


# MARKETING AND SALES PLAYBOOK

## CERTIFIED ENERGY EXPERT® PROFESSIONALS

April 2024

# HOW TO USE THIS PLAYBOOK

This playbook is designed to help you get the most out of being a Certified Energy Expert® professional. Use it to explore the resources available to you and your team.

- Find training videos and resources you can use to help educate your team.
- Discover sales techniques that help you sell beyond price.
- Check out social media and digital strategies to help build your online reputation.
- Fine-tune your customer pitches with our targeted builder messaging.
- Compare options with information on competitive insulation materials.

We know every contractor runs their business a little bit differently, so CEE tools and resources are designed with member input to offer flexibility and support the way you work. This book is full of valuable information. Give it a read. Keep it handy for frequent reference. Then make a plan for putting what you've learned into action.
Your CEE Support Team* is here and ready to help!

*See page 67 for contact information.







**NEW TO THE PROGRAM?**
See the roadmap on page 14 for tips on how to get started.



# MESSAGE FROM MIKE SWIFT

When we created the Certified Energy Expert program in 2012, we brought together an advisory board of contractors – some Owens Corning customers, some not – and asked them to help us build a program that would be impactful to their businesses. When I compare where we started to where this program is today, it's mind-blowing. This is a program built by contractors, for contractors. It is continually evolving based on you and your feedback.

Connecting with you on a deeper level helps give our sales and marketing teams the market-back perspective needed to develop content and tools that help you grow your business. And it's working. You continue to grow faster than your markets, demonstrating the success of the program. The strong connection with this network also benefits us. Your guidance helps us as we make key decisions within our organization to ultimately better serve you.

Together, we are only getting better. We need you to continue to push us to take this to the next level. Help us identify what's needed to make your business better. Keep us connected to your market. Bring us new ideas, or new obstacles, and let's find and create solutions together. Let's keep this program on the leading edge.

Finally, I have to call out one of the greatest elements of the CEE program: the strength of this network. We've watched customers become friends, and that connection we get to share with you, along with the connection you have with each other, feels like family. Let's keep this momentum going.

**Mike Swift**
VP & GM, North American Building Insulation

## OUR BRAND IS IN YOUR HANDS

As a Certified Energy Expert® professional, you're part of an elite network that represents the highest standards in the industry. Through a shared commitment to excellence and a clear, consistent voice, we continue to elevate each other and the power of our national brand, for the benefit of us all. Thank you for choosing to be part of our team.

**Together, we make each other better.**

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# CERTIFIED ENERGY EXPERT®
# PROGRAM OVERVIEW

Since 2012, we have worked continuously with our member companies to evolve and strengthen the value of the Certified Energy Expert® program as a nationally recognized brand.

Today, the Certified Energy Expert® designation is held by the most elite independent contractors across the country, with a reputation for upholding the highest standards in the industry.

# TRAINED. TESTED. TRUSTED.

Owens Corning® Certified Energy Expert® professionals work with builders and homeowners to help make buildings and homes quiet, comfortable and energy-smart.

**TIP:** Show customers why you're the right choice. Use this messaging on your website and marketing materials.

As energy performance consultants, we're trained to help optimize comfort, noise control and energy efficiency. As elite insulation contractors, we're tested to meet the highest standards, delivering advanced solutions based on decades of building science research. As an exclusive group certified by Owens Corning®, we're backed by a limited lifetime warranty* on the #1 most trusted brand of insulation† and the industry's only limited lifetime warranty‡ on installation.

Working with an Owens Corning® Certified Energy Expert® professional means knowing your team is trained, tested and trusted to help make any home or building a better place to be.

**✓ Trained to Optimize Comfort**
Energy consultants with extensive training and hands-on experience.

**✓ Tested for Proven Performance**
Elite insulation contractors tested to ensure Grade 1 installation quality.

**✓ Backed by a Trusted Leader**
Product and workmanship warranty‡ no other brand can match.

## Meeting the Highest Standards

Only the very best insulation contractors have what it takes to be Owens Corning® Certified Energy Expert® professionals.

**Knowledge**
Completion of mandatory training through online, classroom and hands-on learning.

**Integrity**
Commitment to uphold the highest industry standards and practices.

**Licensing**
Current on all required state and local licenses.

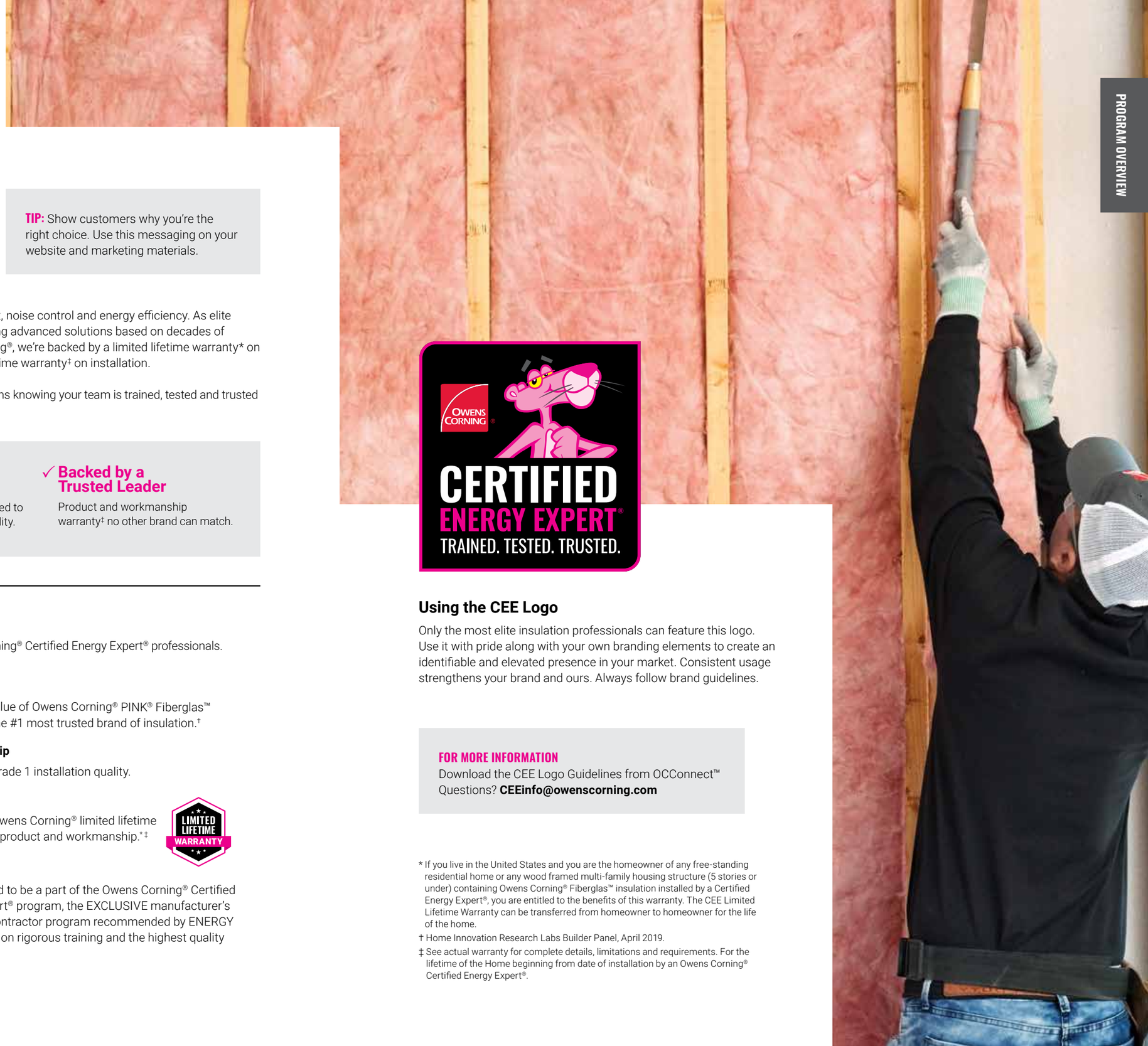
**Ethics**
Good standing with the Better Business Bureau.

**Quality**
Verified R-value of Owens Corning® PINK® Fiberglas™ insulation, the #1 most trusted brand of insulation.†

**Workmanship**
Tested for Grade 1 installation quality.

**Warranty**
Backed by Owens Corning® limited lifetime warranty on product and workmanship.*‡

**Recognized**
We are proud to be a part of the Owens Corning® Certified Energy Expert® program, the EXCLUSIVE manufacturer's insulation contractor program recommended by ENERGY STAR based on rigorous training and the highest quality installs.




## Using the CEE Logo

Only the most elite insulation professionals can feature this logo. Use it with pride along with your own branding elements to create an identifiable and elevated presence in your market. Consistent usage strengthens your brand and ours. Always follow brand guidelines.

**FOR MORE INFORMATION**
Download the CEE Logo Guidelines from OCConnect™
Questions? **CEEinfo@owenscorning.com**

* If you live in the United States and you are the homeowner of any free-standing residential home or any wood framed multi-family housing structure (5 stories or under) containing Owens Corning® Fiberglas™ insulation installed by a Certified Energy Expert®, you are entitled to the benefits of this warranty. The CEE Limited Lifetime Warranty can be transferred from homeowner to homeowner for the life of the home.

† Home Innovation Research Labs Builder Panel, April 2019.

‡ See actual warranty for complete details, limitations and requirements. For the lifetime of the Home beginning from date of installation by an Owens Corning® Certified Energy Expert®.

# PROGRAM REQUIREMENTS

As an Owens Corning® Certified Energy Expert® professional, you agree to uphold the following standards and requirements.

- Adhere to **Grade 1 insulation installation** as defined by the Residential Energy Services Network (RESNET) and industry "good practices" and standards for customer service.
- Complete all **certifications and training** as defined by Program requirements, which may change at the sole discretion of Owens Corning.
- Agree that, of your total fiberglass insulating purchases, at least **sixty percent** (60%) will be Owens Corning insulation products.
- Participate in the Certified Energy Expert® **marketing program** administered by a third-party marketing firm designated by Owens Corning for the promotion of Owens Corning Products as a Certified Energy Expert®.
- Achieve a **minimum sales threshold of $200,000** of Owens Corning® Insulation products.
- Have company presence at the annual **Certified Energy Expert® National Meeting** (must have representation at least once every 2 years).
- Earn at least 7 out of 10 cumulative score across two annual **CEE scorecard** reviews.

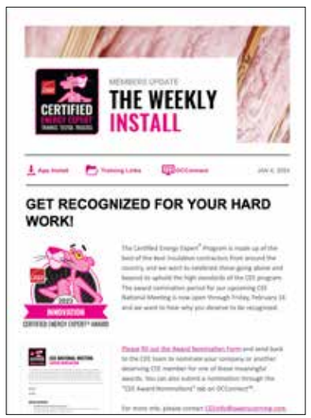
## As a CEE member in good standing, Owens Corning agrees to:

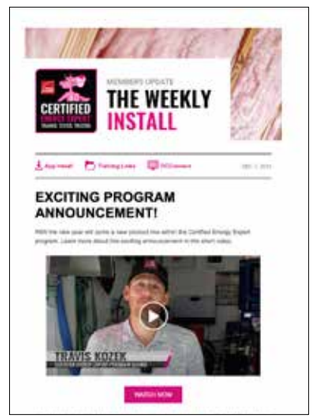
- The user will be added to the OCConnect account, and receive a system generated email within 10-15 minutes with a link to create a password and login to OCConnect
- Then the employee can access OCU by selecting the 'Learning' tab on the left navigation bar of OCConnect.

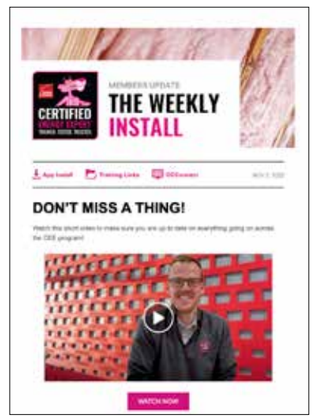
# STAY UP TO DATE

All CEE Members recieve a weekly e-newsletter, sent to their inbox each Thursday.

Content includes:
- Industry Insights & Code Updates
- Business building tools
- Member Spotlights
- Training Links
- Relevant Program information
- Event Reminders
- Other timely, relevant articles your business can benefit from

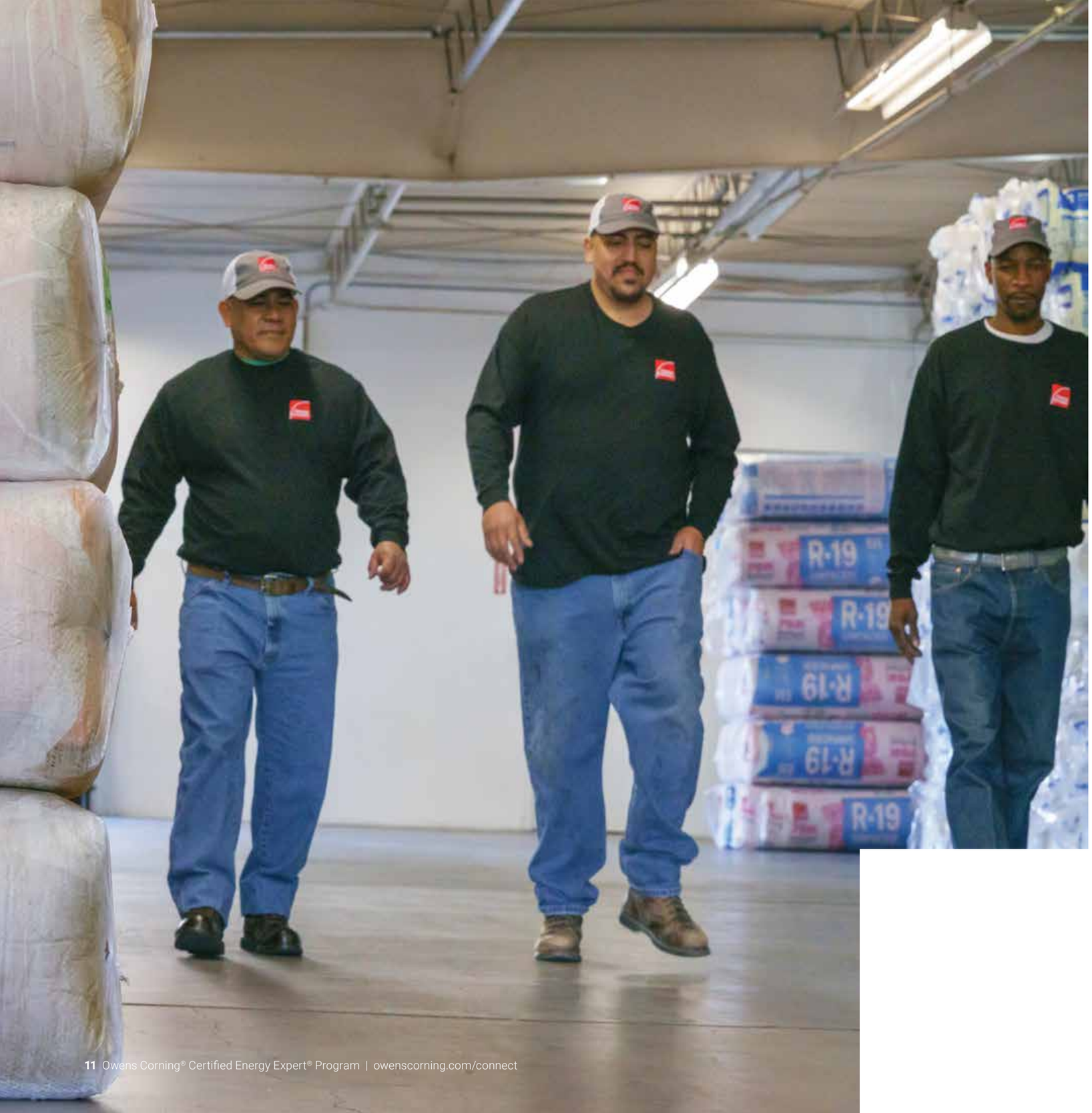



If you are not currently receiving these emails or have feedback on the content, please contact our team today at CEEinfo@owenscorning.com.






# TOOLS AND RESOURCES

We're here to help. Everything on the following pages was created with your input and your success in mind.

From install training and building science support to social media marketing and employee retention, plus customizable marketing and sales tools, we're providing the tools you need to succeed.

Have a problem or question that needs a more individualized solution? Contact us for personalized support.

# SUPPORTING OUR CEES

On the following pages, you'll read about the many benefits of the CEE program, including:

**Program Road Map**
- How to get started and take full advantage of your membership

**Install and Building Science Training**
- Keep your team up to speed from onboarding to ongoing education

**Virtual Reality Training**
- VR training reduces the occurrence of workplace injuries by 43%. Keep your employees happy and healthy by securing your CEE VR training headset today

**Limited Lifetime Warranty on Workmanship**
- Industry-exclusive coverage that sets you apart from the competition

**Program Rewards**
- Earn and manage promotional funds through your OCConnect™ dashboard

**Business Resources**
- Tools that help you keep safety top-of-mind, create quick and easy estimates, and recruit the right people for the job

**Marketing and Sales Tools**
- From truck graphics to digital ads, professionally customized to help you sell
- Plus, Owens Corning branded graphics to help you market a whole-home approach

**Social Media Marketing**
- Support at every level, from DIY strategies to fully managed solutions

**Optimizing Your Visibility**
- Simple ways to improve your company online visibility and reputation

**CEE Program Scorecard**
- Use this simple tool to track progress and measure success

**ExCEEd on the Job Award**
- Our employee recognition program helps you retain top talent

And that's just the beginning. You'll also enjoy invaluable networking at our annual CEE member meeting, plus access to personalized coaching and support services from the CEE team. Just reach out and tell us how we can help!










# PROGRAM ROAD MAP

Whether you are a brand-new Certified Energy Expert® program member or an existing member looking to become more engaged, we want to make it easy for you to take full advantage of all the program has to offer! We're providing you this "road map" to help you navigate your CEE benefits. Make sure you've completed all of these steps to fully maximize your membership.

**STEP #1 LOG IN**

**Log into your OCConnect™ Account at owenscorning.com/connect.**

Become familiar with the wealth of resources at your fingertips:
- Submitting invoices and claims
- Templated marketing materials
- Training resources
- Apparel and more on the OCConnect™ e-store

**STEP #2 CALL US**

**Schedule a call with the CEE Team.**

This gives us an opportunity to discuss your specific business to better understand how we can best support you. E-mail CEEInfo @owenscorning.com for available call times.

**STEP #3 CERTIFY**

**Complete the CEE training courses on OCU.**

Get your entire team – from front office to installers – signed up and completing the training as soon as possible. This is one of the most valuable program resources AND a requirement of all CEE member employees.

Once an employee is certified, they are eligible to be nominated for the ExCEEd on the Job recognition awards!

**STEP #4 ONLINE**

**Review your online presence.**

Now is a good time to assess what potential customers see online about your business.

- **Website Health Check**
  - We can help refresh the content of your existing site or help you create a brand-new website.
  - We'll work with you to create campaigns to generate more leads online, such as a Google Ad campaign or digital radio ads.
- **Social Media**
  - Because you are a CEE member, you can receive social media posting services at a discounted price. We can also provide you with custom CEE posts.
  - We can help you build and populate a YouTube channel.
  - Seeking more positive online reviews? We've got custom solutions to help you request reviews from satisfied customers.

**STEP #5 BRAND**

**Conduct a literature/ branding refresh.**

How are you consistently promoting your brand today? Share any existing materials with the CEE Team, and we'll help make them even better. We can update materials to include the CEE logo and CEE Lifetime Warranty logo. We can also update the messaging to educate your audience about the benefits of working with a Certified Energy Expert® professional.

**We'll help with these branding efforts and more:**
- Truck wraps
- Door/window clings
- Business cards
- Electrical box stickers
- Jobsite signs
- "Now hiring" signs & recruitment
- Nailer cards
- Sell sheets and brochures
- Direct mailings/postcards

**We are here to be your guides!**
Contact CEEinfo@owenscorning.com to schedule a call with the CEE Team or to ask a question.

**READY TO GET STARTED?**

# TRAINING: PRODUCT, INSTALL, BUILDING SCIENCE AND MORE

Training and education are crucial elements in building a top-performing team, but you don't have time to reinvent the wheel for every new hire. So, we provide you with industry leading, easy-to-use online training resources (in English and Spanish) to help you stay ahead of the curve at every step, from onboarding new installers to achieving new levels of expertise.

At Owens Corning University (OCU), you'll find a wide variety of training content, featuring:

- On the job training videos
- Interactive graphics and quizzes
- Sophisticated learning management system platform for ease of use and impact
- Regular cadence of new content addressing issues of the day

The CEE training is broken down into several courses, including:

- Orientation – program requirement
- Apprentice – program requirement
- Expert – ongoing education
- And much more!

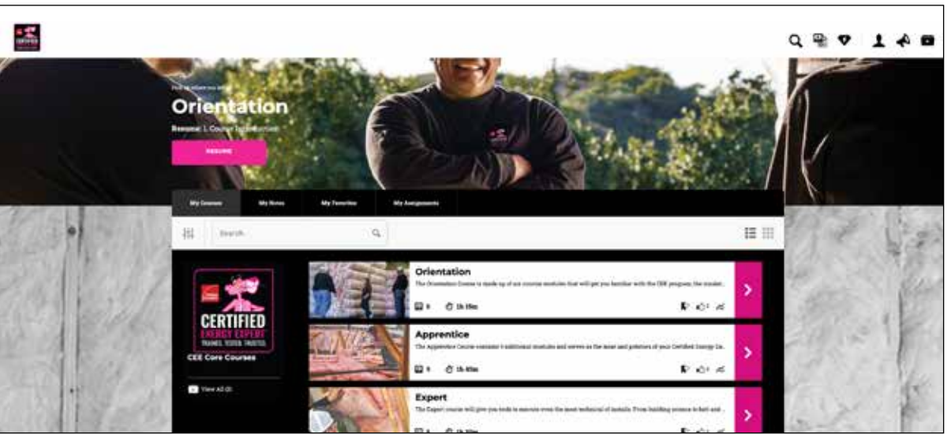
All CEE training modules are hosted in OCU and accessed through OCConnect™. Getting your team set up is simple! You can do so by following the steps below:

- Login to owenscorning.com/connect
- Select 'Settings' in the bottom left corner
- Select 'User Management'
- Select "ADD/REMOVE USERS"
- Fill out the form for the user you would like to add (NOTE: Select 'Sales & Marketing' role for all installers who just need training access)
- The user will be added to the OCConnect account, and receive a system generated email within 10-15 minutes with a link to create a password and login to OCConnect
- Then the employee can access OCU by selecting the 'Learning' tab on the left navigation bar of OCConnect.

OCCONNECT

**owenscorning.com/connect**

OCU OWENS CORNING UNIVERSITY






# PRODUCT TRAINING VIDEOS

**FOR MORE INFORMATION**
Find these training topics and more at our YouTube®



## Loosefill Insulation

**ProPink® Loosefill Insulation**
*Length: 2:54*



To learn more about how PROPINK® loosefill helps contractors deliver the best performance in the least amount of time, watch the ProPink® Loosefill insulation Value Proposition Video.

**Blowing Machine Theory**
*Length: 11:49*



It's easy to achieve optimal coverage with any model when you understand a few key concepts about how blowing machines work. This video shows what installers need to know to achieve peak performance and coverage in attic installations.

**Blowing Machine Troubleshooting Tips**
*Length: 4:24*



From ambient conditions to aging hoses, this video addresses common issues on the job with simple tips to optimize coverage.

## Batt Insulation

**PINK Next Gen™ Fiberglas™ Insulation Training Videos**




See how easy it is to achieve Grade 1 install with PINK Next Gen™ Fiberglas™ insulation and why it is the new standard and the right choice for precision, comfort, safety and sustainability.

## Blown-In Walls

**ProPink Blown-In Walls Complete Training Video**




Learn how to install ProPink Blown-In Walls efficiently and effectively in this short video.

**ProPink® Complete™ Blown-In Wall System: Selling the Value to Builders**




Hear from a fellow CEE member on how he sells the value of the ProPink Complete™ Blown-In Wall System to builders and helps them meet their targets the first time, every time.

**FOR MORE INFORMATION**
Watch more videos about the benefits of PINK Next Gen™ Fiberglas™ Insulation on YouTube®

Innovative Training

# CEE VIRTUAL REALITY TRAINING

The CEE Program is committed to offering the premiere training platform in the industry and with that we are taking the next step into virtual reality. We want to help immerse your employees into their work no matter where they are and increase the retention of what they are learning. From blowing machine operation to safety to spray foam troubleshooting and more, the CEE VR training will be a differentiator for you and your team.

Here are just a few advantages to training your people with VR:

**Advance your safety culture**

- VR training reduces the occurrence of workplace injuries by 43%[1]
- VR trained students showed a 250% improvement in their ability to accurately complete a safety procedure[2]

**Save money**

- VR training is 83% less expensive and 50% faster than traditional in-person simulation[3]

**Quick and easy**

- Headsets will be delivered with content loaded and ready!
- Automatic reporting through OCU!

**SAFETY MODULES:**

- Baker Scaffolding Assembly/Safety
- Ladder Safety
- Construction Hazard Recognition
- Forklift Operation
- Working From Heights

**OWENS CORNING MODULES:**

- Blowing Machine Operation/ Troubleshooting
- Improving Your Spray Pattern
- Diagnosing Off-ratio Foam
- Air Sealing

[1] https://www.chaostheorygames.com/blog/infographic-the-future-of-workplace-training-vr-ar-for-2020
[2] https://www.jmir.org/2020/3/e17425/ [3] https://www.jmir.org/2020/3/e17425/







Industry-Exclusive Coverage!

# LIMITED LIFETIME WORKMANSHIP WARRANTY

Offer your customers what no one else can! Now, you're backed by the industry's only limited lifetime warranty on installation workmanship,† along with our limited lifetime warranty on products. It's a huge testament to the quality work you deliver as a Certified Energy Expert® professional.

Here are six quick ways to promote this value-added benefit:

1. Post about the warranty on social media – we've already created posts for you and they're ready to share. Reach out to our team to obtain warranty social assets!
2. Update your company website with the limited lifetime warranty language.
3. Provide the CEE warranty card to homeowners.
4. Give a leave-behind sell sheet detailing your CEE status/ warranty to homeowners when you provide an estimate.
5. Feature the Certified Energy Expert® video on your company's YouTube page and website.
6. Order a co-branded window cling or electrical box sticker with the limited lifetime warranty graphic.

## Brand Awareness Videos

Use your association with Owens Corning® to reinforce your message of quality and dependability.

**"Trained. Tested. Trusted."**
*Length: 1:15*



Show homeowners that you're one of the most qualified installers in the industry, supported by one of the most recognized brands.

**"Making Home Better – Together"**
*Length: 2:02*



Working with Owens Corning means being part of a larger effort. Together, we're making home a better place to be.

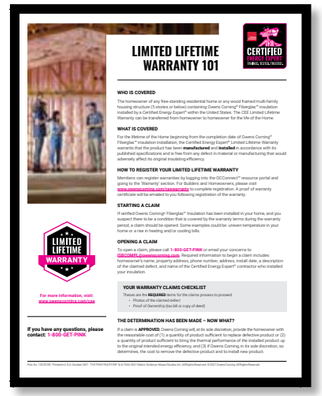



TOOLS AND RESOURCES

## This exclusive warranty covers:

the homeowner of any free-standing residential home or any wood framed multi-family housing structure (5 stories or under) containing Owens Corning® Fiberglas™ insulation installed by a Certified Energy Expert® within the United States.

The CEE Limited Lifetime Warranty can be transferred from homeowner to homeowner for the life of the home.


LIMITED LIFETIME WARRANTY 101

WHO IS COVERED:
The homeowner of any free-standing residential home or any wood framed multi-family housing structure (5 stories or below) containing Owens Corning® Fiberglas™ insulation installed by a Certified Energy Expert® within the United States. The CEE Limited Lifetime Warranty can be transferred from homeowner to homeowner for the life of the Home.

WHAT IS COVERED
For the lifetime of the Home beginning from the completion date of Owens Corning® Fiberglas™ insulation installation, the Certified Energy Expert® Limited Lifetime Warranty warrants that the product has been **manufactured** and **installed** in accordance with its published specifications and is free from any defect in material or manufacturing that would adversely affect its original insulating efficiency.

HOW TO REGISTER YOUR LIMITED LIFETIME WARRANTY
Members can register warranties by logging into the OCConnect™ resource portal and going to the "Warranty" section. For Builders and Homeowners, please visit www.owenscorning.com/connect/cee to complete registration. A proof of warranty certificate will be emailed to you following registration of the warranty.

STARTING A CLAIM
If Owens Corning® Fiberglas™ insulation has been installed in your home, and you suspect there to be a condition that is covered by the warranty terms during the warranty period, a claim should be opened. Some examples could be: uneven temperature in your home or a rise in heating and/or cooling bills.

OPENING A CLAIM
To open a claim, please call 1-800-GET-PINK or email your concerns to CEEOWS_Construction@ocbp.com. Required information to begin a claim includes: homeowner's name, property address, phone number, address, install date, a description of the claimed defect, and name of the Certified Energy Expert® contractor who installed your insulation.

YOUR WARRANTY CLAIMS CHECKLIST
There are the **REQUIRED** items for the claims process to proceed:
- Photos of the claimed defect
- Proof of Ownership (tax bill or copy of deed)

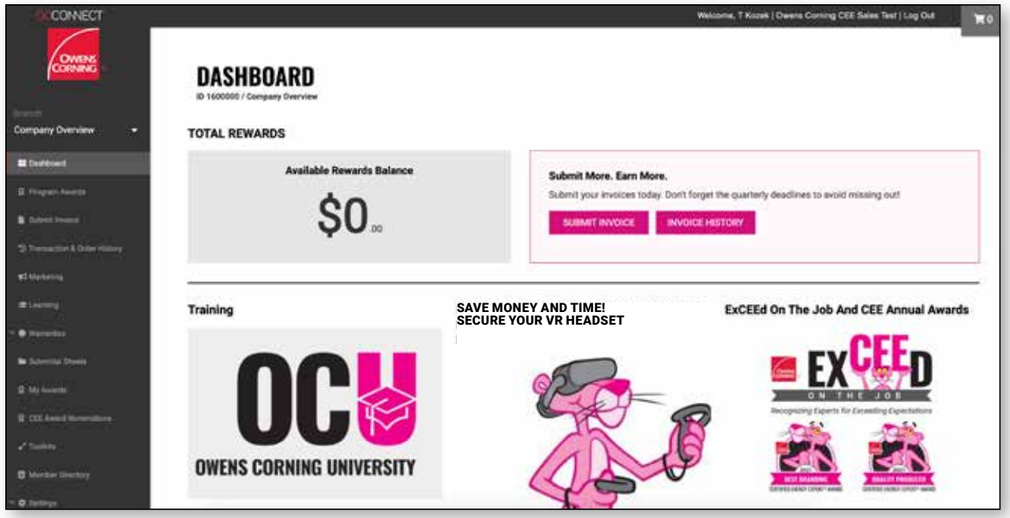
THE DETERMINATION HAS BEEN MADE – NOW WHAT?
If a claim is **APPROVED**, Owens Corning will, at its sole discretion, provide the homeowner with the reasonable cost of (1) a quantity of product sufficient to replace defective product or (2) a quantity of product sufficient to bring the thermal performance of the installed product up to the then-current industry standard for the Home. If Owens Corning elects the latter option, to determine, the cost to remove the defective product and to install new product.

† See actual warranty for complete details, limitations and requirements. For the lifetime of the Home beginning from date of installation by an Owens Corning® Certified Energy Expert®.

# PROGRAM REWARDS

With every qualifying Owens Corning® product purchase, you earn promotional funds you can use to be reimbursed for a wide variety of co-branded materials, Owens Corning® merchandise and business-building tools and services. Your program funds are easy to manage through your OCConnect™ dashboard.

**OCConnect™ Dashboard**







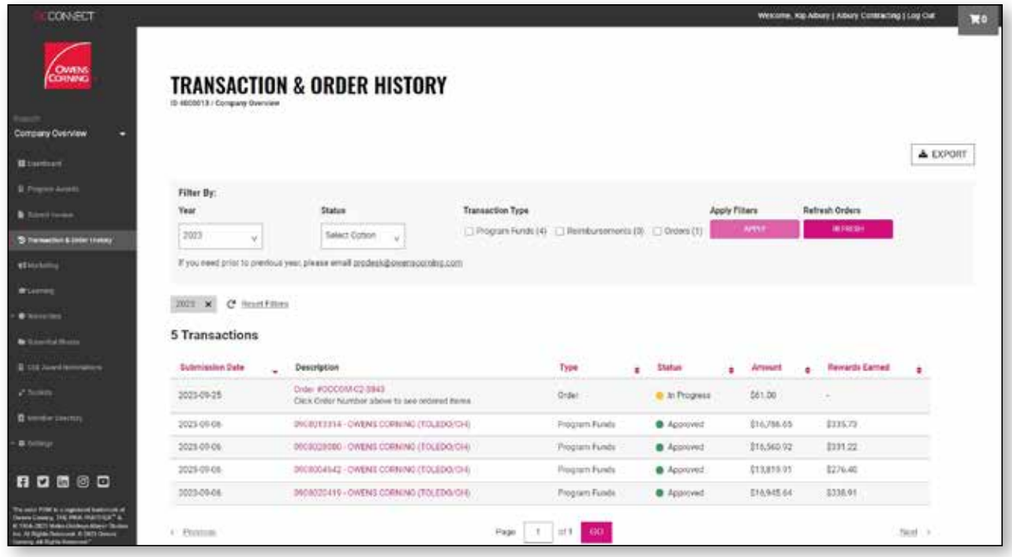




# TRANSACTION HISTORY

For your convenience, you can now easily review your CEE transaction and order history on OCConnect. Simply click the 'Transaction & Order History' tab on the left hand side to review recent invoice submissions/CEE funds accrued, promo fund reimbursements and more.

**OCConnect™ Dashboard**




## Use your Program Rewards for things like:

| ADVERTISING | BUSINESS TOOLS | EVENTS |
|---|---|---|
| Advertising on Vehicle | Cell Phone Equipment | Contractor Event |
| Billboard | Computer | Golf Outing |
| Business Cards | Dedicated Phone Line | Home & Trade Show |
| Lead Generation | Camera | Training |
| Magazine | Office Equipment | |
| Newspaper | Software & Upgrades | |
| Radio | Tools of the Trade | |
| TV | Trade Association Fees | |
| Valpak Ads | | |
| Wearables | | |

This chart shows an overview of acceptable submissions, and the program is always evolving to better suit your needs.

Have a question? Reach out to the CEE team at CEEinfo@owenscorning.com.

# RETROFIT SALES RESOURCES

Retrofit work can help to yield higher margins and bring in a continual cash flow for your business. To set your business up for success, it's critical to have standardized processes — from getting leads to gathering customer reviews.

To support our Certified Energy Expert® members, we've designed a Retrofit Sales Playbook. It features guidance from experienced experts who have "been there and done that." You can access the Playbook and the resources shown here on your OCConnect™ Dashboard. .



**"Choose A Certifed Energy Expert for Your Home" Video** *Length: 32sec*

**VIEW THIS VIDEO**
Find this CEE homeowner video and more at our YouTube®















**Quick Tips for Growing Your Retrofit Business**

**1. Using the CEE Retrofit Sales Playbook** as a guide, make sure you have consistent lead-generating processes in place. Utilize your CEE promotional funds to outfit your team in branded apparel, professionally brand your vehicles, and have leave-behind educational resources for homeowners. Also meet with the CEE team to conduct an audit of your website to make sure it appeals to homeowners. This will include strategizing ways to leverage social media and search engine marketing to gain retrofit leads.

**2. Know where your leads come from.** The CEE retrofit resources include a templated lead scrubbing script for your business to better filter homeowner inquiries.

**3. Create a professional sales presentation** for in-home consults. Visit OCConnect™ to access a customizable presentation deck that sales team members can use when meeting with homeowners. It features a brief video that shows homeowners what they can expect before, during and after installation.

**4. Ask for reviews!** Having positive customer testimonials is crucial for building credibility with homeowners. Arm your crew members with review cards that ask customers to leave an online review. Reply to each online review in a timely manner.

Want to begin reaching more homeowners? Message CEEinfo@owenscorning.com to request these resources and more to grow your retrofit business.

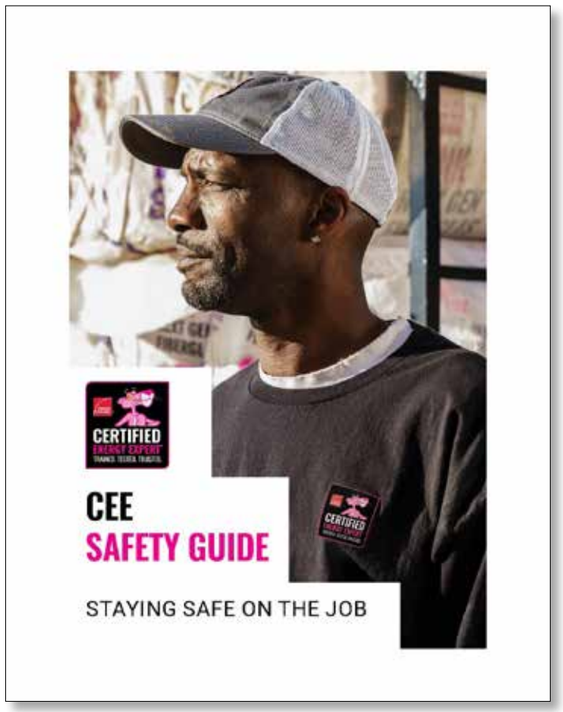


# THE CERTIFIED ENERGY EXPERT® SAFETY GUIDE

Not only do safety programs help to prevent workplace injuries and alleviate the associated financial burdens, but they also give both employees and customers peace of mind that the appropriate protocols are in place. With a steadfast commitment to safety, Owens Corning is here to support you in empowering your crews to put safety at the center of everything you do.

The CEE Safety Guide is one tool to help jumpstart or strengthen your workplace safety program. It includes a collection of 50 relevant industry "toolbox talks" and speaking points for you to share with your team throughout the year. From working in extreme weather to operating a forklift to scaffold safety and beyond, this guide covers a variety of topics pertinent to the industry. You can browse and choose to print the discussions that are most relevant for your crews. They also come with a verification sheet, so your team members can sign and verify that they have attended a safety session.

**Certified Energy Expert® Safety Guide**







CEE Safety Guide also available in Spanish!

Through the Certified Energy Expert® Program, you also have access to a range of resources to strengthen your workplace safety program. This includes signage, decals, PPE and more. You can check out the CEE Safety Guide and additional tools at OCConnect™. You can also scan the QR code here to view a digital copy of the CEE Safety Guide.

Reach out to the CEE team today at CEEinfo@owenscorning.com to get your copy of the Safety Guide






# TAKE-OFF SERVICES

Maintaining streamlined bidding and estimating processes is an integral part of running a profitable business. We can connect you with resources to help. As a Certified Energy Expert® professional, you are eligible to receive exclusive pricing for ICDz Take-off Services.

ICDz INSULATION CONSTRUCTION DRAWINGS
www.icdz.co

With ICDz, you can get certified take-offs within a typical 48-hour turnaround time. The special pricing structure for CEE members is based on a sliding square footage scale.

| RESIDENTIAL | |
|---|---|
| 0 to 2000 sq. ft. | $35 per residential construction plan |
| 2K to 4K sq. ft. | $45 per residential construction plan |
| 4K to 6K sq. ft. | $50 per residential construction plan |
| 6K to 8K sq. ft. | $60 per residential construction plan |
| 8K and above | $75 per residential construction plan |

*Note: Tract home plans with multiple elevations will be charged $15 per elevation change, as well as options when a separate ICD™ is not required.*

| COMMERCIAL | |
|---|---|
| 0 to 10,000 sq. ft. | $.02 per sq. ft. of the commercial construction plan |
| 10K to 50K sq. ft | $.01 per sq. ft. of the commercial construction plan |
| 50K to 100K sq. ft | $.0075 per sq. ft. of the commercial construction plan |
| 100,001–150k | $.005 per sq. ft. of the commercial construction plan |
| 150,001k–above | $.0035 per sq. ft. of the commercial construction plan |

**HOW IT WORKS:**

- Register for a free online account.
- Fill out a job order form and upload your construction plans. The ICDz team will begin working on your custom plans.
- Once the order has been processed, you will receive an email and your files will be available in your account.
- Billing for services will occur on the 15th and final day of each month. Invoices will be due upon receipt.

E-mail sales@icdz.co to get started. Include "Freebie CEE" in the email subject line to get your first residential takeoff for free.

Visit http://icdz.co to learn more about all ICDz can do.







# THE CERTIFIED ENERGY EXPERT® RECRUITMENT RESOURCES

With a competitive labor market, it can be difficult to reach the right candidates as you seek reliable talent for your business. The CEE Program has a vareity of unique resources that includes actionable strategies to attract excellent candidates for employment. From recruiting online or on websites like Indeed or LinkedIn, to a Veterans Recruitment guide or adding an English/Spanish Careers page to your website, there are many stategies available to make your job easier. Our partnership with Paychex helps streamline your process and Recruit your Team program can help you retain your talent long term.

Additionally, the CEE Program can customize these recruitment materials and more for your business:

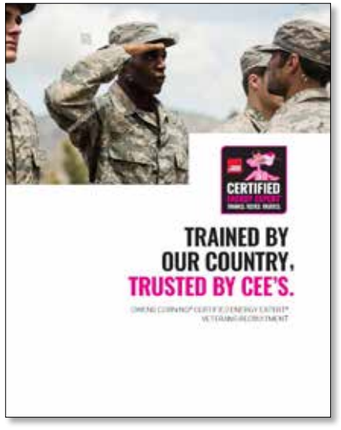
- Classified and hiring ads
- Career page on your website
- Digital ads
- Social media posts
- Bumper stickers
- Window clings
- Worksite signage
- Sponsorship materials
- Hiring cards
- Videos

Ready to get started? Check out these CEE guides and related marketing tools at OCConnect™.









# MARKETING & SALES TOOLS

Promote your business with customized marketing tools and resources exclusively available to CEE professionals, including co-branded truck graphics that serve as a mobile billboard in your market, customized wearables for a powerful first impression, plus social media content and collateral to help you sell.

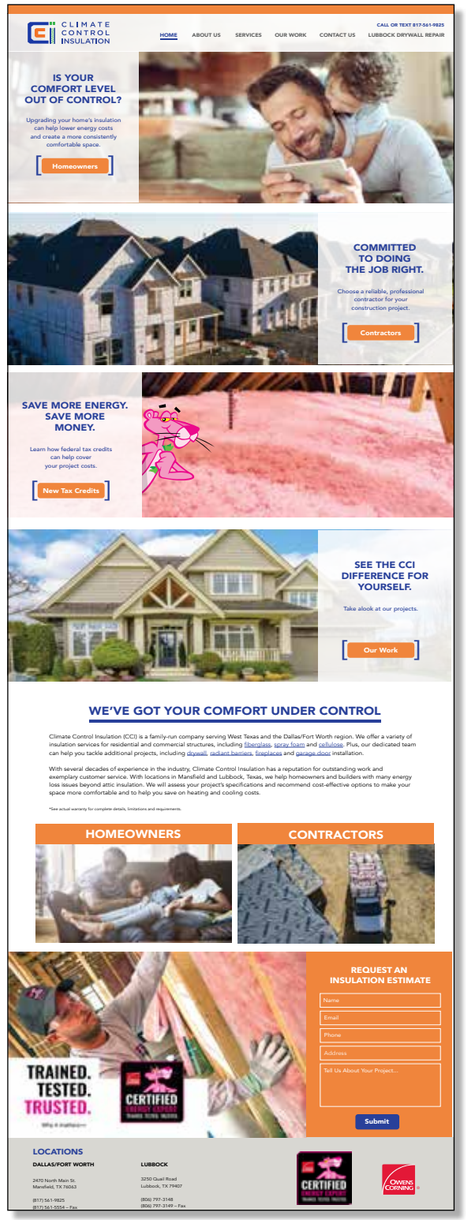
**FOR MORE INFORMATION**
See full templated marketing offerings at **owenscorning.com/connect**



### Co-branded Collateral




### Customized Websites




### Truck Graphics




### Co-branded Window Cling




### Electrical Box Stickers




### Digital Ads









# A WHOLE-HOME APPROACH

## Feature the Owens Corning® Material Difference Home™ on your website

We've made it easier to see the way our products help improve the way a home feels and performs every day. The Material Difference Home™ illustration helps demonstrate the benefits of a whole-home approach to insulation.

We've created a version of this graphic especially for CEE professionals to use on your website. It's designed to dynamically adjust when viewed on a laptop, tablet or mobile device.

Ask about our homeowner-facing Material Difference Home™ posters that you can offer your builder customers or use directly with homeowners as part of your sales process.

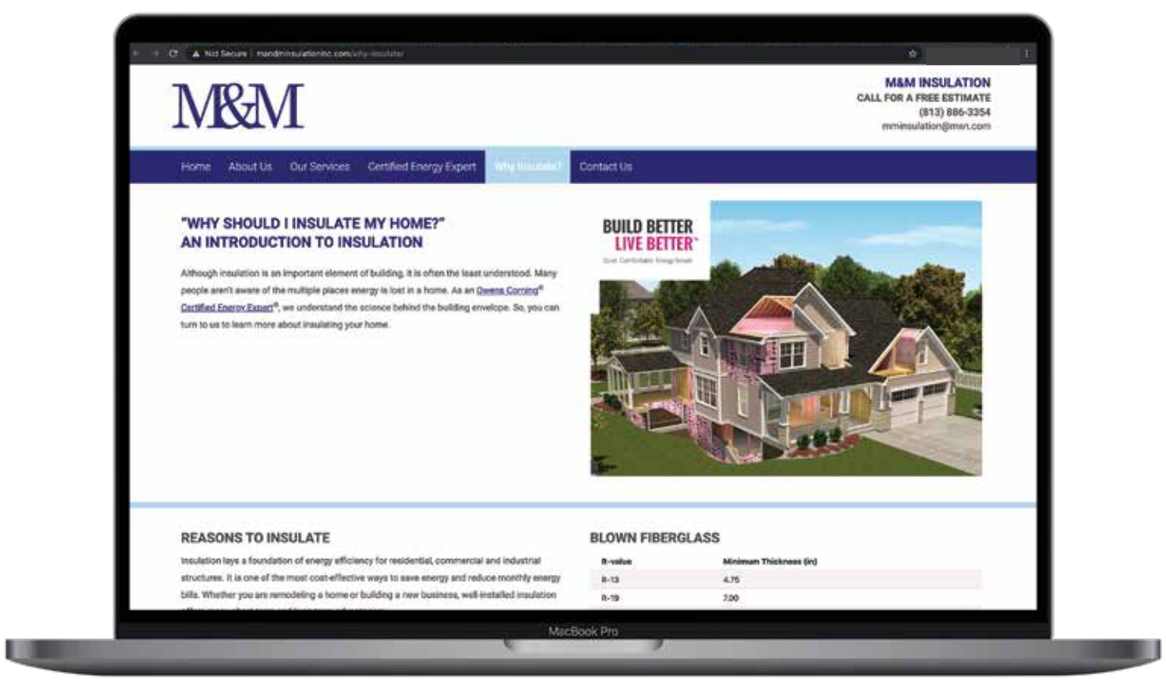
**FILE REQUESTS, QUESTIONS & INQUIRIES**

Contact: **CEEinfo@owenscorning.com**

Email us for assistance in adding an interactive version of this illustration to your company website. HTML files are optimized for viewing on desktop, tablet and mobile.

Note: Product captions on electronic version vary from those shown in the 36"x24" Material Difference Home™ Poster (Pub # 10024145). Poster is available upon request.






Use these resources to help promote and grow your business.

# SOCIAL MEDIA MARKETING

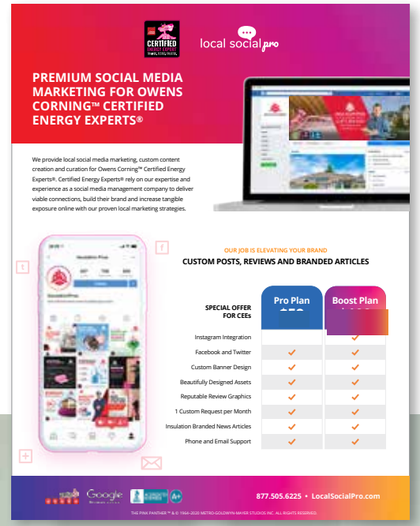
An active social media presence can help you stay top-of-mind and engage with potential customers in the places they spend their time and attention every day. It can also be intimidating to manage. Here are some resources you can use to take on the task yourself or hand off to a pro.

## LOCAL SOCIAL PRO*

Local Social Pro provides local social media marketing, custom content creation and curation for Owens Corning® Certified Energy Expert® professionals. Fees are discounted and eligible for reimbursement through your program funds.

- Facebook, Twitter and Instagram
- Custom banner design
- Beautifully designed assets
- Reputable review graphics
- Postings each business day (M–F)
- One custom request per month
- Insulation branded news articles
- Phone and email support

Because of the adoption of Local Social Pro by members across the country, LSP is posting 1,000+ posts per month with CEE branding and messaging to member accounts.




**FOR MORE INFORMATION**
To get started, contact any member of the CEE team, or email: **CEEInfo@owenscorning.com**

* Local Social Pro is an independent company and not a product, service or affiliate of Owens Corning®.

**Social Media Ad Examples**





















## SOCIAL MEDIA 101

Looking to manage your own social media accounts? Here are some tips and best practices.

STEP 1

### CHOOSE YOUR PLATFORM

It's better to manage one social platform well than to spread yourself too thin. Each has its unique features and benefits. Start small and expand over time. In our industry, we have seen the most activity/engagement on **Facebook**, **Instagram**, and **LinkedIn. YouTube** is also popular, and we can help you set up and manage your channel.

**TIP:** Secure your username (i.e., title of your business) on the top social media platforms, even if you aren't actively using them. They'll be available if you want to expand your efforts later on, and it prevents someone else from using it, which can create confusion.

STEP 2

### IDENTIFY YOUR AUDIENCE

Who are you trying to reach and influence? Consider which customers are most likely to connect with you on this channel and tailor your content to their needs. Audiences may include **Builders**, **Homeowners**, **General Contractors** and **Architects**.

STEP 3

### DETERMINE YOUR OBJECTIVE

What do you want to achieve by using social media? Some examples include boosted brand engagement, consideration and awareness, build a community of vocal, supportive customers around the company brand and position your company as a thought leader/ educational partner in the industry.

STEP 4

### CREATE A CONTENT STRATEGY

Identify what will best resonate with your key audience(s) and help achieve your social media objectives. Include a variety of content to **keep it fresh**, but strive for a **consistent brand personality**.

STEP 5

### TYPES OF CONTENT TO CONSIDER

**Customer connections**
Feature projects and tag the builder; offer shout-outs to customers for awards, or collaboration; showcase customer testimonials.

**Educational**
Build trust and value by becoming a source of unbiased information and education.

**Promotional**
Win over customers showing how you understand and can solve their problems; show how you provide what nobody else can.

**Fun**
Sprinkle in a bit of fun—people go to social media to escape and be entertained; take care to avoid topics that may be offensive or controversial.

STEP 6

### BUILD YOUR AUDIENCE

**Engage with influencers**
- Use your page to follow other industry thought leaders.
- Like their posts from your page.
- Engage them with relevant questions that start social conversation.

**Connect with real-life people**
- Find people and businesses that you already know and work with and connect with them through your page.

**Follow industry resources**
- Follow blogs like ConstructionDive and NAIMA; set up Google Alerts to stay current on industry trends.

**Recruit those closest to you**
- Encourage employees, family and friends to like, share and comment on your page and posts.

**Use relevant hashtags**
- Look for relevant hashtags (like #Insulation or #Construction) to help increase views. Observe hashtag best practices for your platform (e.g., use 2 or 3 at most on Facebook; 5–10 is common on Instagram).



## SIMPLE KEYS TO SUCCESS

The most important keys to a successful social media page are a complete profile and regular, relevant interactions with your followers. Your content should also provide value to prospective customers.

### TYPES OF CONTENT TO CONSIDER

- **Facebook, Instagram, LinkedIn:** 3 times per week
- **YouTube:** 1–2 times per month
- **Twitter:** 3–5 times per week; more often during trade shows and events

### RESPONSE TIME AND ETIQUETTE

- Respond to all comments, both positive and negative, within 24 hours or less.
- Address any negative comments promptly. Ask them to message or contact you to discuss the situation. This shows you're addressing complaints while allowing for privacy.

### KEEP IT CLASSY

- Your company's social media pages are an extension of your image. You want to create a personal connection but always with a professional tone.
- While slang and informality are occasionally okay (if it fits your brand), always check for proper spelling and grammar before sharing, and avoid offensive or controversial messages.

### MORE TIPS FROM THE PROS

- Use both "created" and "curated" content. A good rule of thumb: 70% your own to 30% shared content.
- 50% or less of your posts should be self-promotional. Work to build a relationship and add value, not just sell.
- Infuse your brand's personality; authenticity is key.
- Stay engaged and current.
- The more video content you can put out, the better your posts will perform.
- The CEE team can help guide your efforts and create assets. **Contact Travis.Kozek@owenscorning.com.**

### POST CONTENT SUGGESTIONS

Wondering what to post? Here are some ideas:

- Before and after photos
- Community service/volunteer work
- Industry news or trend information
- Customer testimonials
- Meet the team photos or videos
- Seasonal tips for homeowners
- Promotions, sales and deals
- Awards or accreditations earned
- How-to videos
- Fun facts






# OPTIMIZING YOUR VISIBILITY

You work hard to maintain a great reputation, but how do you make sure your name is found by the customers looking for your services? Here are some tips.

## GOOGLE MY BUSINESS™ (GMB)

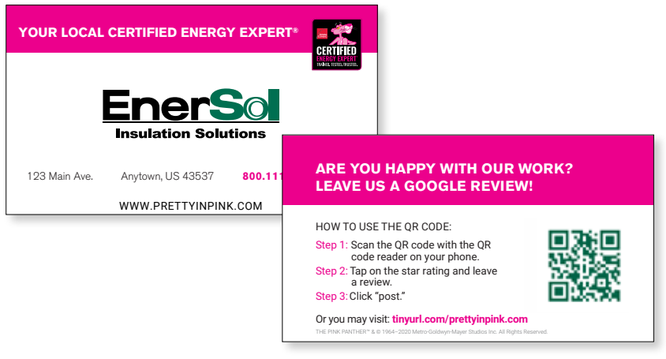
We help customers find you quickly and generate more real 5-star reviews by managing the way you show up in the world's most popular search engine. Google My Business provides a free Business Profile that lets companies easily connect with customers across Google Search and Maps.

- Manage your business information for accurate search results
- Post photos and offers to your profile to show what makes your business unique, and give customers reasons to choose you
- Make it simple to connect with you by calling, messaging, or leaving reviews

## GOOGLE REVIEW CARDS

Google Review Cards are fully personalized to your business and easy for customers to use. They include your logo, contact details and a customized short link and QR code to your Google page.

**To request yours, contact CEEInfo@owenscorning.com and we'll send you a proof.**




**AFTER IMPLEMENTING GOOGLE REVIEW CARDS, ENERSOL'S 5-STAR REVIEWS JUMPED FROM 12 TO 166!**

**CUSTOMERS SAY THOSE REVIEWS PLAY A BIG ROLE IN THEIR DECISION TO CHOOSE ENERSOL.**

Google My Business™ is a trademark of Google LLC. Google and the Google logo are registered trademarks of Google LLC.







## HELPING YOU LEVERAGE SEO AND SEM

**Search engine optimization (SEO)**
When we create your custom website, we help optimize organic traffic by implementing:

- Current Google best practices
- Metadata and keywords related to your business and geographic area
- Alt-tags on key images (e.g., logo) to appear in Google Image search
- Backlinks to your website through your YouTube channel, GMB, Facebook
- Strategies for mobile-friendly design, fast load speeds

**Search engine marketing (SEM)**
We can help with Pay-Per-Click (PPC) advertising through Google Ads (Search, Display & Remarketing), YouTube and Facebook Ads.

## CUSTOMER REVIEWS

Great customer reviews can be a powerful way to help your business stand out. The positive experiences of real customers add important credibility to your own marketing message and are often a critical part of a new prospect's decision-making process.

Don't shy away from asking for reviews and referrals. Consider offering an incentive to show you value their time and feedback. Always follow up immediately on any negative feedback—sometimes your response can turn an unsatisfied customer into a loyal fan.

### THE POWER OF ONLINE REVIEWS

- 90% of consumers used the internet to find a local business in the last year, with 33% looking every day
- 82% of consumers read online reviews for local businesses; 52% of 18- to 54-year-olds saying they 'always' read reviews
- The average consumer reads 10 reviews before feeling able to trust a business
- Only 53% of people would consider using a business with less than 4 stars
- The average consumer spends 13 minutes and 45 seconds reading reviews before making a decision
- Among consumers that read reviews, 97% read businesses' responses to reviews
- 67% of consumers have now been asked to leave a review for a local business with 24% of these being offered a discount, gift or cash in return

Source: www.brightlocal.com/research/local-consumer-review-survey/

# EXCEED ON THE JOB AWARD




**Helping you retain top talent**

You know employee retention goes beyond a paycheck. Employees want to feel a connection to their work and know their contributions matter. We help you give top performers the recognition they deserve.

ExCEEd on the Job is a quarterly and annual award program that helps you recognize the excellence of your team members in upholding the standards of the Owens Corning® Certified Energy Expert® (CEE) program. Companies in the CEE program are the best of the best in the industry and it all starts with the people at every level of your company who perform their jobs with excellence.

**AWARDS**

- **Quarterly Awards** **(Installers - 1 per region, 4 x per year, Support Staff - 1 per quarter)**
  - » $500 and recognition certificate
- **Annual Award** **(1 quarterly award winner from previous calendar year, installers only)**
  - » $1000 Visa Gift Card
  - » All-expenses-paid trip
  - » Recognition at National CEE Meeting

**ELIGIBILITY**

- Any qualified CEE business owner can nominate an insulation installer or support staff member they currently employ
- Installers must have completed at least Orientation and Apprentice Courses of Certified Energy Expert® Training. Support staff must have completed at least Orientation Course of Certified Energy Expert® Training.
- Ask CEE Team for details

ExCEEd ON THE JOB

*Recognizing Experts for Exceeding Expectations*

**NOMINATING**

- Nominate installers or support staff any time by logging in to OCConnect™
- Submit ExCEEd on the Job Nomination form to ceeinfo@owenscorning.com

Note: **Installer** is defined as any team member regularly working in the field to install insulation. **Support Staff** is defined as any non-installer working in your business (i.e. sales, estimator, administrator, etc.)

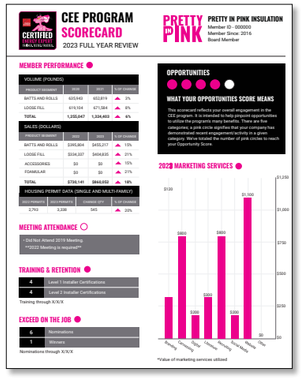


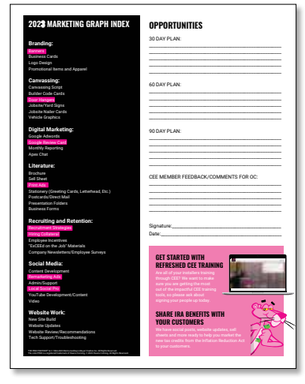


# CEE PROGRAM SCORECARD

Members say there is true value in being part of the CEE network. Our CEE member scorecards measure your engagement to help you take advantage of all the program has to offer.

This is not a grade card, but a tool for you and your Owens Corning® Area Sales Manager (ASM) to understand your business environment and work together to win. ASMs will review first half and full year performance.


CEE PROGRAM SCORECARD
2023 FULL YEAR REVIEW
PRETTY IN PINK INSULATION
Member ID - 000000
Member Since: 2016
Board Member
MEMBER PERFORMANCE
VOLUME (POUNDS)
SALES (DOLLARS)
HOUSING PERMIT DATA (SINGLE AND MULTI-FAMILY)
MEETING ATTENDANCE
TRAINING & RETENTION
EXCEED ON THE JOB
OPPORTUNITIES
WHAT YOUR OPPORTUNITIES SCORE MEANS
2023 MARKETING SERVICES


2023 MARKETING GRAPH INDEX
OPPORTUNITIES
30 DAY PLAN:
60 DAY PLAN:
90 DAY PLAN:
CEE MEMBER FEEDBACK/COMMENTS FOR OC:
GET STARTED WITH REFRESHED CEE TRAINING
SHARE IRA BENEFITS WITH YOUR CUSTOMERS

## Understanding the CEE Scorecard

**Training & Education:** We can warranty your workmanship for a lifetime because we know you have trained, CERTIFIED installers. This section shows your required and optional certifications for the period.

**ExCEEd on the Job:** Recognition helps you retain top talent. Nominations are quick and easy. Just submit the 150-word nomination form and a photo. We do the rest!

**Marketing Services:** Understand the ROI of your membership fee when you see full market value for all marketing services you enjoy for free as a member.

**Member Performance:** Comparing market growth with sales helps us understand your market, identify pain points and determine the program elements to leverage.

- Housing Permit Data: Lagged housing starts for the MSA of your company's physical location.
- Sales (dollars): Direct purchases from Owens Corning and/or distribution.
- Volume: Shows only for direct buying customers.

**Meeting Attendance:** Yes, we are tracking! We know it's not easy. We host this meeting because of the value our members see in connecting with other top contractors in the industry, sharing best practices and building lasting relationships. In fact, the national meeting is one of our most significant program investments. But we do it because we know it makes a huge difference. You don't want to miss out!

**Opportunities:** An indication of how fully you're utilizing CEE program benefits. A pink circle in each category indicates recent engagement/activity. The blank circles indicate the opportunities to utilize additional program resources to benefit your business.

**Back of Scorecard:** An index of the Marketing Services you took advantage of in each category, plus a place to note your progressive marketing plans for the near-term. Work with your ASM to strategize how you will leverage all the tools from the CEE program.

**Sign-off Lines:** Sign-off lines for the ASM and the CEE. We want to make sure these valuable conversations are converted into actionable market initiatives.

# ANNUAL CEE NATIONAL MEETING

All active CEE Members are invited to join Owens Corning at the CEE National Meeting for education, networking and some fun too!

This annual event features:
- General Session discussions
- Keynote Speaker
- Business building breakout sessions
- Peer to peer networking
- Awards dinner
- Activities
- More

Members are allowed up to two attendees from the business per each individual CEE location.

Attendance is required by all members at least once every two years.












## CEE ANNUAL AWARDS

The Certified Energy Expert® Program is made up of the best of the best insulation contractors from around the country, and we want to take that recognition a step further by celebrating those going above and beyond to uphold the high standards of the CEE program. We honor two members in each category outlined below at our annual CEE National Meeting. We encourage self nomination or nominating another deserving member. To submit a nomination or get more info, please visit OCConnect™ or contact CEEinfo@owenscorning.com.

- **Certified Energy Expert® Project of the Year Award**
  This award is intended to spotlight an insulation project using Owens Corning® insulation products that demonstrated the highest quality, effort, and level of expertise.
- **Certified Energy Expert® Quality Producer Award**
  Demonstrating the finest in quality installation and service excellence, the CEE Quality Producer Award winner is recognized for consistently generating and delivering above-and-beyond quality to customers.
- **Certified Energy Expert® Best Branding Award**
  To acknowledge the company taking fullest advantage of CEE program marketing assistance, the Best Branding Award is given to the company that has best defined or redefined itself using a wide range of CEE services over the past year.
- **Certified Energy Expert® Community Service Award**
  The CEE Community Service award is given in recognition of the CEE member who has exemplified a servant mindset and selflessly contributed to make their community a better place.
- **Certified Energy Expert® Innovation Award**
  This award recognizes a company that has stepped up its engagement level in the program by utilizing innovative ways to collaborate and grow.






# WINNING WITH BUILDERS

You know all builders are not the same. Focusing on those differences can help you be more effective in the way you approach each builder's needs. This section outlines resources available to you to differentiate your company with your builder customers and outlines 5 different types of builders, highlighting what matters most to each and determining the best messaging points to connect your strengths with their needs.

Note: Not all builders fit perfectly into a single category. Some may align with different categories in different markets.

# SELLING YOUR CEE ADVANTAGE

You don't need to be the lowest cost provider to be the best value and the right choice. Show builders how choosing you benefits their business.

Because we're Certified Energy Expert® professionals, working with us means you can expect:

**Grade 1 installation:** Tested to the highest standards for top quality installation that passes inspection.

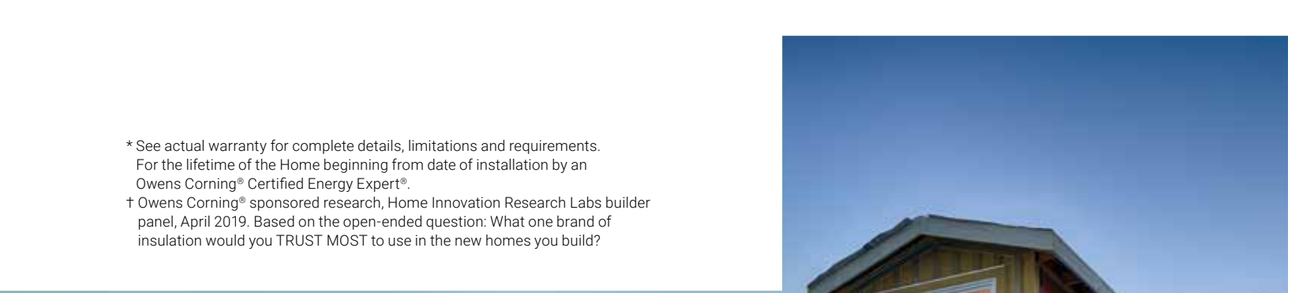
**Reduced cycle times:** People and products that save time on the job to keep you on schedule.

**Fewer callbacks:** Help avoid unexpected costs and delays by doing it right the first time.

**Advanced expertise:** Expert support helps to improve performance, save money and set your homes apart.

**Limited lifetime warranty:** Unparalleled protection from the industry's only limited lifetime warranty on workmanship as well as product.*

**Customer confidence:** Recognized quality makes Owens Corning® 4x more trusted than any other insulation brand†.



* See actual warranty for complete details, limitations and requirements. For the lifetime of the Home beginning from date of installation by an Owens Corning® Certified Energy Expert®.
† Owens Corning® sponsored research, Home Innovation Research Labs builder panel, April 2019. Based on the open-ended question: What one brand of insulation would you TRUST MOST to use in the new homes you build?

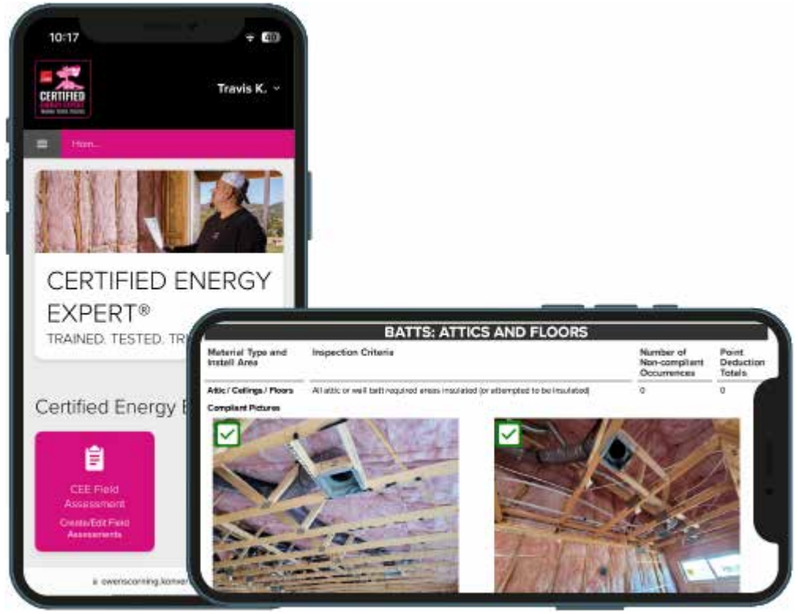




# TAKE YOUR QUALITY ASSURANCE TO THE NEXT LEVEL!

Are you looking for a way to boost your internal quality assurance process, coach up your teams and showcase your commitment to excellence to your builder customers?

Look no further than the CEE Quality Assurance App. We have designed an app to make comprehensive jobsite assessments easy for you and your crews right from your phone.




**LEARN MORE** Want to learn more or get started with the CEE Quality Assurance App? Reach out to the CEE team or your Owens Corning Area Sales Manager today.

# BECOME HIGH PERFORMANCE PINK CERTIFIED

With the High Performance Pink certification, you can now help set your builders apart from their competition. The High Performance Pink badge demonstrates a builder's commitment to building homes that offer tremendous benefits to homeowners.

The program has 3 key benefits for members:

- **Increased take per unit**
- **Builder retention**
- **Builder conversion**

Homes must be built using at least 90% Owens Corning insulation to qualify.**

To learn more about High Performance Pink® certification, apply online here!

Or email us at:
**HighPerformancePINK@owenscorning.com**

**Qualifying High Performance Pink® homes are built to at least 5%* above code, primarily through the building envelope. Eligible approaches include:**

- Insulation
- Windows and doors
- Air sealing
- Radiant barrier

**The following resources are available to verify a home:**

- Pre-defined prescriptive +5% performance benchmarks, dictating R-values, window values, and more
- Pre-designed builder checklist, indicating requirements based on climate zone
- Analysis compared to your local building codes
- Any recognized above-code program delivering at least 5% above code also qualifies

* Calculations provided by Department of Energy software program, Rescheck, to validate a typical building UA analysis based on the adopted code and climate zone.
** Continuous insulation is exempt from this requirement.







# TYPE: MAINSTREAM PERFORMANCE

**YOUR BUSINESS IS ALL ABOUT:**
Building smart, beautiful homes for the mainstream

**SO WE GIVE YOU:**
Insulating solutions that deliver more performance for the money



**Key Message**
Your customers expect a lot. We can help you achieve the same thermal performance for less so homeowners get more for their money, plus the peace of mind that comes with the most tested, most trusted insulation available.

Because we're Certified Energy Expert® professionals, working with us means you can expect:

- **Cost-effective solutions:** Proven strategies designed to meet code for less cost.
- **Reduced cycle times:** Trained, elite installers that save time and keep you on schedule.
- **Healthy home:** Safe insulation that contributes to a healthy home environment.
- **Limited lifetime warranty:** Unparalleled protection on product and workmanship.

**Builder Profile**
Mainstream Performance homes are for smart buyers on a budget. This buyer is unwilling to compromise those things that are most important—the health and safety of their family. Additionally, they value knowing their home is low maintenance and low cost in the long run.

**Home attributes**

- Healthy & safe
- Energy-efficient
- Economically responsible
- Low maintenance

**Key triggers**

- Productivity/ dependability
- Healthy home features
- Energy performance

**How they differentiate**

- "Healthy home"
- Energy performance features
- "Green" features (vs. high-end aesthetics and details)

Builder segmentation information on pages 37-41 is taken from the Owens Corning® Builder Segmentation Study 2018

# TYPE: MODERN LUXURY

**YOUR BUSINESS IS ALL ABOUT:**
Showplace homes with quality in every detail

**SO WE GIVE YOU:**
Customized solutions that meet your high standards simply




**Key Message**
Unique homes come with unique challenges. We have the expertise to create optimized energy solutions that deliver exceptionally quiet and comfortable homes without unnecessary complexity or cost.

Because we're Certified Energy Expert® professionals, working with us means you can expect:

- **Advanced expertise:** Optimized energy solutions help set your homes apart.
- **Elite installers:** Industry-leading installers with exceptional quality standards.
- **Healthy home:** Safe insulation that contributes to a healthy home environment.
- **Limited lifetime warranty:** Unparalleled protection on product and workmanship.

**Builder Profile**
Modern Luxury homes are exactly what the buyer wants. Because they only build a few homes a year, their buyers get all their attention. They build to suit their needs and offer features like high-end finishes, large yards and beautiful views. They specialize in making buyers' dreams come true.

**Home attributes**
- Fully customized
- Luxury
- Beautiful inside & out
- Focused attention
- Large homes
- Quiet
- Expensive

**Key triggers**
- Performance
- Distinctive features

**How they differentiate**
- Customization with high-end finishes and aesthetic features; increasing attention to energy-performance





# TYPE: COMPREHENSIVE LEADER

**YOUR BUSINESS IS ALL ABOUT:**
Homes that are safe, healthy and responsible

**SO WE GIVE YOU:**
Dependable results with leading safety and sustainability



**Key Message**
You hold yourself to a higher standard and so do we. We're trained and certified by Owens Corning®, the company consistently ranked on the Dow Jones Sustainability World Index since 2009, to help you achieve exceptional performance with a leading portfolio of safe, proven, responsible insulation solutions.

Because we're Certified Energy Expert® professionals, working with us means you can expect:

- **Advanced expertise:** Optimized energy solutions help set your homes apart.
- **Elite installers:** Industry-leading installers with exceptional quality standards.
- **Healthy home:** Safe insulation that contributes to a healthy home environment.
- **Limited lifetime warranty:** Unparalleled protection on product and workmanship.

**Builder Profile**
A Comprehensive Leader's home defines carefree living. Its buyers have peace of mind knowing their home is efficient, environmentally friendly and as safe as possible—without compromising style.

**Home attributes**
- Healthy & safe
- Energy-efficient
- Economically responsible
- Low maintenance
- Quiet & comfortable

**Key triggers**
- Full portfolio of solutions
- High-performance
- Responsible choice

**How they differentiate**
- "Healthy home"
- Energy performance features
- High-end finishes and features

# TYPE: MASS PRODUCER

**YOUR BUSINESS IS ALL ABOUT:**
Producing quality homes like clockwork

**SO WE GIVE YOU:**
Fast, dependable installs to keep your jobs moving




**Key Message**
Meet code and pass inspection with less time and cost. Our superior product and highly trained installers save you money by delivering fast, dependable results that keep your jobs moving while helping to avoid costly delays and time-consuming callbacks.

Because we're Certified Energy Expert® professionals, working with us means you can expect:

- **Cost-effective solutions:** Proven strategies designed to meet code for less cost.
- **Reduced cycle times:** Fast, dependable installers save time and keep you on schedule.
- **Fewer callbacks:** Help avoid unexpected costs and delays by doing it right the first time.
- **Limited lifetime warranty:** Unparalleled protection on product and workmanship.

**Builder Profile**
Mass Producers buyers want a move-up home fast and in the right locations. Mass Producers develop land and so they are the best positioned to respond with speed. Their buyers like selecting some options and are willing to pay for location. Mass Producers are speed and cost obsessed.

**Home attributes**
- Move-up
- Semi-custom
- Speculative
- Production mentality
- Location is key

**Key triggers**
- Cost-effective
- Productivity benefits

**How they differentiate**
- In-demand features, available at the right time and place





# TYPE: AFFORDABLE LIVING

**YOUR BUSINESS IS ALL ABOUT:**
Making new homes affordable

**SO WE GIVE YOU:**
Superior value with recognized quality



**Key Message**
Cheap solutions can cost you more in the end. We help you optimize the job with products and installers that deliver fast, dependable results that pass inspection so you can offer superior value with the recognized quality of the #1 most trusted insulation brand.*

Because we're Certified Energy Expert® professionals, working with us means you can expect:

- **Cost-effective solutions:** Proven strategies designed to meet code for less cost.
- **Reduced cycle times:** Fast, dependable installers save time and keep you on schedule.
- **Trusted name:** Owens Corning brand reflects your commitment to quality.
- **Limited lifetime warranty:** Unparalleled protection on product and workmanship.

**Builder Profile**
Affordable Living buyers are mainly just looking to buy a home they can afford. Affordable Living builders get by on thin margins and so only emphasize a few key aesthetic components to offer buyers choices.

**Home attributes**
- Entry level
- Focused on basic aesthetic elements
- Some buyer selection
- Low cost

**Key triggers**
- Trusted brand
- Hassle-free
- Low-cost

**How they differentiate**
- Making it affordable to live in a new home

* Owens Corning® sponsored research, Home Innovation Research Labs builder panel, April 2019. Based on the open-ended question: What one brand of insulation would you TRUST MOST to use in the new homes you build?






# COMPARING INSULATION MATERIALS



When you need the right insulation for the job, Owens Corning offers high-performance insulation solutions in a choice of advanced materials. From next generation fiberglass and spray foam insulation to mineral wool and rigid foam board insulation, Owens Corning has the right product for the right application.

# PINK® FIBERGLAS™ INSULATION COMPARED TO CELLULOSE

### Pure performance for life

Shredded paper insulation includes up to 20% fire-retardant chemicals by weight and can also lose performance over time. Owens Corning® PINK® Fiberglas™ insulation is made for pure performance. Noncombustible* Fiberglas™ insulation uses advanced technology to trap micro-pockets of air between superfine fibers that lock together to insulate for the life of the building—without wicking, settling or sagging the way cellulose can. For peace of mind that comes with the most tested, most trusted insulation available.

## TOP TAKEAWAYS

**Choosing PINK® Fiberglas™ means:**

1. Naturally fire-resistant
2. No loss of performance due to settling
3. Most tested, most trusted insulation available




**Fiberglass vs. Cellulose Sell Sheet**
Pub. No. 10022309



## BLOW-BY-BLOW COMPARISON

In one minute, you can blow one bag of ProPink® Loosefill insulation or one bag of cellulose. But with ProPink® Loosefill insulation, you get 2.5x more material in every bag, so you get done faster.

ProPink® Loosefill insulation installs faster than cellulose with less mess. Plus, it's certified for use in walls, attics, cathedral ceilings and floors in new construction and retrofit applications, so you can use one product for many jobs.



Owens Corning® Fiberglas™ Insulation delivers better efficiencies than cellulose, saving time and money.

| | OWENS CORNING® FIBERGLAS™ INSULATION | CELLULOSE INSULATION |
|---|---|---|
| **HEALTH** | Fiberglass insulation fibers have been tested for safety. | There is no testing for cellulose insulation fibers. |
| **FIRE SAFETY** | Naturally fire-resistant and non-combustible. | Contains up to 20% chemically based fire retardants. |
| **CONSISTENT QUALITY** | Owens Corning® is a proven brand name with consistent product quality and support that no other competitor can match. | Cellulose insulation can contain other materials including plastic waste. |
| **PERFORMANCE** | **Batts:** No settling when properly installed.<br>**Blown-In:** May settle up to 2%. Virtually no reduction in thermal performance. | Cellulose insulation can settle up to 20% in attics, which means more inches are blown to achieve same R-value. |
| **CERTIFIED** | **Batts:** Third-party tested for proven insulating power.<br>**Blown-In:** Exclusive Inspect-R® Gauge tool enables accurate verification of installed R-value. | No way to verify R-value after installation is complete without removing the product, drying and weighing it. |
| **CODE COMPLIANCE** | As codes shift, Owens Corning® Fiberglas™ Insulation has a clear advantage and can meet R-15 in the wall. | Cellulose insulation caps out at R-13 in a 2x4 wall. |
| **PROFITABILITY** | No additional equipment other than a standard blow machine. | Wet applied cellulose insulation requires additional equipment such as a vacuum, water pump, wall scrubber and tanks. |
| **INSTALLATION** | Does not require drying time and no water is added. | Wet applied cellulose insulation can add up to 100 gallons of water to each job installed, requiring up to 24 hours or more to dry out, at which point a contractor must measure and document the moisture levels using a moisture meter. |

## FOR MORE INFORMATION

Visit: **owenscorning.com/propink-vs-cellulose**

* As tested to ASTM E136.

# PINK® FIBERGLAS™ INSULATION COMPARED TO OTHER BRANDS

**No material is more tested—
no brand is more trusted.**

Owens Corning® Fiberglas™ insulation enables builders to meet today's stringent energy codes with safety, precision and sustainability—so homeowners can enjoy proven performance, without the added cost or chemicals associated with other materials, and the peace of mind that comes with the most tested, most trusted insulation available.

## TOP TAKEAWAYS

**Choosing PINK® Fiberglas™ means:**

1. Leading safety, precision and sustainability
2. #1 Most Trusted by Builders*
3. Most tested, most trusted insulation available




Owens Corning® PINK® Fiberglas™ Insulation products are engineered specifically to meet the need for performance, versatility and value.

## PROPINK® LOOSEFILL INSULATION

**SAFETY**

Formaldehyde-free, naturally fire-resistant and GREENGUARD certified.

**SUSTAINABILITY**

Certified 55% recycled content; made with 100% renewable electricity.†

**INCREDIBLE VERSATILITY**

Certified for use in walls, attics, cathedral ceilings and floors in new construction and retrofit applications.

**OUTSTANDING COVERAGE**

Requires 15% less product to insulate the same area. In fact, one 32-lb bag of Owens Corning® insulation can cover 77 square feet at R-30.

**IMPROVED EFFICIENCY**

Reduces blowing time by an average of 15%, enhancing productivity job after job.

**EASY CODE COMPLIANCE**

With the help of our exclusive Inspect-R® Gauge tool, you can accurately field verify the R-value of every installation.

**EXCEPTIONAL THERMAL PROTECTION**

Completely fills the cavity and eliminates gaps that require additional handwork.

**DESIGN INTEGRITY**

Offers exceptional stiffness and recovery, enabling you to achieve high-quality, inspection-ready installs.

**INSTALLER COMFORT**

Owens Corning® products are designed to create less dust and less itch.

### FOR MORE INFORMATION

Visit: **owenscorning.com/propink-vs-fiberglass-competition and PINKNextGen.com**

* Owens Corning® sponsored research, Home Innovation Research Labs builder panel, April 2019. Based on the open-ended question: What one brand of insulation would you TRUST MOST to use in the new homes you build?
† Via Renewable Energy Credits in accordance with SCS Global Services' certification protocol. www.scsglobalservices.com.

## PINK NEXT GEN™ FIBERGLAS® BATTS AND ROLLS

**SAFETY**

Owens Corning® PINK NextGen™ Fiberglas™ insulation is made with safe, fire-resistant ingredients that do not support mold growth and have no added formaldehyde or fire retardants

**SUSTAINABILITY**

Owens Corning® PINK NextGen™ Fiberglas™ insulation contains the highest recycled content in the industry, saves 12 x the energy used to produce it in just one year, and is made with 100% wind-powered electricity

1 Total recycled content for unfaced fiberglass insulation products in North America based on current third-party certified recycled content certifications for Owens Corning, Knauf, CertainTeed, and Johns Manville.
2 https://insulationinstitute.org/wp-content/uploads/2016/02/NAIMA024.pdf

**LONG-TERM RELIABILITY**

Will not settle nor slump within wall cavities, ensuring years of exceptional performance.

**ON-THE-JOB EFFICIENCY**

Simple to cut and split, making it easier to properly insulate irregular cavities and around common obstructions.

**INSTALLER COMFORT**

Owens Corning® PINK NextGen™ Fiberglas™ insulation is made with advanced fiber technology for a superior texture that resists shedding and feels like cotton.

**VERIFIED R-VALUE**

PINK® batts and rolls are third-party tested for proven insulating power.

**IMPROVED PRECISION**

Owens Corning® PINK NextGen™ Fiberglas™ insulation covers instantly, cuts and splits cleanly, glides in easily and stays put in the cavity, helping you deliver inspection-ready results up to 23% faster.

**LEED® CERTIFICATION**

Owens Corning® batts and rolls contribute to LEED® project certification.

# PROPINK COMPLETE™ BLOWN-IN WALL SYSTEM

**The Fast, cost effective solution for high performance walls.**

Perfect for both new and retrofit projects, the ProPink Complete™ Blown-In Wall System blows smoothly and quickly into any wall or ceiling cavity, providing complete compression and gap-free coverage.

The system includes ProPink Complete™ Loosefill Insulation secured by ProPink Complete® Nonwoven fabric—a retention membrane of spunbound polypropylene:

- Strong and tear-resistant to keep insulation securely in place
- Traps loosefill in place while allowing to pass through during installation
- Translucent for visibility of framing members during installation
- Inspect-R® Density Gauge** for fast, noninvasive R-value verification

Achieve R-values*:

- Up to R-15 in 2x4 construction
- Up to R-23 in 2x6 construction

Learn how to install ProPink Blown-In Walls efficiently and effectively in this training video.

**ProPink Complete™ Blown-In Wall Benefits**

**Easy to install:** Fits easily into any shaped wall or ceiling cavity.

**Needs no wet adhesives:** Dry insulation system requiring no added water or adhesive.

**Will not corrode:** Does not require fire-retardant chemicals which can promote corrosion of pipes, electrical equipment or structural metal attachments.

**Will not combust:** Meets all model building codes for non-combustibility. Its glass fibers will not burn.

**Will not absorb moisture:** Resists moisture buildup and does not support mold growth,† fungus or an environment for vermin.

**Will not settle, rot or deteriorate with age:** There's no danger of losing R-value over time.*

**Reduces unwanted noise:** Provides excellent isolation from unwanted exterior sounds.

**FOR MORE INFORMATION**

Visit: **owenscorning.com/propinkcomplete**

**ProPink Blown-In Walls Complete Training Video**



**ProPink® Complete™ Blown-In Wall System: Selling the Value to Builders**



**What's Faster? Comparing Batts vs. Blown-In Insulation for Walls**




**ProPink® Complete™ Blown-In Wall System: See Why Contractors Prefer Blown Walls**



* R-value measures resistance to heat flow. The higher the R-value, the greater the insulating power. Ask your seller for the fact sheet on R-values. To get the marked R-value, it is essential that insulation be installed properly.

** This device has been designed for use with the Owens Corning® PROPINK Complete™ Blown-In Wall System exclusively and cannot be used with other fabrics or insulation systems.

† As manufactured fiberglass insulation is resistant to mold growth. (ASTM C1338-96 Fungi Resistance of Insulation Materials and Facings.) However, mold growth can occur on building materials that become contaminated with organic material and where water is present. To avoid mold growth on fiberglass insulation, remove any water that has accumulated, correct or repair the source of that water, and remove and replace any contaminated insulation.



# HOW TO SELL AGAINST COMPETITORS

**Why PINK® Fiberglas™ vs. the Competition?**

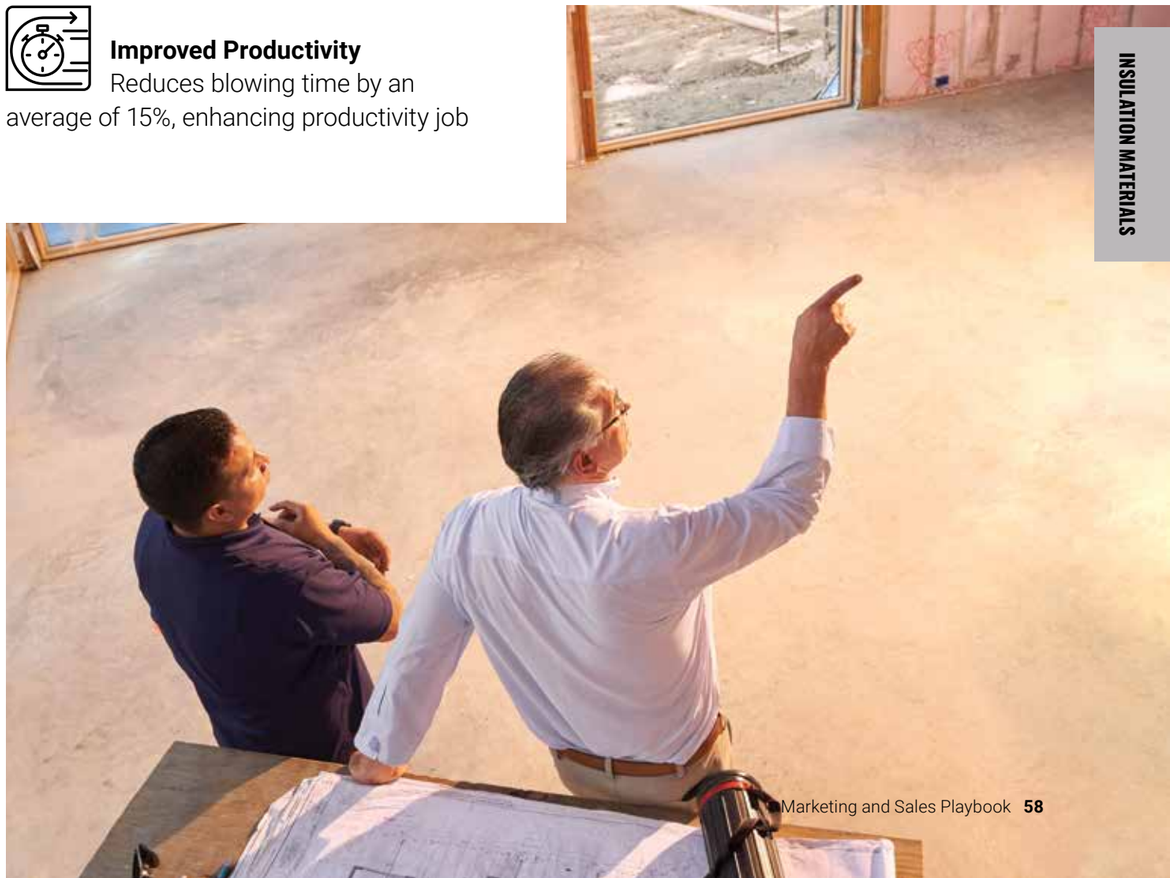
**Less Time = More Money**
Designed for easy install with nearly any blowing machine and can reduce blow time.

**Incredible Versatility & Efficiency**
Certified for use in walls, attics, cathedral ceilings and floors in new construction and retrofit applications so you can use one product for many jobs.

**Improved Productivity**
Reduces blowing time by an average of 15%, enhancing productivity job after job.

**Pass Code with Confidence**
With the help of our exclusive Inspect-R® Gauge tool, you can accurately field verify the R-value of wall installations.

**Installer Comfort**
Owens Corning® products are designed to create less dust and



# NATURAL POLYMERS™ SPRAY FOAM

## More Solutions. High Standards.

Natural Polymers™ products offer a solution you can feel confident about using and recommending for applications where spray foam is the right choice. Featuring innovative chemistry and a low-VOC product, Natural Polymers™ spray foam products complies with UL GREENGUARD Certification standards.[1]

**Field-Designed. Lab-Refined.**
Natural Polymers™ spray foam offers a full range of open cell, closed cell and hybrid formulations designed for optimal sprayability and dependable yields. The high-performance formulations are inspired by jobsite realities and refined through real-world experience in the field to meet the needs of discerning builders and installers.

**NATURAL-THERM® OPEN CELL**
- NT Light—Most popular
- NT 0.5

**NATURAL-THERM® CLOSED CELL**
- NT 2.0 Summer/Winter—3" max pass, HFC available through end of 2024
- NT 2.0 HFO Summer/Winter— 4" max pass

**NATURAL-THERM® ZERO**
Combines yield and sound absorption with higher R-value, structural integrity and low vapor permeability.

**ULTRA-PURE®**
UL Bio-Based Certified, low VOC meets GreenGuard Gold[1]
- Ultra-Pure® Open Cell
- Ultra-Pure® Closed Cell—4" max pass



1 Source: www.ul.com/gg
* S.A.F.E.TM (System Authorized Foam Engineer) education program is an optional designation recognizing installers who must complete the S.A.F.E. training program, ensure spray foam insulation is properly installed to enable greater level of quality control, product performance and indoor air quality and is available to qualified insulation contractors through Natural Polymers. S.A.F.E. education does not replace industry standard spray foam training.



### Features

**Odor Scavenger™ technology**
Odors can be an irritant to installers, and a source of concern to homeowners. Odor Scavenger™ technology minimizes odors during and after application.

**Contributes to air quality**
All products are low VOC and UL Greenguard Gold certified[1].

**Low-haze spray**
Helps with visibility and minimizes clean-up to support jobsite productivity.

**Specialized formulations**
Designed for projects with unique needs and high standard R-value of wall installations.



### Leading Support

**VR training**
Gain experience and improve technique quickly with virtual reality training modules.

**NPConnect™**
Mobile-friendly interface puts mission-critical resources at your fingertips in the field.

**Video training library**
Troubleshooting videos and product application guides will help you hit the ground running.

**Troubleshooting resources**
Fix it fast with tips and tricks to keep the job moving.

**S.A.F.E.™ educated installer program***
Added credibility and confidence to help

Scan now for instant access to these support resources.

# OWENS CORNING®
# BRAND

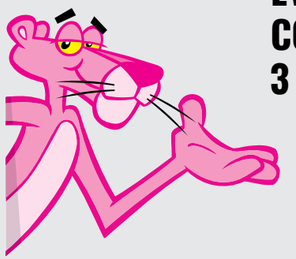
When you sell and install Owens Corning® insulation, you play an important role in a larger story. Together, we make home a better place to be.

## WHY OWENS CORNING®?

Our people and products
make the world a better place.

# BUILD BETTER
# LIVE BETTER™

When homes are built better, people live better. Our solutions help make homes and buildings quiet, comfortable and energy smart.



### EVERYTHING WE DO COMES DOWN TO 3 SIMPLE IDEALS:



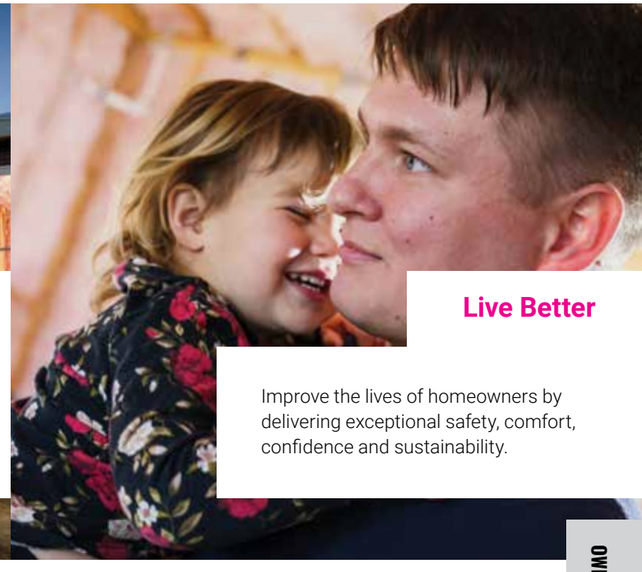
**Lead Better**

Challenge industry and internal assumptions to continually create and offer the best insulating solutions available.



**Build Better**

Deliver value beyond our products, elevating builders and contractors with expert tools, training and support.



**Live Better**

Improve the lives of homeowners by delivering exceptional safety, comfort, confidence and sustainability.

## 80+ YEARS OF LEADERSHIP

**Founded in 1938**
An industry leader in glass fiber insulation, roofing, asphalt and glass fiber reinforcements

**Fortune 500®**
65+ consecutive years

**Dow Jones Sustainability World Index**

Owens Corning earned a place on the Dow Jones Sustainability World Index (DJSI World) for the 14th consecutive year and on the DJSI North America Index for the sixth consecutive year, with industry-leading assessment scores.
(as of 2023)

**World's Most Ethical Companies**
Owens Corning has been recognized by Ethisphere as one of the 2023 World's Most Ethical Companies. This marks the sixth consecutive year the company has been recognized with this honor and Owens Corning is one of just two honorees in the Construction and Building Materials industry.

**100 Best Corporate Citizens, *Responsibility Magazine***
Owens Corning earned the top spot on the 100 Best Corporate Citizens list for 2022. This is the 4th consecutive year the company has earned the top spot, surpassing its achievement last year of becoming the first company ever ranked number one more than two years in a row.

## PREFERRED PRODUCTS

**Preferred by 2 out of 3 professional installers**
Ducker Worldwide on behalf of Owens Corning® Insulating Systems, LLC (2010)

**Rated #1 for handleability and ease of installation by contractors**
Builder Brand Use Study, Hanley Wood, 2017; www.builderonline.com/products/2017-builder-brand-use-study-results_o

**#1 Recognized Brand in Insulation**
Homeowner Brand Awareness Study by Owens Corning® (2013)

**#1 Most Trusted Insulation Brand by Builders**
Owens Corning® sponsored research, Home Innovation Research Labs builder panel, April 2019. Based on the open-ended question: What one brand of insulation would you TRUST MOST to use in the new homes you build?

**Made with 100% renewable energy**
Via Renewable Energy Credits in accordance with SCS Global Services' certification protocol. www.scsglobalservices.com.

**1 billion pounds of recycled glass used annually—highest content in the industry**
Sustainability.owenscorning.com/contents/products/Recycling/

World's Most Ethical Companies" and "Ethisphere" names and marks are registered trademarks of Ethisphere LLC.

# TELLING THE OWENS CORNING® FIBERGLAS™ INSULATION STORY

**Most Tested. Most Trusted.**

When it comes to insulation, no material is more tested, no brand is more trusted than Owens Corning® PINK® Fiberglas™ Insulation. We invented it in 1938, and since that day, we've continued to perfect it in every way possible—helping to make home a better place to be.™

**FOR MORE INFORMATION**

Contact: **CEEinfo@owenscorning.com**



## SUSTAINABILITY

**Proven performance with a smaller environmental footprint and a greater positive handprint.**

- Saves 12x energy used to produce it in just one year**
- Made with wind-powered electricity††
- Highest recycled content‡‡ in the industry

## SAFETY

**No insulation material is more tested—no brand is more trusted.**

- No formaldehyde
- Naturally non-combustible
- GREENGUARD certified

## COMFORT

**A comfortable choice to work with and to live with.**

- Cottony-soft texture
- Less airborne dust
- Absorbs noise for more peace and privacy

## PRECISION

**Helps optimize productivity for fast, dependable results that keep the job moving.**

- Rated #1 for handleability*
- Preferred by 2 out of 3 installers†
- Verified R-value for proven insulating power‡

OWENS CORNING BRAND

* Builder Brand Use Study, Hanley Wood, 2017 www.builderonline.com/products/2017-builder-brand-use-study-results_o

† According to a 2010 clinical trial conducted in Toronto, Canada, by Ducker Worldwide on behalf of Owens Corning Insulating Systems, LLC.

‡ R-value certification is awarded by the North American Insulation Manufacturers Association (NAIMA) based on regular testing and validation by an accredited independent lab. www.insulationinstitute.org/tools-resources/resource-library/product-performance/naima-r-value-certification-faqs/

** Based on savings per pound of fiberglass insulation in the first year of installation

†† Via Renewable Energy Credits in accordance with SCS Global Services' certification protocol. www.scsglobalservices.com.

‡‡ Total recycled content for unfaced fiberglass insulation products in North America based on current third-party certified recycled content certifications for Owens Corning, Knauf, CertainTeed, and Johns Manville

# YOUR CEE SUPPORT TEAM

Wondering where to go or who to ask? Here's where to get the help you need to get things done.

**CEE Team**
Travis Kozek, *Program Leader*
Develops program strategy
Travis.Kozek@owenscorning.com

Derek Fowler, *Program Manager*
Program project and training support
Derek.fowler@owenscorning.com

**Customer Service**
*Residential (Team4): 888-487-1983*
*USBI.TEAM4@owenscorning.com*
*Residential (Team3): 888-487-0780*
*USBI.TEAM3@owenscorning.com*

**Area Sales Managers**
*For product information outside of the CEE program (ordering, application, availability, quality, etc.) your Area Sales Manager is your first point of contact.*

**Customer Support Team**
1-877-569-5221
Visit OC Customer portal at
login.owenscorning.com
Customer Portal Registration/
Supportcustomerportalsupport
@owenscorning.com.

**Customer Portal Registration/Support**
customerportalsupport@owenscorning.com.

**Returns**
1-877-569-5221
CCEReturns@owenscorning.com

**Quality Issues**
*Always contact your Owens Corning Area Sales Manager for assistance in resolving quality concerns.*
1-800 GET-PINK (1-800-438-7465)
ISBCompl@owenscorning.com

**Technical Questions**
*Technical questions, LEED requests, applications, etc.*
1-419-248-6557
GetTech@owenscorning.com

**Building Science Support**
*Contact your Area Sales Manager to request support from our Building Science Team.*

**General Product Questions**
1-800-GET-PINK (1-800-438-7465)

**Print Services**
CEEinfo@owenscorning.com

**Invoice Submittal**
*Submit qualifying OC Product invoices to:*
Cee.InvoiceSubmittal@owenscorning.com
**or**
OCConnect™ Resource Portal:
www.owenscorning.com/connect

**CEE Claims & Reimbursement**
*Submit to:*
cee.claims@owenscorning.com
**or**
OCConnect™ Resource Portal:
www.owenscorning.com/connect

**General Program questions or inquiries:**
CEEInfo@owenscorning.com

# CERTIFICATIONS & SUSTAINABLE FEATURES

PINK Next Gen™ Fiberglas™ insulation is designed to help make homes comfortable, quiet and energy-smart using proven products that are safe, cost-effective and sustainable.

- Certified by SCS Global Services to contain an average of 65% with minimum 47% post-consumer and balance 18% pre-consumer recycled glass content
- ENERGY STAR recognizes the Owens Corning® Certified Energy Expert® program as the EXCLUSIVE manufacturer's insulation contractor program based on rigorous training and the highest quality installs
- GREENGUARD Certified products are certified to GREENGUARD standards for low chemical emissions into indoor air during product usage. GREENGUARD validated to be Formaldehyde free. For more information, visit ul.com/gg
- Environmental Product Declaration (EPD) has been certified by UL Environment
- Gold Material Health Certificate from Cradle to Cradle Products Innovation Institute*

* PINK Next Gen™ Fiberglas™ insulation only

USDA CERTIFIED BIOBASED PRODUCT PRODUCT 69%

Seal and Insulate with ENERGY STAR
LEARN MORE AT energystar.gov

UL VALIDATED

CERTIFIED RECYCLED CONTENT™ SCS GLOBAL SERVICES
AVERAGE 55% RECYCLED CONTENT
18% PRE-CONSUMER
37% POST-CONSUMER

**FOR MORE INFORMATION**
For additional certifications and transparency paths for Owens Corning® products, visit: **www.owenscorning.com/en-us/corporate/sustainability**





# MAKING HOME
# A BETTER PLACE TO BE™

**Owens Corning Insulating Systems, LLC**
One Owens Corning Parkway
Toledo, Ohio, USA 43659
1-800-438-7465 (1-800-GET-PINK®)
www.owenscorning.com

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