



A Product With The Good Housekeeping Seal Has *Really* Earned It

It's Passed A Strict Review By The Good Housekeeping Institute

Products aren't awarded the Good Housekeeping Seal — they earn it. That's why it's reassuring to see the Seal, because you know the product has been thoroughly evaluated by the scientists, engineers, and technicians at the Good Housekeeping Institute (GHI). Founded in 1909, GHI has the distinction of being the oldest consumer product-testing lab of its size in America. Its stringent clearance standards set the benchmark for product integrity.

Limited Warranty[†]

Most people perceive the Seal to be an endorsement, but in fact it symbolizes a two-year limited warranty. The Seal means that Good Housekeeping will replace or refund defective products up to \$2,000 within two years of purchase, regardless of what type of warranty is offered by the manufacturer or dealer. This promise is unique in the marketplace so you can shop worry-free. It's an invaluable benefit.

[†] Applicable in U.S. only.

Recommended By A Trustworthy Authority

For over 100 years, GHI has sifted through the confusing clutter of claims for you to find out which products perform as promised. There are many labels used in the marketplace, but few have the recognition and reputation of the Good Housekeeping Seal.

"They don't just trust — they verify"

The Wall Street Journal,
February 2, 2010

Shop with confidence — choose a product with the Seal



2012 - 2017
WOMEN'S CHOICE AWARD®
9 OUT OF 10 CUSTOMER RECOMMENDED
ROOFING PRODUCTS

9 Out Of 10 Women Who Have Used GAF Shingles Would Highly Recommend GAF To Others*

GAF Is Highly Recommended By Female Consumers

WomenCertified®, the voice of female consumers and a trusted referral source for businesses and brands that women recommend, found that 9 out of 10 women who have used GAF Shingles would recommend GAF to others. And, more than 96% of contractors polled said they would definitely recommend GAF to their female customers as well as to their family and friends.*

Roofing Quality And Service That Women Can Trust

GAF is a proud recipient of the WomenCertified® Women's Choice Award®. As Delia Passi, founder of WomenCertified®, said: "The unwavering focus on service and product innovation at GAF has resulted in 5 consecutive wins of the Women's Choice Award®, a feat unmatched by any other roofing brand. We salute GAF in meeting and exceeding the expectations of their female customers' needs. We're very proud to call them a partner in our mission to empower women in the marketplace."

A Symbol Of Excellence In Customer Experience

WomenCertified® determined that GAF Shingles met the high-quality standards and expectations set by women, including excellent customer service and a high level of product satisfaction — two of the main aspects that women value and trust in a brand. As WomenCertified® puts it: "When you see the Seal, know that women in your community have rated that business as a business they trust to give you the kind of respect, customer service, assistance, and buying experience you expect and deserve."

*GAF — winner of the Women's Choice Award® from 2012 to 2017
and backed by the Good Housekeeping Seal.*

*Based on a U.S. survey conducted by WomenCertified® among its customers and over 100 roofing contractors.