



**PROJECT:** Jen-Weld Taglines  
**JOB:** #102814-PR

*You worry if your customers will find something they like, you worry if their selections will work together, you worry if the stuff will show up on time, you worry if it'll be the right order, you worry about how it will go together with the house . . . well, stop imagining the worse . . .*

**Everything will go beautifully.**

**It will all go beautifully.**

**Now you'll have to find something else to worry about.**

---

*It's great to be able to find everything you need window-and-door-wise in one place, but even better to know everything will all end up at the right place at the right time, so the windows end up with the doors they're supposed to be with, and the overall style really belongs with that home . . .*

**And everything in its place**

---

*From a house with a bunch of holes in it to a home with a beautifully coordinated look, thanks to the coordinate windows and doors and the equally coordinated people who got everything right with your order and delivery . . .*

**We really bring it together.**

**We've really got it together.**

**We really put it together.**

**We've got it together.**

**Nobody puts it all together like we do.**

**We know how to put it together.**

---

*We've got all the doors and windows to achieve any look, but it isn't possible without our incredible workers creating these pieces, and it doesn't mean a thing if your order doesn't end up where it needs to be when it needs to be and with everything in perfect order and ready to install...*

**Everything hinges on our people.**

**It all hinges on our people.**

**We know everything hinges on service. Everything hinges on service.**

**Where style hinges on service.**

---

*From the tight construction, to the well-coordinated window and door styles, to the sure delivery and unequaled service without any of the typical trip ups, you'll find the entire experience . . .*

**Seamless.**

**Seamless in every way.**

**Seamless execution.**

**We're seamless.**

**Even our service is seamless. Seamless, through and through.**

---

*We produce every style of window and door you could want. But we don't stop there. We bring all our years of relationships with distributors and all our expertise in the construction field to bare to assure your correct order is delivered where it needs to be when it needs to be . . . we're with you until every window and door you ordered is in every opening you have . . .*

**All in.**

**We bring it home.**

---

*The craftsmanship of each tightly built door and window, the styles and the way they fit together, the way we work with you, fitting your schedules and delivery needs, the way the windows and doors fit the house...*

**A good fit all the way around.**

---

*Endless styles and selection providing exhaustive options, a delivery process fueled by incredibly dedicated people that met your schedule and went on without a hitch, even warranties that go above and beyond . . .*

**Now you've seen everything.**

**We make everything work better.**

---

*Once you work with us, you'll take our incredible service for granted: you won't bother showing up on the job site just to make the windows and doors did, too; you won't bother holding your clients hands while they pick out windows and doors that match; you'll go ahead and promise your customers the moon, knowing we/you will deliver . . .*

**We build windows, doors, and ridiculous amounts of confidence.**

**We make doors and windows and everybody's day.**

(DRAMATIZE THE UNIQUE FUSION OF PRODUCT AND PEOPLE VIA A CIRQUE DU SOLEIL TYPE EXECUTION: A LONGER FORMAT VIDEO OF OUR PEOPLE BALANCING/JUGGLING/THROWING WINDOWS AND DOORS TO EACH OTHER, A BEAUTIFUL AND MESMERIZING DEPICTION OF THE PROCESS WHEREBY A CERTAIN STYLE OF DOOR AND WINDOW FIND EACH OTHER AT THE FACTORY, THEN GET PASSED/ROLLED/FLOWN ALONG UNTIL THEY END UP ON THE SIDE OF A STRUCTURE . . . PRINT COULD PLAY OFF THE 'BALANCE OF PEOPLE/ PRODUCTS' WITH IMAGE OF PEOPLE DOING A GYMNASTIC PYRAMID USING WINDOWS AND DOORS . . . OR MAYBE ADAPT A GOYTE-STYLE OF PEOPLE BEING DRESSED/PAINTED TO BLEND IN TO THE DOORS/WINDOWS )

**One well coordinated outfit.**

**We bring harmony to home making. Harmony makes the home.**

**We bring harmony home.**

**Beautiful all the way through. Elegance all the way.**

---

*The most exhaustive choice of window/door style options, deep relationships in the distribution arena, people who provide the best service, a great partner to make you look great with your customers . . . sensational looks and talent . . .*

**You've got a lot going for you.**

**We've got it going on.**

---

*Only Jeld-Wen can offer the largest selection of coordinated window and door ensembles. But it means little without the service. You'll have what you need when and where and how you'll need it . . .*

**We've got it. We get it. You'll have it.**

**Our beauty goes beyond our looks.**

**You'll like our style.**

---

*(JELD-WEN PEOPLE WEARING DOORS AND WINDOWS LIKE ANGELS' WINGS, DESCENDING FROM THE HEAVENS TO BLESS A HOUSE WITH PEACE AND HARMONY OR GATHERED AROUND A TROUBLED STRUCTURE TO ADMINISTER, OR BEING THERE IN A BUILDER'S MOMENT OF NEED OR UNCERTAINTY.)*

**To us, it's a higher calling.**

**Someone is looking out for you. We deliver miracles.**

**Peace love and harmony.**

**Be enlightened.**

---

*It starts with a shovel in the ground, progresses through foundation, framing, siding, roofing, and, eventually, you've got a basic structure. But the last stages of installing windows and doors is what will bring it all together and add the character and 'wow' . . . and through our selection and service, we'll partner up with you to finish it off in style . . . Together, we'll bring your house home.*

**We bring your house home**

**We bring it all home.**

**How to put your house together.**

**Let's bring it home.**