



## *The Pella Promise*

Window and Door  
Replacement Made Easy



window & door replacement

No hassle. No pressure. No surprises.

That's how Pella believes window and door replacement should be. We know this isn't something you do every day. From start to finish, our goal is to make your entire experience easy. That's *The Pella Promise*.





# Delivering on our promise to you.

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## The Pella Promise.

### A better replacement experience.

For more than 85 years, Pella has created quality windows and doors designed with one purpose in mind — bringing your home added beauty and comfort. From start to finish, our commitment to personal, professional service extends throughout every step of your replacement experience. We call this *The Pella Promise*, and it's built on three customer assurances:



#### **The Right Product for Your Home and Budget.** (See page 5.)

Pella has more sizes, styles and material types to choose from, so you'll rest easy knowing you're getting a great value ... and the product that's right for you.



#### **A No-Mess, No-Guess Installation Day.** (See page 7.)

Your Pella installers take extra steps to respect your home, like leaving their work area cleaner than when they arrived. And the best part — they'll likely finish your job in as little as a day.



#### **Total Care Guarantee.** (See page 9.)

Pella's Total Care Guarantee — our exclusive warranties and service agreement — does more than just protect your new product; it also covers the installation, giving you some of the best warranty protection in the industry (see [pella.com/totalcare](http://pella.com/totalcare) for limited warranties and service agreement details).

**The Pella Promise** is how we stay focused on what matters most — your complete satisfaction and peace of mind. Turn the page to see why 9 out of 10 Pella window and door replacement customers would likely recommend us to a friend.\*

\* Average based on Pella's Consumer Satisfaction Response Survey over a 12-month period in 2012.



## The right product for your home and budget.

With so many choices from so many companies, how do you know which window or door is truly right for your home? Pella makes it easy. We have more styles, sizes and material types to choose from, so we can help you find the right product at the right price.

### Expert advice — from the comfort of your home.

During your free in-home consultation, a friendly Pella representative — who's familiar with your area — will talk openly and honestly about your needs. You can trust that they'll respect your time, using a pressure-free approach to window and door selection.

### What to expect during your in-home consultation.

Your dedicated Pella representative will ...



- Understand the features and benefits you want in a window or door.
- Show samples and photos of our wide variety of products.
- Inspect and measure your existing products.
- Provide a free, no-obligation quote for your project.
- Discuss promotional discounts and financing options you may be eligible for.
- Answer all of your questions, then be on their way.



## Quality at an affordable price.

Pella has built innovative windows and doors for more than 85 years. This quality craftsmanship is available at a price that's more affordable than you may think. Here's how ...

- **More product lines and material choices** mean we have more ways to find a window or door at a price that's right for you.
- With **energy-efficient options** that can help lower your energy costs, Pella® windows and doors deliver a great value year after year.
- **Special financing options** help make Pella an easy, affordable solution for most any home and budget.

## Davis's Story

*"Our salesman was thorough and able to answer all of our questions, and was very enjoyable to be around. Honestly, it felt like he was a visitor in our home, not someone trying to make a buck. He was very polite and explained the process and timeline."*

To see more customer stories, visit [pella.com/window-door-reviews](https://pella.com/window-door-reviews).





## A no-mess, no-guess installation day.

You can rest easy knowing your project will be led by a Pella Expert Installer<sup>SM</sup>, who's recertified annually, so they're experts in Pella's exclusive installation methods. They'll make sure their entire team does the little things to make your installation day worry-free.

### What to expect on installation day.

Your installation team will take extra steps to respect your home and your time. They'll ...

- Park where it's convenient for you.
- Wear Pella identification.
- Cover their work area with drop cloths.
- Update you on the status of the job throughout the day so you know what to expect next.
- Clean up after themselves, leaving their work area cleaner than it was when they arrived.
- Haul away your old windows and doors.
- Show you how to operate your new window or door so you're comfortable using your products.



**No messes and no guesses.** It's all part of our promise to deliver a worry-free installation day.



## Replacement professionals who respect your home.

No matter the size of your project, your Pella replacement team will do the job right and in a timely manner, with little to no disruption to your home. For starters, they'll ...

- **Take extra steps to protect your space**, like laying tarps and wearing booties.
- Use Pella's exclusive installation methods, which means they can **replace your windows and doors in almost any weather.**
- Work efficiently, likely **finishing your project in as little as a day.**





## Julia's Story

*"When the workers left, I went through the house. Not a piece of dirt on the floor, not a piece of furniture moved, not a crack on the wall, not a scratch. I have NEVER seen a more thorough, neat, polite crew as the one that did our Pella install."*

To see more customer stories, visit [pella.com/window-door-reviews](https://pella.com/window-door-reviews).



## Total Care Guarantee.

Even the best-performing window or door is only as good as its installation. That's why we back Pella® products and installation with our Total Care Guarantee — our exclusive product warranties and installation warranty and service agreement. It's more than a friendly sounding name — it's the added protection you get from a trusted partner with more than 85 years of experience building, installing and standing behind their windows and doors.

Here's how these exclusive warranties provide extra protection for your investment:

1. Product warranties cover your windows and doors for the warranty period.\*
2. Installation warranty and service agreement cover issues related to installation (including labor) for up to 10 years.\*

This extra protection comes standard with your replacement project. It's some of the best coverage in the industry — and it's available from your local Pella Showroom. So if you need us, we're in your neighborhood and only a phone call away.



\* Visit [pella.com/totalcare](https://pella.com/totalcare) for limited warranties and service agreement details.



## National reputation. Local service.

When you choose Pella, you get the peace of mind that comes from working with a company that:

- Has assembled quality windows and doors right here **in the USA since 1925.**
- Provides an **experienced, local team** of sales and service professionals who are only a phone call away if and when you need them.
- Stands behind our products and our work, giving you **extra protection for your investment.**





## Bill's Story

*"We have had the windows in for over a year now and have been endlessly happy with how well they operate, how good they look, and how much more comfortable we are even on the coldest, windiest days! Thank you for the great windows!"*

To see more customer stories, visit [pella.com/window-door-reviews](https://pella.com/window-door-reviews).



# The benefits of replacing.

Whatever the reason you're looking to replace, you'll be happy knowing new Pella® windows and doors, along with installation led by a Pella Expert Installer<sup>SM</sup>, can bring more benefits than you think. Here are just a few of them ...

## Lower heating and cooling costs.

- ENERGY STAR® qualified windows and doors, including Pella 350 Series windows with triple-pane glass, which are 54% – 83% more energy-efficient than single-pane windows<sup>1</sup>.
- Windows and doors that meet or exceed ENERGY STAR guidelines in all 50 states.<sup>2</sup>



## A more beautiful home.

- More products to enhance your home's architectural style, including double-hung, single-hung, casement, awning, sliding, Special Shape, fixed frame, bay and bow windows; sliding and hinged patio doors; and entry doors.
- Designer Series® exclusive between-the-glass features like blinds, fabric shades and grilles that can be changed to create a new look whenever you want.

## Easy operation and convenience.

- Fold-away casement window cranks that won't get hung up in window treatments.
- Easy-to-clean features that make cleaning the exterior glass a breeze.

## Improved privacy, safety and security.

- Triple-pane or laminated glass that reduces outside noise.
- Impact-resistant glass that offers protection from wind, flooding and intruders.
- Patio and entry doors with multipoint locks for extra security.

**Find your dream window or door.**

To browse our complete portfolio of products online, visit [pella.com](https://pella.com).

<sup>1</sup> Improved window energy efficiency calculated in a computer simulation using RESFEN 5.0 default parameters for a 2,000-square-foot existing single-story home when comparing a Pella 350 Series vinyl window with InsulShield® Advanced Low-E triple-pane glass with argon to a single-pane wood or vinyl window. For details, see [pella.com/methodology](https://pella.com/methodology).

<sup>2</sup> Some Pella products may not meet ENERGY STAR guidelines in Canada. For more information, contact your local Pella sales representative or go to [energystar.gc.ca](https://energystar.gc.ca).



WOOD

VINYL



FIBERGLASS

## Understanding your options.

### *Consider wood if ...*

- You want design flexibility with products that can be painted or stained to complement your home.
- You prefer a low-maintenance exterior finish that resists fading and helps protect the exterior for years.
- You want stronger protection against moisture, decay, stains from mold and mildew, as well as termite damage.

### *Consider fiberglass if ...*

- You want a low-maintenance product that offers the quality look of painted wood.
- You want to protect your home against extreme heat and cold.
- You demand extra strength and durability.

### *Consider vinyl if ...*

- You place a premium on strength and extra durability, which comes from fully welded sashes and frames.
- You want low-maintenance vinyl frames that save you time.
- You want affordable quality that's easy on your budget.

## Answers to FAQs.

1

**Replacing my windows and doors seems overwhelming. What can I expect?**

Your dedicated Pella representative will walk you through the entire process, so there are no surprises along the way. From helping you find the right products, to delivering a no-mess, no-guess installation day, to protecting your investment with our exclusive warranties and service agreement — we pride ourselves in taking the burden off you. Pella does the little things that are important too — like scheduling a time that fits your schedule and arriving at your appointments on time. Our goal is your peace of mind and complete satisfaction.

2

**I'm nervous about disrupting my house. How long will installation take? Who will clean up the mess?**

A Pella Expert Installer<sup>SM</sup>, who's recertified annually, will lead your project. Pella's exclusive installation methods allow them to remove and replace your windows in a timely manner, with little to no disruption to your home. Of course, they'll make every effort to respect your home, from laying tarps and wearing booties to hauling away your old windows and doors. And while every project is different, many jobs can be completed in one day.

3

**How do I know I can trust the salesperson and installers who enter my home?**

Every member of our team — including your in-home representative and installation professionals — will wear their Pella identification in your home.

4

**How do I know I'm getting the best value for my investment?**

The Pella team builds, sells, installs and services our products — and has for more than 85 years. Replacing with Pella gives you the security of working with a friendly, local team of professionals backed by the expertise of a leading national company.







5

What if I have an issue with my windows or doors? Who do I call?

Our Total Care Guarantee — our exclusive limited warranties and service agreement — protects both your products and their installation (including labor) for up to 10 years. In the event any issues arise, simply call your local Pella representative. You can also visit [pella.com/support-center](https://pella.com/support-center) for additional FAQs, warranties, manuals, contact information and more.

Thank you for considering Pella.

In the spirit of keeping our promise of no surprises, **here's what happens next:**

1. Schedule your free, no-pressure in-home consultation.
2. If you like what you hear, we'll place your order — when you're ready.
3. Your windows and/or doors will be built to fit your home.
4. We'll follow up to confirm your order and schedule your installation date.