



A Report on Customer Experiences With SunClean Self-Cleaning Glass

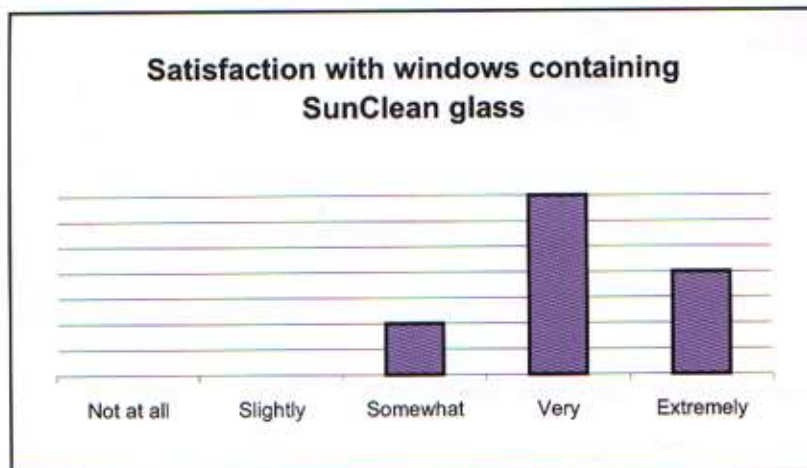
Consumers who have windows with SunClean self-cleaning glass are very satisfied with them and would recommend them to a friend. These are among the key findings of a survey that took a "snapshot" of opinions from the first consumers to own the windows with SunClean glass. Homeowners admitted they were initially skeptical about self-cleaning claims, but are now believers.

With the product in its earliest phases of distribution, PPG Industries engaged an independent market research firm to gather consumer feedback in 2002. In-depth interviews were conducted with a small sampling of the first homeowners to experience windows with SunClean self-cleaning glass to gauge their reaction.

The customer experience involved 192 window units in a full range of styles, including double-hungs, casements, sliding, picture windows, bows and bays. All were installed as replacement windows, and on average had been installed for six months.

High Satisfaction

Surveyed consumers were very positive about their new windows with SunClean self-cleaning glass. Both their comments and their ratings of the windows indicate that they like the product. When asked how satisfied they were with the windows, most respondents said "very satisfied" (average score of 4.2 on a 1-5 scale).



Consumers were very positive when asked if they would buy the windows again or recommend them to a friend. Their responses, averaged 4.0, "very likely" on a 1-5 scale.

Not surprisingly, there is a strong correlation between overall satisfaction and the likelihood of recommending the windows to a friend or buying them again. For example, consumers who were "extremely satisfied" with the windows said it was "extremely likely" they would recommend them to a friend or buy again.

Seeing is Believing

Until consumers see self-cleaning windows in action, they tend to be somewhat skeptical of the concept. Prior to having the windows installed, the homeowners said they considered the idea of a self-cleaning window only "somewhat believable" (2.9 average on a 1-5 scale).

They generally commented that the concept of a self-cleaning window was "too good to be true" or was something they couldn't quite believe until they saw it. After installing the windows they found the idea of a self-cleaning window to be "very" believable (3.7 average on a 1-5 scale).

This strongly suggests the importance of advance demonstration and/or positive user testimonials in influencing purchase decisions. Strong referrals can help to overcome skepticism.

Noticeable Improvements

In general, consumers found that there was a major improvement in SunClean windows compared to other windows in terms of clarity and cleanliness.

Respondents considered windows with SunClean glass to be a "moderate" value (3.7 on a 1-5 scale).

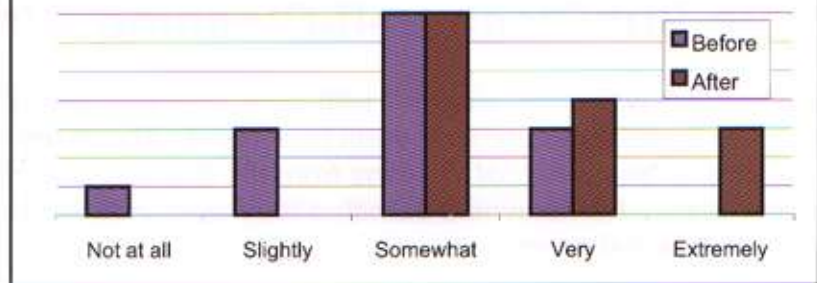
Not surprisingly, it appears that the more satisfied consumers are, the more likely they are to consider the windows a good value for the money, thus validating their "smart" purchase decision. For example, all of the consumers who said they were "extremely satisfied" with the windows (5 rating) also said the windows were a "great" value for the money (5 rating). Similarly, consumers who were only "somewhat" satisfied with the windows (3 rating) said the windows were only a "slightly" good value for the money (2 rating).

The Bottom Line

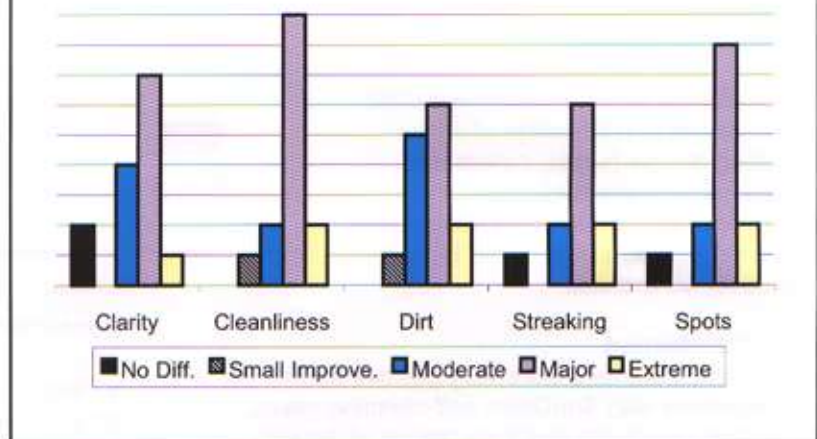
In a 1999 *Better Homes & Gardens* survey of readers' dream amenities for a home of the future self-cleaning windows topped the wish list. Of close to 700 respondents, 85 percent wanted self-cleaning windows.

Today, the wish can come true. PPG's earliest indications suggest that the glass is living up to expectations and that consumers are satisfied with the results.

How believable is the idea of a "self-cleaning" window?



How do windows with SunClean glass compare to others?



Self-cleaning windows take away a dreaded household chore while providing a cleaner view of the world outside. Window makers, dealers and installers should feel confident that this is a product consumers want, will pay a premium for and will be pleased with after they have it. Best of all, their satisfaction should lead to referrals and additional sales that will help your bottom line grow.



For more information about SunClean self-cleaning glass, visit www.ppgsunclean.com or call 1-888-PPG-GLAS.