

2018 CUSTOM MARKETING PROGRAM Collateral Order Form

Powered by METZGERS



Complete the information below and email to beth.byers@metzgers.com or fax to 419-861-3299 Attn: Beth Byers.

Your Therma-Tru Sales Representative Is: _____

| | |
|--|---|
| Bill To: Distributor: _____ | Ship To: (If different from Bill To.) Company: _____ |
| PO#: _____ (MUST HAVE TO START PROJECT.) | Contact Name: _____ |
| Contact Name: _____ | Address: _____ |
| Address: _____ | City, State, ZIP: _____ |
| City, State, ZIP: _____ | Email: _____ |
| Email: _____ | Phone: _____ |
| Phone: _____ | |

Project Request:

Brochure Flyer Poster For other items like PrismaGuard Literature, 5'0" Openings Brochure, Door Hanger, Yard Sign, Post Card, Mail Stuffer, please contact Metzgers for more information.

Print Quantity: _____

IMPORTANT: Upon receipt of completed form, the information will be verified, after which Metzgers will send you an initial price estimate for the custom order via email for your approval. Upon receipt of your approval, Metzgers will begin setup of the custom order. You should receive a PDF proof of your order via email within 7-10 business days. You then are expected to either send an email to Metzgers: (1) approving production of the PDF proof "AS IS" without changes; or (2) requesting changes to the PDF proof by providing as much information as possible about the changes, including location and page number. If you request changes to the initial PDF proof, then Metzgers will repeat the setup and approval process and will send you an updated PDF proof within 7-10 business days. Production and shipment of an approved PDF proof will typically take 10-12 business days. See the "Lead Times" document for more information around timing.

NOTE: In order to ensure accuracy of content and inclusion of mandatory disclaimers, the use of anything other than the 2018 Custom Marketing Program Templates may result in additional proofing time and costs, which will be billed to you.

BY SIGNING BELOW YOU ACKNOWLEDGE THAT YOU ARE SOLELY RESPONSIBLE TO VERIFY THAT ALL PRODUCT INFORMATION, INCLUDING DIMENSIONAL DATA, IS CORRECT AND YOU AGREE TO PAY THERMA-TRU FOR WORK PERFORMED BY METZGERS FOLLOWING RECEIPT OF YOUR APPROVAL OF THE INITIAL PRICE ESTIMATE. YOU FURTHER AGREE THAT YOU ARE SOLELY RESPONSIBLE FOR COMPLYING WITH ALL LAWS APPLICABLE TO INDIVIDUALIZED CONTENT THAT YOU PROVIDE, INCLUDING BUT NOT LIMITED TO SALES INFORMATION, PROMOTIONS, ETC., AND THAT YOU WILL INDEMNIFY AND DEFEND THERMA-TRU CORP. FROM ANY CLAIMS OR LIABILITIES OF ANY KIND WHATSOEVER ASSERTED AGAINST IT AS A RESULT OF CONTENT THAT YOU SUPPLY.

SHIPPING COSTS ARE NOT INCLUDED IN THE INITIAL PRICE ESTIMATE AND ARE ADDITIONAL. However, beth.byers@metzgers.com can provide a shipping estimate once we have a firm page count and quantity. REMINDER: You need to review the completed order form with the appropriate Therma-Tru Sales Representative and then forward it to Metzgers. Therma-Tru (not Metzgers) will invoice you. Please see Therma-Tru's 2018 Promotional Fund Program Guidelines for details regarding customized marketing materials that may be eligible for payment through your account's Promotional Fund.

Signature: _____ Date: _____

After Metzgers receives this completed form, you will be contacted within 3 business days to verify the details of your project. Some of the information you will need to provide before design may begin is listed below:

1. Product offering to show in your project, including style numbers, coming options and sizes.
2. Your logo as an **Illustrator (.ai)** file.
3. Any miscellaneous information you wish to include; for example, introductory pages in brochure.

Your Logo | Front Back

Address / Phone / Website for Back Cover | _____

3-Hole Drill – 1/4" | Yes No

Show Clavos / Strap Hinges in | CCR CCV FCM SS

Feature Vented Sidelite Option | Yes No

(Available for select full-lite, no stile lines products.)

Feature Impact-Rated Option | Yes No

Feature Turtle Glass Option | Yes No

Feature 6'6" Height Available Option | Yes No

Feature 7'0" Height Available Option | Yes No

Separate Fire-Rated Section | Yes No

Separate Patio Section | Yes No

Shown as: Single Double

Pulse® Options for Línea & Echo | Select One



Door Style Color: Note all products are shown as per 2016 Full-line Catalog.

Coming & Options | Symbols (❖ ❑ ❖ ❖ ❖) 1A, 1C, 1D, LE, etc.

Product Organization | Glass Door Surface (CC / FC / SS / Steel (Organization by glass is recommended.)

Note: Pulse products are featured in a separate section, see full-line catalog.

Location of Specialty Glass and Opaque Doors |

Within Door Surface Section After Deco Glass

Feature PrismaGuard Stain | Yes No

Note: All products are shown as per 2018 Full-Line Catalog unless PrismaGuard Stain option is selected.

Feature Dimensional Data | Yes No

From 2018 Dimensional Data Forms: Book Size Hybrid Size U1 Revised Size Use Data From Previous Custom Project

Profiles & Traditions Steel Offering

Deco Glass | Profiles Traditions Neither

Specialty Glass | Profiles Traditions Neither

Fire Doors | Profiles Traditions Neither

Solid Panel | Profiles Traditions Neither

Final Piece Used in Canada | Yes No

Final Piece Used in: | Lowe's Home Depot Neither

Duplication of all Full-Lite Door & Sidelite Product Images in FCM, FCO and SS featuring the same Glass Size with / No Stile Lines:

Recommendation is to only show products WITH STILE LINES (and SELECT NO STILE LINES if otherwise not available.)

Show ONE door with icon (■) & (Also available No Stiles Lines)

Show BOTH doors separately, this adds one each door / SL in FCM, FCO and SS.

RAPID SHIP GLASS PROGRAM

Allows you to expand your in-stock product offering by adding select door / sidelite / transom options with decorative or privacy & textured glass available on an extended lead time. Therma-Tru has these glass inserts and sidelites available in-stock and ready for immediate shipment. In a custom brochure, these products can be marked for example as 'Available in 10 days' or '(🚚) Standard Lead Time +1 Week.' Metzgers can provide a list of 2018 Rapid Ship glass products. Not all Rapid Ship products must be included — ask your Therma-Tru Sales Representative for a list of popular glass designs and shapes in your region.

Icon & Lead Time | 🚚 Standard Lead Time + _____ Week 🕒 Available in _____ days

2018 NEW PRODUCTS:

CCA Shaker-Style Doors & Sidelites | Yes No

SS Shaker-Style Door Expansion | Yes No

Pembridge Decorative Glass | FC SS Steel Pulse

Geometric Glass | CC FC SS Steel Pulse

Are you updating a previously created Custom Marketing piece? PLEASE ANSWER THESE QUESTIONS REGARDING DISCONTINUED PRODUCTS:

| | Ashurst Glass | Bella Brushed Nickel | Crystal Diamonds Glass | Sedona Art Glass | Element Glass | Crystal Diamonds Glass |
|------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Keep to reduce remaining inventory | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Remove all products | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

2017 NEW PRODUCTS:


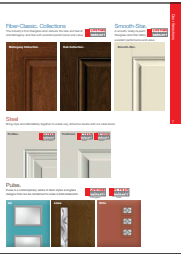






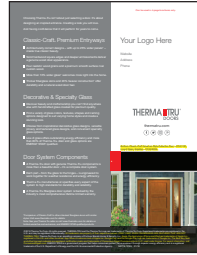
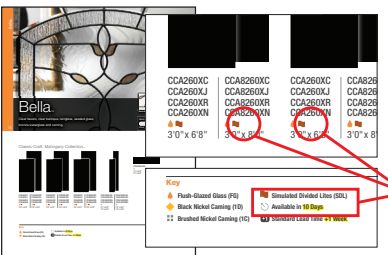
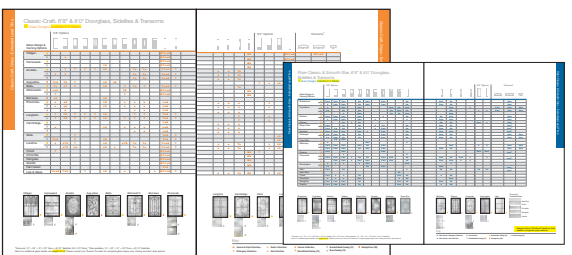
- SS Craftsman Shaker Doors | Yes No
 FCO / SS Grained & Smooth 3-1/2" Simulated Divided Lites | Yes No
 FC / SS / Steel 47" Internal Blinds | Yes No
 Multi-Point Locking System Grip-Style | Yes No

2016 NEW PRODUCTS:

- 3'6" x 8'0" Styles in | CCA CCR
 Flat Profile Lite Frame in Pulse | Yes No
 FC / SS / Steel / Pulse Riserva Glass | Yes No
 FC / SS / Steel / Pulse Satin Etch Glass | Yes No
 Flush-Glazed Privacy & Textured Glass | FCO SS

Promotional Fund Requirements

(Pages A, B, and C (or page D) as well as E are required to be in your literature to receive promotional funding. For questions, please contact your Therma-Tru Sales Representative.)

| A. Why Classic-Craft (2 OPTIONS – PICK 1 ON PAGE 4) | | B. Why Decorative Glass | |
|--|---|--|--|
| Door Selections | Why Classic-Craft | Why Glass | |
|   <p style="color: red; font-size: small;">(Also available as single page.)</p> |  |  <ul style="list-style-type: none"> CC / FC / SS CC Only FC / SS Only | |
| C. Why Therma-Tru Door Systems (2 OPTIONS – PICK 1 ON PAGE 4) | | D. Why Messaging – Condensed | |
| Why Systems 2-Page | Why Systems / Warranty | Intro Page | Back Cover |
|   <p style="color: red; font-size: small;">(Also available as single page.)</p> |  |  <p style="color: red; font-size: small;">(Allowed for 16-page brochure projects.)</p> |  <p style="color: red; font-size: small;">(Allowed for 4-page brochure projects.)</p> |
| E. Rapid Ship – Extended Lead Time Glass Products | | | |
| Marked on Product Page | | Matrix | |
|  <div style="border: 2px solid red; padding: 5px; display: inline-block; margin-top: 10px;"> <p>CCA8260XN 3'0" x 8'0"</p> <p>CCA260XN 3'0" x 6'8"</p> </div> | |  | |

CHOOSE FROM 2018 CUSTOM MARKETING PROGRAM TEMPLATE PAGES:

Note: See the 2018 Custom Marketing Program Templates Brochure PDF for additional template options.

| Organization & Design of Product Pages | | | | | | | | | | |
|--|---|--|--|--------------------------|---------------------------|--------------------------|--|--------------------------|--------------------------|----------------------|
| <input type="checkbox"/> | Glass Top – Large | <input type="checkbox"/> | Glass Top – Small | <input type="checkbox"/> | Glass Top – Side | <input type="checkbox"/> | Door Family | | | |
| | | | | | | | | | | |
| Cover & Filler Pages (BY CUSTOMER REQUESTS, OR IF NEEDED TO MAKE PAGE COUNT DIVISIBLE BY 4 FOR PRINT.) | | | | | | | | | | |
| Cover | <input type="checkbox"/> A | <input type="checkbox"/> B | <input type="checkbox"/> C | <input type="checkbox"/> | Why TT / Fiberglass | <input type="checkbox"/> | Curb Appeal / App | <input type="checkbox"/> | Collage | |
| | | | | | | | | | | |
| <input type="checkbox"/> | Why Systems (Tru-Defense <input type="checkbox"/> Yes <input type="checkbox"/> No) <i>(Also available as a spread.)</i> | <input type="checkbox"/> | Multi-Point Lock <input type="checkbox"/> Lever-Style <input type="checkbox"/> Grip-Style <input type="checkbox"/> Includes Both <i>(Also available as a single page.)</i> | <input type="checkbox"/> | Door Construction | <input type="checkbox"/> | Door Selections <i>(Also available as a spread.)</i> | <input type="checkbox"/> | EnLiten Flush-Glazed | |
| | | | | | | | | | | |
| <input type="checkbox"/> | Glass Designs <i>(Highly Recommended)</i> | <input type="checkbox"/> | Why Classic-Craft | <input type="checkbox"/> | Why Glass | <input type="checkbox"/> | Why Systems / Warranty | <input type="checkbox"/> | Pulse | |
| | | | | | | | | | | |
| <input type="checkbox"/> | Same-Day® Stain <i>(Also available as a spread.)</i> | <input type="checkbox"/> | PrismaGuard <i>(Also available as a spread.)</i> | <input type="checkbox"/> | Architectural Home Styles | <input type="checkbox"/> | Extended Lead Time Matrix <input type="checkbox"/> Classic-Craft <input type="checkbox"/> FC/SS/Steel | <input type="checkbox"/> | Back Cover | |
| | | | | | | | | | | |
| <i>Also Available</i> | <input type="checkbox"/> | DoorWays App on: <input type="checkbox"/> Front Cover <input type="checkbox"/> Back Cover | <input type="checkbox"/> | Impact-Rated Products | <input type="checkbox"/> | Company Story | <input type="checkbox"/> | Other Hardware | <input type="checkbox"/> | Fypon Door Surrounds |