



Ply Gem Canada Launches Mitten Pro iPad App to Help Homeowners Visualize Remodeling Upgrades and Contractors Grow their business

Contractors can assure customers that what they see on the app is what they'll get—the remodel of their dreams

Brantford, ON (September 30, 2016) – Canadian home renovations are outpacing new builds, meaning potential big business for remodelers. According to the Altus Group, Canadians spent \$20 billion more on residential renovations than on new residential construction projects in 2015. To help meet remodeling needs and increase project size for exterior jobs, contractors can now download the free [Mitten Pro iPad App](#), backed by leading North American building products manufacturer Ply Gem.

Now available for download through the Apple App Store, the Mitten Pro iPad App was created as an easy-to-use design tool – featuring 'enVISION it' software – that takes the guesswork out of designing home exteriors. With the free app, contractors can help homeowners visualize updates and additions to home exteriors early in the decision-making process.

“This app was designed to take ideas from imagination to reality, jumpstarting conversations between professionals and homeowners,” said John Vukanovich, Ply Gem’s Vice President, Marketing – Canada. “We understand that exterior remodels are an important investment, but homeowners often don’t know where to begin when it comes to design. Through the process, professionals can work with customers to walk them through the various products, colours and profile options available.”

Contractors have two options within the app: designing with pre-loaded sample projects or uploading a photo of the customer’s home for a truly custom virtual renovation. With either option, users can digitally replace existing exterior elements with an array of product offerings, including siding, stone, trim, accents or windows.

Once a project has been completed within the app, contractors can e-mail final images to their customers to strengthen their overall quotes and close project proposals faster. With a concrete visualization, homeowners feel more secure investing in their homes as they have more control over the planning process. Homeowners can also easily share their new designs on social media with friends and family.

To download the free iPad app, search for “Mitten Pro” in the iPad App Store.

Ply Gem products, including industry-leading Mitten by Ply Gem vinyl siding, are available in Canada through a nationwide network of Ply Gem-owned distribution centers and dealer distributors. For more information, please visit www.plygem.ca.

About Ply Gem in Canada

Ply Gem® manufactures a comprehensive line of windows, doors, vinyl siding and accessories for the new construction, home repair, retail and remodeling markets in Canada. Additionally, Ply Gem distributes a wide variety of exterior building products, including replica stone, fencing, railing, windows and doors and architectural accents domestically through its nationwide distribution center network and via export globally. Ply Gem brands include Ply Gem® Windows, Ply Gem® Stone, Ply Gem® Trim and Mouldings, Ply Gem® Fence and Railing and Mitten® by Ply Gem vinyl siding. For more information, visit www.plygem.ca or www.mittenbp.com.

About Ply Gem

Ply Gem (NYSE: PGEM), headquartered in Cary, N.C., is a leading manufacturer of exterior building products in North America. Ply Gem produces a comprehensive product line of windows and patio doors, vinyl and aluminum siding and accessories, designer accents, cellular PVC trim and mouldings, vinyl fencing and railing, stone veneer and gutterware. Ply Gem employs more than 9,000 associates across North America. Visit www.plygem.com for more information.

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