

# 2017 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: \_\_\_\_\_

<b>Bill To:</b> Distributor: _____	<b>Ship To:</b> (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 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 2017 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 2017 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.

**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 2017 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

**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

\*8'0" full-lite flush-glazed sidelite available 2nd quarter 2017.

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

	Element Glass	Arden Glass	Crystal Diamonds Glass	Hazelton Glass	Bella Granite Glass	Keystone Glass	Bevelline Glass
Keep to reduce remaining inventory	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>

**Note:** See Therma-Tru's Marketing Bulletin No. 16-13 and discontinued parts list for more details, or check with your Therma-Tru Sales Representative.

**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 Dimensional Data** |  Yes  No

From 2017 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.

**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

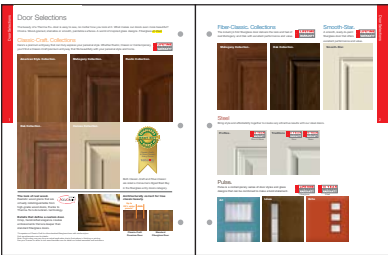


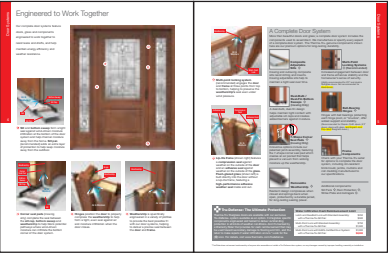


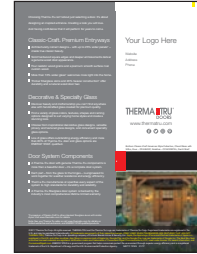
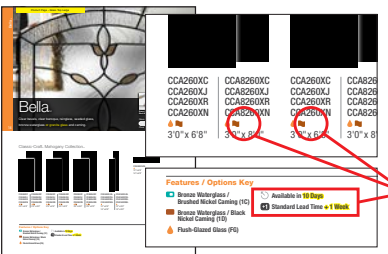
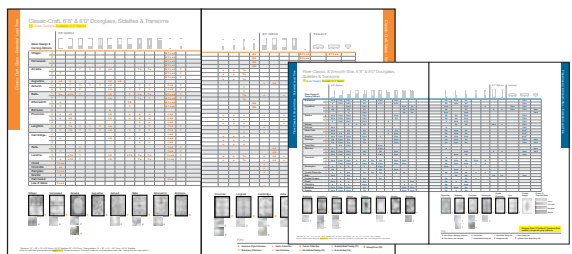
**2015 NEW PRODUCTS:**

CC Arborwatch Glass |  Yes  No  
 CC Borrassa Glass |  Yes  No  
 CC Zaha Glass |  Yes  No  
 CCV Villager New Glass Size Options |  Yes  No  
 CCV Homeward New Glass Size Options |  Yes  No  
 FC / SS / Steel / Pulse Axis Glass |  Yes  No  
 SS 8'0" 3/4-Lite 1-Panel Flush-Glazed Door |  Yes  No

SS 7'0" 2-Panel |  Yes  No  
 6-Panel |  Yes  No  
 SS / Traditions 8'0" 1/2-Lite 2-Panel Door |  Yes  No  
 Villager Glass in |  CCM  CCR  CCO  None  
 Homeward Glass in |  CCM  CCR  CCO  None  
 Augustine Glass in CCM |  Yes  No

**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 Thermo-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	
 <i>(Also available as single page.)</i>		 <ul style="list-style-type: none"> <li>• CC / FC / SS</li> <li>• CC Only</li> <li>• FC / SS Only</li> </ul>	
C. Why Thermo-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
 <i>(Also available as single page.)</i>		 <i>(Allowed for 16-page brochure projects)</i>	 <i>(Allowed for 4-page brochure projects)</i>
E. Rapid Ship – Extended Lead Time Glass Products			
Marked on Product Page		Matrix	
			

# CHOOSE FROM 2017 CUSTOM MARKETING PROGRAM TEMPLATE PAGES:

Note: See the 2017 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.)																			
<input type="checkbox"/>	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 single page.)</i>			<input type="checkbox"/>	Multi-Point Lock <input type="checkbox"/> Lever-Style <input type="checkbox"/> NEW Grip-Style			<input type="checkbox"/>	Door Construction			<input type="checkbox"/>	Door Selections <i>(Also available as single page.)</i>						
<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 single page.)</i>			<input type="checkbox"/>	Architectural Home Styles Guide			<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	