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Integrity awarded best in class by MRA for vinyl and composite windows

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Of all the vinyl and composite windows on the market, Integrity from Marvin Windows and Doors is the best, according to Market Resource Associates, Inc. (MRA). MRA presented Integrity the Best In Class Award (BICA) as the Top Overall Brand of vinyl and composite windows. Integrity had previously been honored with a BICA award for composite windows. Integrity windows and doors are made with Ultrex, a pultruded fiberglass material with a durable coating. "We are thrilled to be a second-time BICA winner and especially happy to be the overall top rated non-wood window brand," said Brett Boyum, director of marketing for Integrity. "Integrity's durability, beauty, strength and energy efficiency make it the measuring stick for all other composite windows. We feel that we have the best product, quality, delivery and service in our class and it is wonderful to hear customers think that, too. Integrity windows and doors have always been built to perform and coupled with our world-class service, we strive to offer the most value for our customers." The BICA was developed by MRA, a Minneapolis-based market research consultancy, to recognize outstanding performance in a study conducted by the firm. Winners were selected for consistently receiving high rankings and for providing remarkable customer service as voted by building trades professionals. These professionals included window distributors, home builders, remodeling contractors and building materials retailers.

BICA winners are chosen by a blind-format survey of 997 trade professionals. Only those individuals who have a direct responsibility for purchasing windows were interviewed. Twenty different attributes were tested on each brand mentioned by interviewees to select a winner.

For more information about Integrity's complete line of windows and doors, please call (888) 419-0076 or visit www.integritywindows.com.

Integrity® Windows and Doors is the world's largest manufacturer of windows and doors made with Ultrex® - a state-of-the-art pultruded fiberglass material. Based in Fargo, N.D., Integrity offers a comprehensive line of window and door products.

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