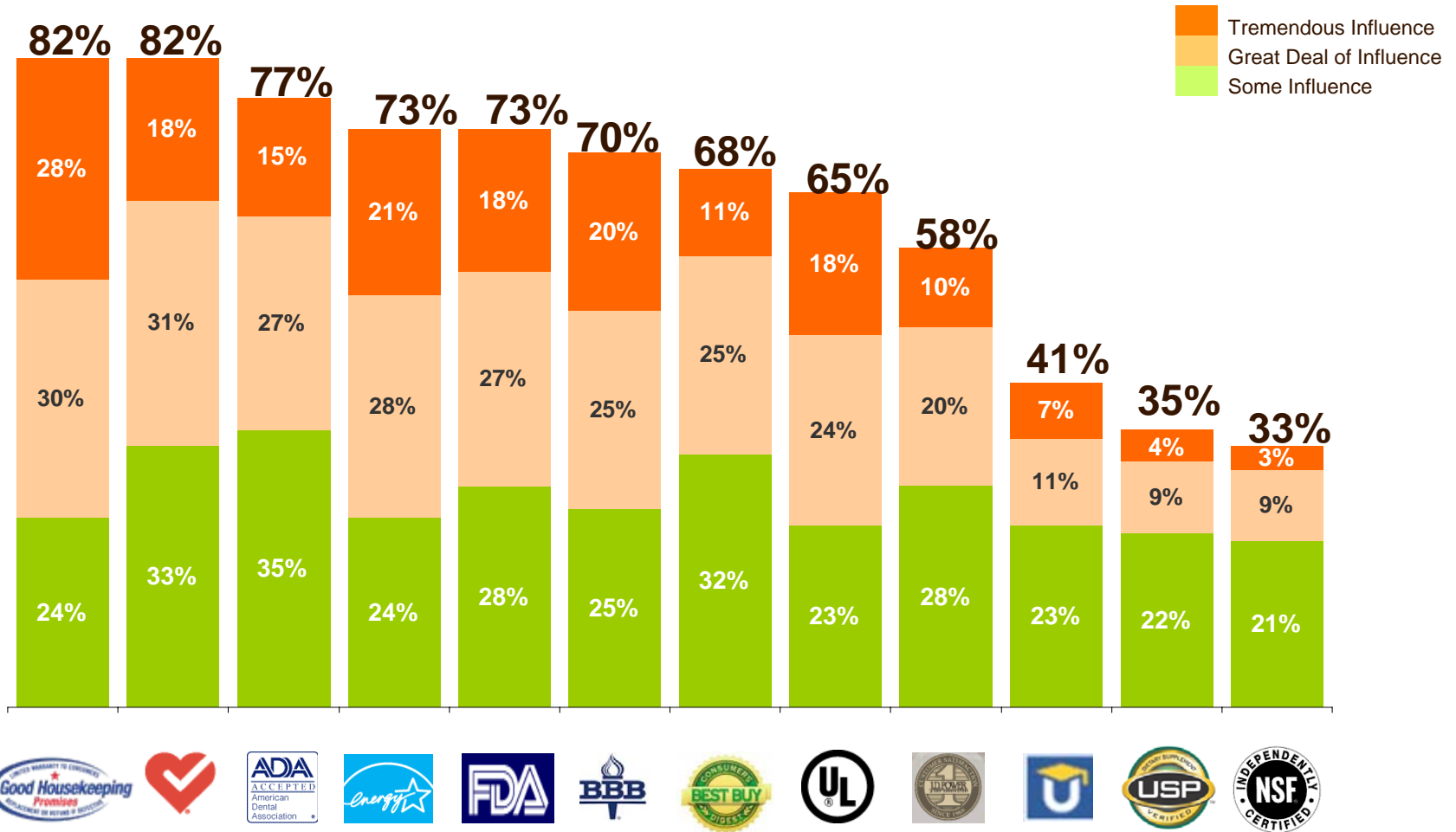


On decorating, flooring, furnishings, renovation, building

■ Tremendous Influence
■ Great Deal of Influence
■ Some Influence



THE SEAL IS A **top-ranked** CONSUMER EMBLEM



SEAL usage



GOOD HOUSEKEEPING & earthwise





For
whatever
your family
builds...



there
is an
Earthwise™
Window.



"How can
we help
you?"

Available only through Certified Earthwise Dealers

REPLACEMENT • NEW CONSTRUCTION • REMODELING

There is nothing more important to your family than your home – its value, its security and its comfort. Like your family, your home deserves the best and for new construction, replacement or remodeling, there are no better windows than premium quality windows from Earthwise.

Each Earthwise Window is manufactured with one thought in mind – to provide the highest performance and durability while offering styles, colors and options to suit any taste and any design.

Earthwise Windows incorporate the latest innovations in fenestration design and offer the highest energy savings and maintenance-free performance available. They not only save you money on your energy bills, they increase the value of your home and provide peace of mind with their limited Lifetime Warranty.

Earthwise Windows are only available from Earthwise approved manufacturers, and are sold and installed by Earthwise certified dealers.

For more information contact your local Earthwise Window Dealer or call 1-877-640-WINDOWS.



For More Information On-Line: www.earthwisewindows.com

SEAL usage

- On Product & Packaging
- Print Advertisements
- Television and radio
- Brochures & Sales Materials
- Web Site
- FSI
- Postcards & Direct Mail
- Press Release
- Trade Shows
- In-store Promotions
 - Shelf-talkers
 - Posters
 - Free-standing units



For whatever your family builds, there is an Earthwise Window.



**Ever wonder which came first?
We don't. It was the warm floor.**

Warm Tiles® is installed underneath your floor and is never seen, heard, smelled or worried about ever again. In fact, your floor will just feel warm and really, really comforting.

Our warmth really does make the difference.



Warm Tiles®

Electric Floor Warming Systems for Tile, Stone, Laminates and Engineered Wood* Floors

To find out where to buy call:
US (800) 523-7636 or log on to
www.warmtiles.com

EASYHEAT®
Warming Your World



*For use under engineered, floating wood floors only.
Not approved for nail down installations.

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CONSUMER

print ads

“The **Seal** allowed us to differentiate our product line from all other competitors in a way that no one in our industry had ever thought of. You are a champion for the flooring industry.”

- Kathleen Scranton, EasyHeat

Warm Tiles

Electric Floor Warming Guidelines

Choosing the Right System



INFORMATIONAL brochure

Choosing And Installing Your Warm Tiles® Electric Floor Warming System

Why not enjoy the feel of your floor?
Did you ever notice that if you're feet feel warm, the rest of your body is comfortable? Warm Tiles creates a floor that is comfortable, providing an even temperature while hidden under your floor finish.

Warm Tiles comfort costs less than a penny per square foot per day and can operate on ordinary electric current. Warm Tiles radiates this warmth through a network of low profile warming cables, hardware and electrical controls for an economical and long lasting floor warming system.

The system may be installed directly on plywood, concrete or cement backboard substrates by simply placing the system in the mortar just below the floor finish.

UL Listed and CSA Certified, Warm Tiles provides a clean, energy efficient floor warming system that only draws as much energy as is needed to maintain your predetermined temperature on the floor surface.

The Warm Tiles System can be installed by professional electricians, tile installers, general building contractors or skilled Do-it-Yourselfers who have adequate knowledge of flooring and electrical wiring. All installations must be in accordance with all applicable national (CEC and NEC) and local electrical and building codes, regulations and inspection procedures. Electrical inspection may be required during and/or after system installation. Check with your local electrical inspection department before beginning installation. When installing your tile or stone, follow standard tiling procedures of the Tile Council of America for the United States and by the Terazzo, Tile and Marble Association of Canada.

Worldwide Availability and On-Site Technical Assistance
Our extensive nationwide production facilities and network of local distributors ensure the timely availability of the EASYHEAT® Warm Tiles® Electric Floor Warming System regardless of where the project is being constructed. Representatives are available to provide specification assistance, job site technical support and post-installation service. EASYHEAT technical resources, such as instructional installation videos and on-line tutorials, are available in three languages, facilitating proper installation techniques.

Advantages of the Warm Tiles System

- Industry Leader for over 40 years
- Providing warmth under tile, stone, laminates and engineered wood* floors
- Easy and quick to install
- Under 2 hours to install an average floor warming system
- Energy and cost efficient
- Only 1¢ per heated square foot per day
- UL and CSA approved
- 15 year Limited Warranty

Recommended for interior use only, the Warm Tiles System can be used over a variety of substrates.

- Exterior Grade Plywood**
- Concrete/Masonry
- Cement Mortar Beds
- Existing Ceramic Tile
- Cement Backer Board†
- Cement Terazzo
- Properly prepared Vinyl†
- Non-soluble cut-back adhesive

A wide variety of final finishes are ideal for use with the Warm Tiles System.

- Ceramic
- Porcelain
- Terazzo
- Glass mosaics
- Natural Stone
- Agglomerates
- Floating wood
- Engineered wood and laminates*

* For use under engineered flooring, substrates must be approved by tile floor installers.
** Must be 1/2" thick.
† Must meet substrate manufacturer's specific installation recommendations.

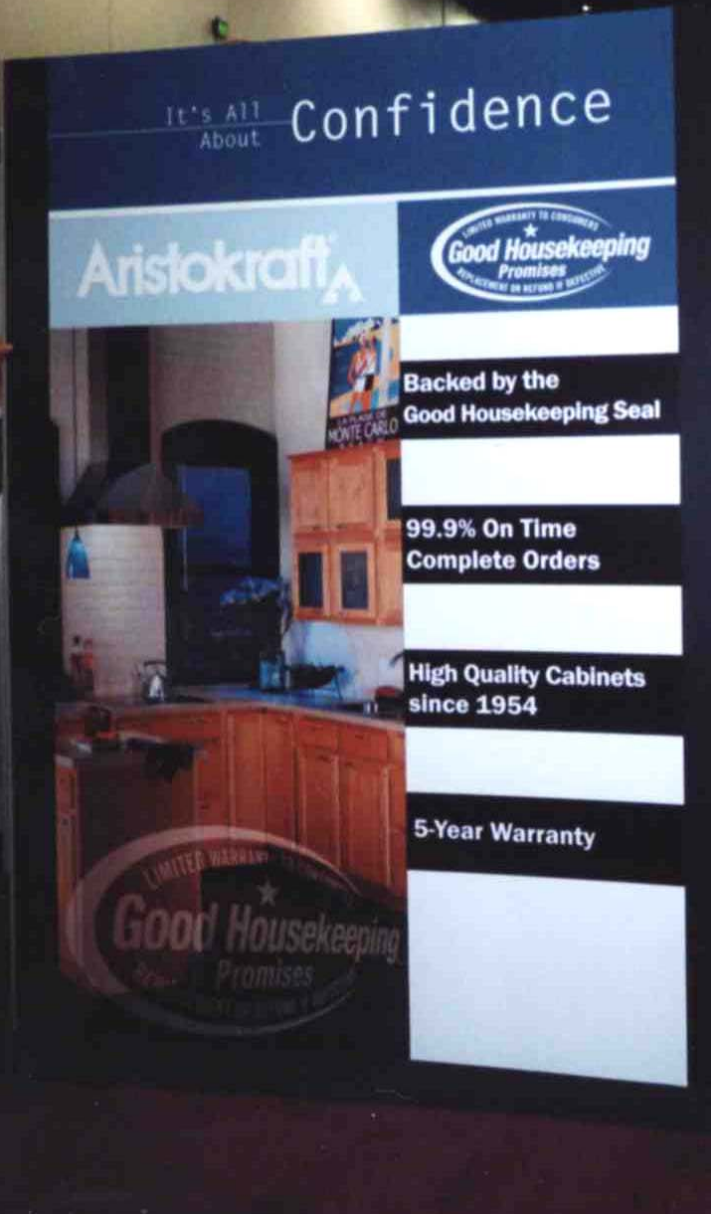


For more information call:
US (800) 523-7636 • Canada (800) 794-3766

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trade SHOW



“The GHS was embraced by our dealers and builders, as well as our sales representatives, as an effective selling point generating excitement about the Aristokraft brand.”

- Cathy Hitz, Brand Manager

television ADVERTISING



SEAL **usage**

Common **Dos and Don'ts** when using the Seal

Do

- Change the color(s) or size* as needed
- Say your product has “earned”, “received” or is “backed by” the Seal

Don't

- Refer to it as the Seal “of approval”
- Say your product has “won” or been “awarded” the Seal
- Say your product is the “first” or “only” with the Seal

* The Seal should be at least one-inch along the horizontal axis and the wording legible.

READER HOME PURCHASE **intent**



Intend to buy a house in
the next 12 months

	GH	YGH
Adults	2,329,000	747,000
Index	149	154

Source: MRI Spring 2006

READER REMODELING **intent**

Intend to remodel or improve home in next 12 months

	GH	YGH
Adults	5,791,000	1,994,000
Index	204	227

Source: MRI Spring 2006

ADDED value

advertisement



THE RICH, CREAMY TASTE YOU LOVE



New and Improved I Can't Believe It's Not Butter[®] now has two! The sweet-cream buttermilk for even more fresh butter taste that's still naturally cholesterol-free. Check out www.tasteyoulove.com for exciting promotions, Fabio's passionate poetry, and great recipes.

UNCLE SAM WANTS YOU TO REPLACE YOUR WINDOWS

Save twice! Earthwise[®] Vinyl Windows (www.earthwisewindows.com) will save you money on energy, and the IRS allows a 10% tax credit when you buy them. See: www.irs.gov or www.energytaxcredit.com.



IT'S WHAT THE LOCALS EAT

There's salsa, then there's Santa Fe Packing Co. Made with all-natural ingredients, Santa Fe's Salsa, Con Queso, and Dips deliver the authentic taste of the Southwest. Visit www.santafepackingcompany.com for delicious recipes.



DOLE

Give your mouth a sweet surprise with new DOLE Fruit Parfaits. Ready to tempt you in the canned-fruit aisle in Peach, Apple, or Pineapple. Life is Sweet. www.dole.com



OXICLEAN

Oxiclean[®] Free stain removers are p to remove tough stains, yet are free i dyes, and chlorine, which can irritate skin. Oxiclean[®] Free is tough on stai gentle for your entire family. www.oxiclean.com

UNCLE SAM WANTS YOU TO REPLACE YOUR WINDOWS

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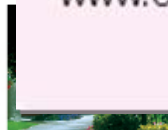
RANCHO LAS PALMAS MA

ENTER FOR A CH A TRIP FOR TWO TO PA

You and one guest will enjoy three n Marriott's luxurious Rancho Las Palm round of golf on one of the resort's n

Nested amid 240 lush, green, sun- California Desert, **Rancho Las Palm** showcases the relaxed side of Palm Inviting setting for your business, leis www.rancholaspalmasresort.com

Enter at www.GHTravel.com by J. open only to U.S. residents 18 years access at time of entry. No purchase details and official rules and regulator



SEAL **solutions** FOR EARTHWISE

