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## Guardian launches new campaign for commercial glass program

Auburn Hills, Mich., February 18, 2008 – Guardian has launched “Build With Light™,” a new marketing campaign to highlight its SunGuard® advanced architectural glass program. The campaign includes a series of marketing and educational materials to introduce the latest in Guardian glass technologies to a growing audience of architects, engineers, contractors, glaziers and fabricators.

Build With Light is designed to:

- Increase SunGuard product and brand awareness

- Give architects the tools they need to help them specify SunGuard products

- Help fabricators grow their business

“We needed to enhance our marketing strategy to match our growth in high-technology glass products,” said Chris Dolan, Guardian’s director of commercial glass program. “The Build With Light campaign provides creative and compelling ways for us to showcase our products and services that can meet commercial market requirements for energy savings, quality, color options and design flexibility.”

Working with Baltimore-based Carton Donofrio Partners, the campaign was developed through extensive customer research. Among the findings was that many architects want to use glass to bring more natural light to their projects but are challenged when it comes to making the right specifications and having the technical expertise needed to balance color and performance

The focal point of the campaign is the new website – **[www.sunguardglass.com](http://www.sunguardglass.com)** -- which includes a performance comparison tool that helps visitors easily select and compare Guardian products based on user specified performance criteria. Also on the website is a comprehensive project database featuring buildings with SunGuard glass and a new Google™ map feature that shows exactly where the project is located.

The campaign also includes an architectural binder system and SunGuard glass sample boxes, product and technical brochures, a LEED (Leadership in Energy and Environmental Design) brochure, CD-ROM and a toll-free number.

In addition, the campaign includes Guardian's recently launched SunGuard Select™ Fabricator program, designed to give glass fabricator customers exclusive access to Guardian's latest SunGuard products along with proprietary tools and services to help them grow their commercial glass business.

"Nobody offers a more comprehensive program to help fabricators sell more coated glass to the commercial market," said Dolan. "We are committed to supporting them every step of the way, from specification through construction."

For more on the Build With Light campaign, visit [www.sunguardglass.com](http://www.sunguardglass.com) or call 1-866-GuardSG.

#### **About Guardian Industries Corp.:**

Guardian is a diversified global manufacturing company headquartered in Auburn Hills, Michigan, with leading positions in float glass, fabricated glass products, fiberglass insulation and other building materials for commercial, residential and automotive markets. Through its Science & Technology Center, Guardian is at the forefront of innovation including development of high performance glass coatings and other advanced products. Guardian, its subsidiaries and affiliates employ 19,000 people and operate facilities throughout North America, Europe, South America, Asia, Africa and the Middle East. Visit [www.guardian.com](http://www.guardian.com).