

*Don't miss out on scoring
extra profit for your business*

Get In The Game

with incentives and rebates on the
STONEfaçade™ Architectural Stone
Cladding System



Get In the Game

As stone cladding continues to be an enduring trend in the construction market, providing building professionals with premium stone veneer siding products at an affordable cost is our top priority.

To help you meet today's increasing demand for stone, we are introducing the **Get in the Game** program, providing incentives and sales tools to dealers and distributors who stock, display, or purchase our STONEfaçade™ Architectural Stone Cladding System products.

STONEfaçade is a mechanically attached panelized system that replicates the look and feel of natural stone without the expense, mess, and specialized labor of traditional masonry - helping installers increase margin and sales opportunities by taking back profitable squares from masonry.



Attached using exterior screws, STONEfaçade installs six times faster than traditional stone, and features a fully-integrated 3/8" rain screen to help prevent moisture intrusion in the wall cavity.

Whether the need is for a residential or commercial project, CertainTeed STONEfaçade provides the quality, aesthetic variety, and performance your clients want. Stay on trend, maximize your profits, and **Get in the Game** now!

Program at a Glance

COMMITMENT		INITIAL STOCKING ORDER KICKER	STONE STARTUP TOOL KIT GIVEAWAY	ACCESS TO DEDICATED PRODUCT SPECIALIST	CERTAINTEED DISPLAY WALL	NEW CONTRACTOR TRIAL REBATE	MARKETING & SALES SUPPORT
STOCK DETAILS		10% discount up to \$1,200 value	All the tools to get your customer up and running up to \$2000 value	CertainTeed Market Specialist - estimating, training, and job site support	Fully funded training and display wall build sessions up to \$1000 value	\$100 off/sq for the first 5 squares installed \$500 value	Funded sample boards and brochures up to \$1600 value
PARTNER LEVEL	Provide dedicated wall for display Initial Stocking Order 9 pallets of panels, corners, and accessories	✓	✓	✓	✓	✓	✓
STOCKING LEVEL	Provide dedicated wall for display Initial Stocking Order 4 pallets of panels, corners, and accessories			✓	✓	✓	✓
DISPLAYING LEVEL	Provide dedicated wall for display				✓	✓	✓

Initial Stocking Order

		PARTNER LEVEL	STOCKING LEVEL
PRODUCT	COLOR CHOICES	SUGGESTED ORDER	SUGGESTED ORDER
 Panel	Adirondack Snowfall Appalachian Twilight Harbor Sunset Pocono Autumn	36 cartons x 3 colors Total: 108 cartons (9 pallets)	48 cartons x 1 color Total: 48 cartons (4 pallets)
 Corner	Adirondack Snowfall Appalachian Twilight Harbor Sunset Pocono Autumn	8 cartons x 3 colors Total: 24 cartons	10 cartons x 1 color Total: 10 cartons
 Sill	Brown Dark Gray	6 cartons x 2 colors Total: 12 cartons	4 cartons x 1 color Total: 4 cartons
 Electric Box	Adirondack Snowfall Appalachian Twilight Harbor Sunset Pocono Autumn Brown Dark Gray	1 carton x 5 colors Total: 5 cartons	1 carton x 3 colors Total: 3 cartons
 Starter Strip	1 color	1 carton	1 carton

\$2,000
tool give away



CertainTeed's hands-on contractor training is widely considered to be the most informative and comprehensive in the business.

When you choose to **Get in the Game** by hosting a free installer training at your location, we'll further sweeten the deal with a special promotion for the tools used to install STONEfaçade! **Training hosts will receive one masonry grinder with a cutting wheel and one wet saw with a diamond cutting blade to raffle off to training attendees.**

Market Development Specialist

(STOCKING AND PARTNER)

Stocking and partner level **Get in the Game** program participants receive ongoing access to a CertainTeed Market Development Specialist who will provide marketing and sales support services designed to enhance your business capabilities and improve your bottom line.

Whether you are a contractor or a distributor, we'll work with you hand-in-hand to help you succeed and stand out in the marketplace.

Services include: Sales Support and Lead Generation, Take-Off and Bidding Support, Product Training, Job Site and Technical Support, Industry Expertise, and Market Trend Insights.

Marketing & Sales Support

(ALL LEVELS)

Close more sales and get the job done faster with STONEfaçade samples, literature, and displays.

Our starter kits include marketing, sales, and technical materials that will help you and your customers be more productive and successful when working with STONEfaçade – such as product catalogs, brochures, installation guidelines, and sample boards.

Items can be customized to your needs.

Included in the STONEfaçade starter kit:

(QUANTITIES VARY BY SUPPORT LEVEL)

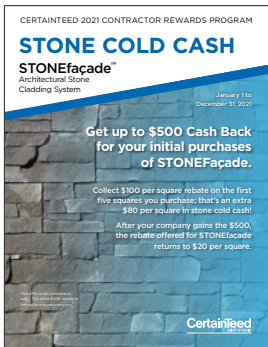
Literature



Displays



Sample Boards/Banners



Rebates for first time buyers

From Jan. 1 to Dec. 31, 2021, all contractors are eligible to receive a rebate up to \$500!

Go to www.certainteed.com/cashback



CertainTeed

CEILINGS • DECKING • FENCE • GYPSUM • INSULATION • RAILING • ROOFING • SIDING • TRIM

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