

“Call National Guard old fashioned. Call National Guard, and a real person will answer.”

Chuck Smith

President

“In seventy years our products have changed. Our machinery has changed. Our technology has changed. Our factory has changed. Our personal approach to business has not.

“No stone is unturned to make sure that



we make the state-of-the-art in thresholds, gasketing, lite kits and louvers. But we know that our competitors make good products, too. We know that if we're going to earn your business we have to sandwich our products with

double-decker customer service.

“That's what makes ours a people business and makes us a people company.

“It's cheaper to install an automated answering service with a menu of automated caller options and employee directory. We do not choose to save that money. When you call National Guard, Barbara Blagburn will answer the 'phone and *actually help you.*



“It's cheaper to try to funnel all ordering transactions and communications to our Internet site, and you can, of course, order and communicate with us on the Internet. But customer communications is “customer service.” When you want customer service at National Guard, Sylvia, Patricia, Ethel, Robbin, Danny, Patti, Judy or Neal will answer the 'phone and *actually serve you.*



FRONT TO BACK, LEFT TO RIGHT:
Sylvia, Patricia, Ethel, Robbin, Danny,
Patti and Judy.

“Call us old-fashioned. Call us fuddy-duddy. Call us. If a machine answers, hang up.”



**NATIONAL
GUARD
PRODUCTS**

1-800-647-7874

