



2012 - 2018

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 7 wins in a row 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 2018
and backed by the Good Housekeeping Seal.*

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