



**NEWS RELEASE**  
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### **Windsor Windows website, [windsorwindows.com](http://windsorwindows.com), wins industry achievement award**

WEST DES MOINES, Iowa – The website for Windsor Windows & Doors, [www.windsorwindows.com](http://www.windsorwindows.com), has won a 2011 [Crystal Achievement Award](#) for outstanding window and door product marketing.

Industry magazine Window & Door this fall honored the Windsor Windows site as the year's [Most Innovative Website](#) in the Large Manufacturer category for companies with annual sales of more than \$100 million. The [National Glass Association publication's](#) Crystal Achievement Awards primarily recognize products, programs and companies in the residential window and door market.

The award-winning Windsor website provides information to two distinct audiences, consumer and industry professionals. In announcing its selection, the magazine noted the site's "intuitive navigation allowing visitors to quickly find what they need – whether it's homeowners seeking basic information about which type of windows to choose for their home, or architects specifying products that need detailed drawings and performance data."

The overall architecture of the Windsor website integrates individual sites for consumers and professionals. A button in the upper-right corner of the default consumer homepage allows visitors to quickly toggle to the professionals site.

The Windsor homepage is anchored by four quick links to popular informational features on the site, including "Windows & Doors 101," a detailed glossary of styles, materials, finishes and glazing options to help homeowners make the best decision for their location and personal preference.

The Crystal Achievement Awards are determined by three panels of judges in the award categories of technology, manufacturing and marketing.

Fittingly, Crystal Achievement Award coverage cited the clarity of the individual-but-integrated Windsor sites, “allowing visitors easy access to a large amount of information while minimizing clutter and confusion.”

Since receiving the 2011 best, Windsor has started the process of giving its two homepages a “facelift,” according to Cathy Leonard of Marketing Communications. “We’re continuing to work toward improving the appearance and functionality of the site,” she said.

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**Note to Editors:**

Screen shots of selected features of the Windsor Windows & Doors website, honored as the Most Innovative Website in the Large Manufacturer category, are available to accompany this news:

Windsor’s Crystal Achievement Award-winning homepage:

[http://innovaideasandservices.com/press\\_release/windsor/Windsor-Home.png](http://innovaideasandservices.com/press_release/windsor/Windsor-Home.png)

Windsor’s award-winning website features technical information for building professionals:

[http://innovaideasandservices.com/press\\_release/windsor/Pro-Homepage.jpg](http://innovaideasandservices.com/press_release/windsor/Pro-Homepage.jpg)

Style terminology is among informational features on the site’s “Windows and Doors 101”:

[http://innovaideasandservices.com/press\\_release/windsor/windsor-door-style-page.jpg](http://innovaideasandservices.com/press_release/windsor/windsor-door-style-page.jpg)

**About Windsor Windows & Doors**

Established in 1946, Windsor Windows & Doors markets Pinnacle wood windows and patio doors, Next Dimension vinyl windows and patio doors, and Legend cellular PVC windows. Windsor is owned by Woodgrain Millwork, which is the largest U.S. manufacturer of prefinished mouldings and interior pine doors. Windsor operates its divisional headquarters in West Des Moines, Iowa, and has an additional manufacturing facility in Monroe, N.C. In their total commitment to customers, Windsor Windows promises quality, service, responsiveness and value. For more information, visit [www.windsorwindows.com](http://www.windsorwindows.com).

**About Woodgrain Millwork**

Woodgrain Millwork is a leading producer of mouldings and windows, and is the largest manufacturer of interior pine doors in the United States. With five divisions and more than 29 manufacturing and warehouse facilities in the United States and South America, the company serves markets throughout North America. For the nearest distributor of Woodgrain Millwork products, visit [www.woodgrain.com](http://www.woodgrain.com) or call 1-800-452-3801.