

2015 CUSTOM MARKETING PROGRAM

Collateral Order Form

Powered by METZGERS



Complete the information below and email to bev.piper@metzgers.com or fax to 419-861-3299 Attn: Bev Piper.

Your Therma-Tru Sales Representative Is: _____

Bill To:

Distributor: _____

PO#: _____ (MUST HAVE TO START PROJECT.)

Contact Name: _____

Address: _____

City, State, ZIP: _____

Email: _____

Phone: _____

Ship To:

(If different from Bill To.)

Company: _____

Contact Name: _____

Address: _____

City, State, ZIP: _____

Phone: _____

Project Request:

☐ Brochure ☐ Flyer ☐ Poster

For other items like Door Hanger, Display Door Pull, 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.

NOTE: In order to ensure accuracy of content and inclusion of mandatory disclaimers, the use of anything other than the 2015 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, bev.piper@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 2015 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)** or **FreeHand (.fh)** 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

Separate Fire-Rated Section | ☐ Yes ☐ No

Separate Patio Section | ☐ Yes ☐ No

Shown as: ☐ Single ☐ Double

Feature Vented Sidelite Option | ☒ Yes ☐ No
(Available for select full-lite, no stile lines products.)

Feature Dimensional Data | ☐ Yes ☐ No

From 2015 Dimensional Data Forms: ☐ Book Size ☐ U1 Revised Size ☐ Use Data From Previous Custom Project

RAPID SHIP GLASS PROGRAM

Allows you to expand your in-stock product offering by adding select door / sidelite / transom options with decorative or privacy 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 2015 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.

Logo & Lead Time | ☐ 📅 Standard Lead Time + ____ Week ☐ 🕒 Available in ____ days

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

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.

Location of Specialty Glass and Opaque Doors |

☐ Within Door Surface Section ☐ After Deco Glass

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

Final Piece Used in Canada | ☐ Yes ☐ No

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

*Reference added in literature "Available 2nd Quarter 2015".

Note: New Door / Sidelites / Transoms styles not shown with the red NEW banner.

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

	Keep to reduce remaining inventory.	Remove all products.
Hazelton Glass	<input type="checkbox"/>	<input type="checkbox"/>
Bella Granite Glass	<input type="checkbox"/>	<input type="checkbox"/>
Keystone Glass	<input type="checkbox"/>	<input type="checkbox"/>

Savannah Glass | ☐ ☐

Camino Glass | ☐ ☐

Brookside Glass | ☐ ☐

Contemporary Glass | ☐ ☐

Change all Divided Lite descriptions per 2014 Full-Line Catalog; i.e. GBG-F to GBGFW | ☐ Yes ☐ No

FCM Flush-Fit Frame for Craftsman Doors and Full-Lite Sidelites |

☐ Keep to reduce remaining inventory.

☐ Switch to new product.

(Ask for cross-reference list.)

FCO Full-Lite Flush-Glazed 2000B Door with Bevelline Glass |

☐ Keep to reduce remaining inventory.

☐ Remove 2000B product.

Internal Blinds "Tilt Only" Version |

☐ Keep to reduce remaining inventory.

☐ Remove all "Tilt Only" references.

Note: All references to (★) 20" Glass will be removed.

2014 NEW PRODUCTS:

FCM Door / SL Styles | ☐ Yes ☐ No
(Craftsman, 2-Panel Square Top, 2-Panel Plank Arched Top, Flush Door, Full Sidelites)

FCM / FCO / SS / Steel Camber Top Glass Shape | ☐ Yes ☐ No

Mark All That Apply:

☐ Maple Park ☐ Saratoga ☐ Wellesley ☐ Concorde
☐ Divided Lites ☐ Privacy ☐ Clear

Internal Blinds (New Design) with Low-E | ☐ Yes ☐ No

Simulated Divided Lites (SDL) – New Bars, Grid Patterns & Sizes | ☐ Yes ☐ No

Grilles Between Glass (GBG) – New Bars, Colors, Grid Patterns & Sizes | ☐ Yes ☐ No

Pulse | ☐ Yes ☐ No
☐ New Mahogany ☐ New Echo Door / SL Design

Black Nickel – Cambridge Glass | ☐ Yes ☐ No

Salinas Glass (Oceana Impact-Rated Glass) | ☐ Yes ☐ No

2013 NEW PRODUCTS:

CCV New 6'8" / 8'0" Styles | ☐ Yes ☐ No

CC Lucerna Glass | ☐ Yes ☐ No

FC / SS / Steel – Arden Glass | ☐ Yes ☐ No

Black Nickel – Wellesley Glass | ☐ Yes ☐ No

Black Nickel – Concorde Glass | ☐ Yes ☐ No

Black Nickel – Kensington Glass | ☐ Yes ☐ No

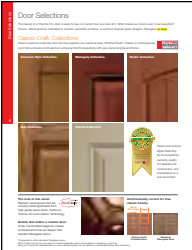
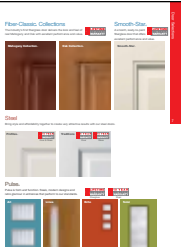


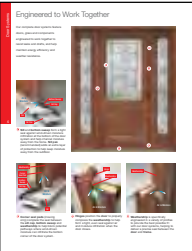



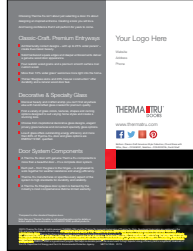
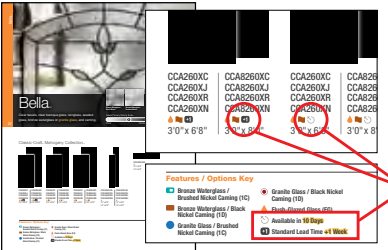
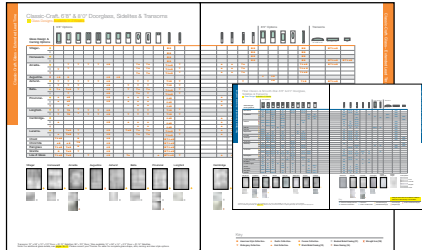
3/4-Lite 6'8" & 1/2-Lite 8'0" Door / SL – Kensington Glass | ☐ Yes ☐ No

Craftsman Door – Maple Park Glass | ☐ Yes ☐ No

Pulse | ☐ Yes ☐ No
☐ Ari ☐ Línea ☐ Echo ☐ Solei

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>(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>(Also available as single page.)</p>			 <p>(Allowed for 4-page brochure projects.)</p>
E. Rapid Ship – Extended Lead Time Glass Products			
Marked on Product Page		Matrix	
 <p>CCA8260XN 3'0" x 8'0"</p> <p>CCA260XN 3'0" x 6'8"</p>			

CHOOSE FROM 2015 CUSTOM MARKETING PROGRAM TEMPLATE PAGES:

Note: See the 2015 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 (w/ Tru-Defense <input type="checkbox"/> Yes <input type="checkbox"/> No)			<input type="checkbox"/>	Multi-Point Lock		<input type="checkbox"/>	Door Construction		<input type="checkbox"/>	Door Selections			
<input type="checkbox"/>	Glass Designs		<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		<input type="checkbox"/>	Fypon® Door Surrounds		<input type="checkbox"/>	Extended Lead Time Matrix		<input type="checkbox"/>	Back Cover				
Also Available		<input type="checkbox"/>	DoorWays App on: <input type="checkbox"/> Front Cover <input type="checkbox"/> Back Cover		<input type="checkbox"/>	Impact-Rated		<input type="checkbox"/>	Your Company Story		<input type="checkbox"/>	Other Hardware		