

HIGH POINTS



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OWENS CORNING PREFERRED CONTRACTOR NEWSLETTER

January 2012

Happy New Year!

Happy New Year! I hope you had a great holiday season and had time to celebrate a successful 2011 with friends and family. In 2011, we introduced exciting enhancements to the Preferred Contractor Network including; the launch of the ProConnect™ Resource Center, enhanced Preferred Protection and Platinum Promise™ Limited Warranty coverage, expanded shingle recycling market coverage, expansion into Canada, new relationships with business services to assist in managing your business, and new training content. I am confident that 2012 will be an exciting year for members in the Preferred Contractor Network!

As a reminder, invoices for 2011 product purchases are due on January 31st. These invoices can now be uploaded on ProConnect™ Resource Center for additional convenience! If you have not yet registered for ProConnect™ Resource Center, please contact the PRODESK® service desk at 866-776-3375 to receive your log-in credentials. Thank you for your continued support of Owens Corning!

Regards,

Matt Lawver
Contractor Services Leader
Owens Corning Roofing & Asphalt, LLC

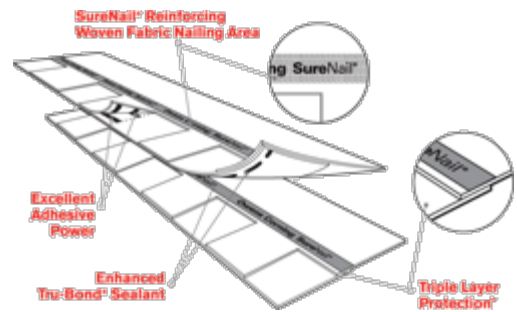


CONTENTS	<p>ENHANCED APPEARANCE. TRIPLE LAYER PROTECTION™–New TruDefinition® Duration® Series Shingles with Patented SureNail® Technology.</p>	<p>JOIN NRCA TODAY!</p>
	<p>New TruDefinition® Duration STORM™ Shingles – Beauty and Durability that's Designed to Weather the Storm</p>	<p>Keep your Business Organized with Acculynx</p>
	<p>The Dean Company is Heading to the Big Game</p>	<p>Join Owens Corning for an Evening at the International Roofing Expo</p>
	<p>Rodney Webb Training Continues in 2012!</p>	<p>Mobile/Tablet App Recommendations</p>
	<p>Start Your New Year's Resolution to Recycle!</p>	

ENHANCED APPEARANCE. TRIPLE LAYER PROTECTION™ –
New TruDefinition® Duration® Series Shingles with Patented SureNail® Technology.

As a result of continuous feedback from contractors like you, Owens Corning Roofing & Asphalt, LLC, announces its latest product innovation – TruDefinition® Duration® Series Shingles. These shingles are specially formulated to provide greater contrast and dimension – offering both beauty and performance. Homeowners get the great high-end look they desire – at a more affordable price. We are also pleased to announce the addition of two great new colors in our popular Designer Colors Collection; these new colors depend upon your area of the country. There is now a national color palette of seven colors.

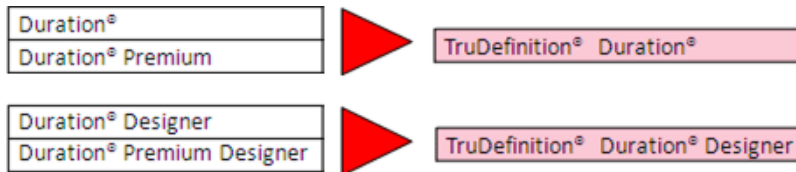
TruDef™ Duration® Series Shingles feature the new SureNail® Technology design: a highly visible, woven engineered reinforcing fabric for the nailing strip. The fabric creates a unique Triple Layer of Protection™ when it overlays the common bond of the laminate layers. The result is a tough, thick fastening area that allows for outstanding nail blow-through and nail-pull resistance, and delivers excellent fastener holding power.



In addition, TruDefinition® Duration® Series Shingles feature an enhanced sealant formula and new sealant configuration that makes for easier removal of shingles from the package. All of these benefits have been incorporated without sacrificing the lay flat characteristics of Duration® Series Shingles.

We are confident this new family of TruDefinition® Duration® Shingles will enable you to maintain momentum with our Duration® shingle brand and take advantage of consumer trends on aesthetics. In today's marketplace, it's become very difficult to judge shingle performance based on warranties alone; SureNail® Technology is a tangible way to demonstrate product differentiation and value while in the home. To support your in-home sales efforts, we have some exceptional new selling tools that can help provide you with a tremendous selling advantage.

With the enhanced appearance and performance of TruDefinition® Duration® Series Shingles, we're also streamlining our Duration® and Duration® Designer Colors Collection family of products from 4 to 2 shingle lines:



Wrappers will change to help identify the new products; this change will result in a Do Not Mix situation.

This great new shingle offering will begin shipping nationwide on February 1st.

[RETURN TO TOP](#)

New TruDefinition® Duration STORM™ Shingles—Beauty and Durability that's Designed to Weather the Storm

Owens Corning Roofing announces our new TruDefinition® Duration STORM™ Shingles which have two patented technologies in one high-performance shingle. In addition to patented SureNail® Technology, which offers Triple Layer Protection™, superior adhesion, and exceptional wind resistance, TruDef™ Duration STORM™ Shingles utilize our patented WeatherGuard® Technology. This technology features an integrated polymeric backing material that allows the shingles to meet UL 2218, Class 4—one of the industry's highest ratings for impact resistance. Installation of these shingles may allow homeowners to qualify for significant insurance premium discounts in some areas of the country. Our new corresponding ProEdge STORM™ Hip & Ridge Shingles are also designed

for maximum holding power against the high winds of severe storms.

New TruDef™ Duration STORM™ and ProEdge STORM™ products make for a great up-sell opportunity and will be available for shipment on February 1 in the Denver, Medina, Summit, Minneapolis and Brookville plant service areas.

[RETURN TO TOP](#)

The Dean Company is Heading to the Big Game

Owens Corning Roofing & Asphalt is pleased to announce The Dean Company as the winner of the 2011 Play-by-Play Promotion. The Dean Company is a Platinum Preferred Contractor in Clearwater, FL and will be heading to the Big Game next month in Indianapolis!

The 2011 Play by Play promotion was designed to reward contractors for installing The Owens Corning Roofing Essentials® System. "I regularly use starter and Weatherlock® Ice and Water Barrier, and I am using the VentSure® product for the first time on an upcoming job. I often tell my customers that it is critical to have a complete roofing system to ensure long term performance of the roof. Especially here in Florida where the weather conditions can be more severe than in other parts of the country," said Bruce Williams, President of the Dean Company.



Roofing contractors interested in learning more about our 2012 Promotions can register at: www.owenscorning.com/roofingrewardcenter

"It's great working with Richard [Toth] and the entire Owens Corning team. I frequently visit the ProConnect™ Resource Center and find it to be a fabulous tool that helps me run my business. There is so much information on this site like purchase tracking and my fund usage, warranty information and product information that is easily accessible from my office. I am also extremely excited about the upcoming TruDef launch in my region. It sounds like a great product," said Williams.

[RETURN TO TOP](#)

Rodney Webb Training Continues in 2012!

Owens Corning will continue offering Preferred Contractors training through Rodney Webb in 2012! We introduced a new course in November, "Selling the Insurance Job", and it was met with great success. The last two events of 2011 were sold out with over 200 contractors attending! Below are the dates, locations, and topics for trainings through April. We will offer additional trainings throughout the year. If you are interested in attending any of these trainings, please register through ProConnect™.

CITY	DATE	TOPIC
Atlanta, GA	1/24-1/25	Sales Management
Fishkill, NY	2/28-2/29	Sales 101
Cleveland, OH	3/20-3/21	Sales 101
Kansas City	3/27-3/28	Sales 101
Denver, CO	4/3-4/4	Selling the Insurance Job

[RETURN TO TOP](#)

Start Your New Year's Resolution to Recycle!

Are you looking to meet your New Year's Resolution to be more "Green"? As a Preferred Contractor, It is getting much easier to do by taking the [Shingle Recycling Pledge](#). The Pledge is now online and available for Preferred Contractors in 33 markets across the U.S. We are looking for many Preferred Contractors to make the commitment to recycling during 2012 and bring recycling to the forefront of "Green" services. By taking the Pledge and recycling, you will continue to get the benefits of cost-competitive recycling with discounts for Preferred Contractors at participating recycling locations, convenient collection sites and systems, and differentiating with the Program.

Through the Program, there are currently 66 collection locations in the 33 markets open. That is covering over 20% of the country with recycling availability. Preferred Contractors now have unprecedented access to find participating recyclers at www.Earth911.com and to take the Pledge – simply search on "Shingles" in your area and look for the Owens Corning Roofing Shingle Recycling Logo next to the recycler and click "Take the Shingle Recycling Pledge Now".

If you have a shingle recycler in your area that you would like to be part of the Program and enable you to take the Pledge, please contact your Area Sales Manager with the contact information of the recycler and any relevant details.

Marketing materials for the Shingle Recycling Program are fully available and customizable on ProConnect™ Resource Center to Preferred Contractors who have taken the Pledge. This is just one more reason to give your commitment today. One new benefit for contractors is a video highlighting the benefits for consumers in selecting a Preferred Contractor who has pledged. You can view and use this video at [Shingle Recycling Program Video](#). Pledged Preferred Contractors can include this link on their website and use it to promote the recycling service.

[RETURN TO TOP](#)



JOIN NRCA TODAY!

Make NRCA your company's most important resource for success and business growth. Join NRCA

by Jan. 31 and receive a \$100 discount, and stay informed and connected while gaining a significant competitive advantage.

As an NRCA member, you will receive the newest technical manual CD, the NRCA Roofing Manual: Metal Panel and SPF Roof Systems – 2012. This CD includes all four volumes of the Manual, which includes comprehensive information about the design, materials and installation techniques applicable to both low- and steep-slope roof applications, in addition to more than 800 construction details. The CD includes:

- *The NRCA Roofing Manual: Steep-Slope Roof Systems – 2009*
- *The NRCA Roofing Manual: Architectural Metal, Flashing, Condensation Control and Reroofing – 2010*
- *The NRCA Roofing Manual: Membrane Roof Systems – 2011*
- *The NRCA Roofing Manual: Metal Panel and SPF Roof Systems – 2012*

The CD is a \$600 value, and comes at no charge with your membership!

When you join NRCA by Jan. 31, you will also receive:

- Up to \$1,500 worth of NRCA publications and DVDs – INCLUDED
- A complimentary listing in NRCA's online Membership Directory and online referral service
- Access to exclusive members-only online information at www.nrca.net
- Complimentary subscriptions to *Professional Roofing* magazine, NRCA's official monthly publication
- Priority access to NRCA's highly-skilled technical experts for answers to questions about roof system performance, building codes and standards, and application techniques
- Significant discounts on publications and educational programs, including a tailored New Member kit
- Customized worker training programs to fit your company's specific needs
- Valuable job leads from more than 40,000 consumers who search the "Find a Contractor" section of NRCA's website each month
- A voice in Washington, DC, as NRCA deals with a host of legislative and regulatory issues

Join NRCA at www.nrca.net or by calling NRCA's Membership Department at 800-323-9545 by Jan. 31 to receive your \$100 discount off your first-year's dues. NRCA has been the voice of the roofing industry since 1886 and continues to be the association of choice for roofing professionals worldwide. Join today!

Source: NRCA

[RETURN TO TOP](#)

Keep your Business Organized with Acculynx

Thanks to the relationship created between Owens Corning and Acculynx.com, Acculynx software has been a big hit with Owens Corning Preferred Contractors!

With the easy to use and intuitive interface, it is simple to integrate your process into the AccuLynx system. With our new "Job Workflow Manager", contractors are able to fully customize how jobs are managed within AccuLynx. By using the "Job Workflow Manager", ALL of your staff will know what needs to be done next and who needs to do it. Contractors also have the ability use document communication with their entire staff, live and online. Others have found the Sales and Production Calendars that can be synced to their phones to be an invaluable feature in Acculynx. There are so many great easy to use tools in Acculynx to assist in managing your business!

Best of all, as an Owens Corning Preferred Contractor, you are eligible for a discount with AccuLynx. Some Restrictions may apply. For more details, contact AccuLynx today at 866-981-5969!



[RETURN TO TOP](#)

Join Owens Corning for an evening at the International Roofing Expo

If you are planning on attending the International Roofing Expo next month in Orlando, please spend the opening evening with us! [View details](#) to register for the Evening at IRE with Owens Corning.

[RETURN TO TOP](#)

Mobile/Tablet App Recommendations:



SignMyPad – *Use your tablet to have your customers sign contracts and email right from your tablet*



FleetMatics – *Keep track of where your vehicles are at all times*



Notability – *Keep track of all your notes electronically with your stylus with capability to email right from the app*

May not be compatible with all devices.

[RETURN TO TOP](#)

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