



Crystal Window's corporate video wins two awards

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National manufacturer Crystal Window & Door Systems adding two new accolades to the long list of awards the company has received over the past 25 years. Crystal has earned The 2015 Communicator Award of Distinction from The Academy of Interactive & Visual Arts in the Film/Video-Corporate Image category and The Bronze "Stevie" Award in the Corporate Overview Video category of the 2015 American Business Awards. Both awards recognize Crystal's 25th anniversary corporate video which debuted at the company's employee celebration gala in February and is posted on its website (www.crystalwindows.com).

To commemorate its 25th year of operation and journey of growth from start-up to a national manufacturer, Crystal worked with a New York production firm and its Emmy Award-winning director to develop a video that tells its story.

"We wanted something unique, not just a boring chronology of our company, but something that conveys our inspiring entrepreneurial spirit, the work ethic of all our employees, and our Made-in-America products," said Steve Chen, COO. "I believe our corporate video achieves this and much more." The awards judging panels agreed and bestowed honors on Crystal's corporate video.

The Communicator Awards is an international awards program honoring creative excellence in communications and work that makes a lasting impact. Entries are judged by leading professionals of The Academy of Interactive & Visual Arts, a 600-member organization for traditional and interactive media. Members include Condé Nast, Disney, Yahoo, MTV, Time Inc. and many other top firms. This year, over 6,000 entries in various marketing and communications categories were reviewed to make final award determinations.

The American Business Awards, one of six "Stevie" Awards programs, recognizes innovation, integrity, creativity, and effectiveness in business organizations of all sizes and in every industry across the nation. (Stevie is taken from the name Stephen, derived from the Greek for "crowned.") Over 200 leading business professionals participated in the judging process to review and score over 3,300 entries in a wide range of categories. Top scoring entries became finalists in their respective categories and specialized judging committees then determined placements within the category. While Crystal's achieving the final judging round in the Corporate Overview category was notable, its Bronze Award was all the more exceptional since amongst the competitors in its category were major national firms Gulfstream Aerospace (Gold Award winner) and Level 3 Communications (Silver Award winner). Video winners in other categories included Microsoft, Capital One, Cigna, and Pacific Life.

"We are thrilled with the recognition our corporate video has received, including these two prestigious awards," said Chen. "These recognitions, especially against much larger firms, shows that Crystal has truly arrived and deserves its place on the national stage. That's why the video is an integral part of company presentations to the investment and economic development communities,

introductory meetings with prospective customers, new suppliers and business partners, significantly enhancing the company's image and brand and contributing to sales growth."

The Crystal video can be seen on the company's website, www.crystalwindows.com.

Crystal Window & Door Systems is one of the top 40 manufacturers in North America of replacement and new construction vinyl and aluminum window and door products and high-end fenestration systems. Crystal offers a full product line, rapid order-to-delivery times, quality workmanship, innovative product features and outstanding value. Headquartered in New York, the company operates branches, subsidiaries and affiliates in Ohio, Missouri, Illinois, and California. For further information about Crystal and its products, call 718-961-7300, or visit the website at www.crystalwindows.com.

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