



SEAL HOLDER SINCE 1990

REMEMBER  
THE GOOD OLD DAYS?

THE FOLKS AT GOOD HOUSEKEEPING DO!



Norandex/Reynolds proudly carries the GOOD HOUSEKEEPING Seal on all of our manufacturers vinyl siding products. It's a name that consumers can trust. A symbol that means more to the average home owner than USDA, ADA (American Dental Association), FDA, and Consumer Reports.<sup>2</sup>

You see, at Norandex/Reynolds, we have always built our reputation on quality. That's why new construction and remodeling professionals choose us first. And it's why you'll find the GOOD HOUSEKEEPING Seal on our products.

A quality symbol for a quality product. Something you can count on. Just like the Good Old Days.

There was a time when professionalism meant more than profit. When craftsmanship and "Made in America" went hand-in-hand. And a warranty was like a handshake that bonded customer and company in a contract of mutual trust.

In those days, the GOOD HOUSEKEEPING Seal was the visible symbol for this kind of business relationship.

For more than a century, it still is.

Since 1909, GOOD HOUSEKEEPING magazine "would accept advertisements for products that we believed would meet consumer expectations. And if it happened that any of those products turned out to be defective, GOOD HOUSEKEEPING would replace the product or refund the consumer's money. We continue this unique policy today. It's that simple."<sup>1</sup>

<sup>1</sup> Source: Good Housekeeping Institution & Seal Promotional Literature.

<sup>2</sup> Source: Siegel & Gale with Hase/Schannen Associates, 1996-1997. Based on survey of women.

