



# 2025 PROGRAM GUIDE

TRADITIONAL  
WINDOW DEALERS



JELD-WEN®

# TRUE BLU® IS DESIGNED TO HELP YOU SUCCEED

The 2025 True BLU® program includes the tools and support you need to help grow your business with JELD-WEN® and LaCANTINA® products.

Every year, we review each dealer's prior year sales and assign a tier. Your tier dictates your co-op rate and access to our programs. Grow your sales each year to move up to higher tiers and unlock access to even more programs!

| TIER         | TIER 1          | TIER 2                        | TIER 3                    | TIER 4                | TIER 5                | TIER 6          |
|--------------|-----------------|-------------------------------|---------------------------|-----------------------|-----------------------|-----------------|
| ANNUAL SALES | \$2.6 MILLION + | \$1.3 MILLION - \$2.6 MILLION | \$700,000 - \$1.3 MILLION | \$350,000 - \$700,000 | \$175,000 - \$350,000 | \$0 - \$175,000 |

## ACTION ITEMS: SET YOUR BUSINESS UP FOR SUCCESS

Ready for a great 2025? We are, too! To ensure the smoothest year, please check off these action items as soon as possible:

- **Log into Partners Portal** at [partnersportal.jeld-wen.com](https://partnersportal.jeld-wen.com) and **select the True BLU® tab** to
  1. Fill out your **W-9 form** and submit it to [trueblu@jeldwen.com](mailto:trueblu@jeldwen.com) to take care of taxes
  2. Fill out your **ACH setup form** and submit it to [trueblu@jeldwen.com](mailto:trueblu@jeldwen.com) to ensure we can reimburse you
  3. Check your current True BLU® **tier status** and **BLU® Bucks balance**
- **Contact your JELD-WEN Territory Sales Manager (TSM)** to
  1. Set up your **Trademark Licensing Agreement**, which must be signed by you and JELD-WEN prior to any co-branded marketing efforts
  2. Begin planning the best ways for your company to utilize these programs and make the most of your BLU® Bucks

# TOOLS AND PROGRAMS TO EMPOWER YOUR BUSINESS



## FUNDING

BLU® BUCKS  
BLU® BUCKS REIMBURSEMENT



## TOOLS

BRAND STORE  
MARKETING TOOLBOX  
DEALER DISPLAY PROGRAM



## INCENTIVES

SAPPHIRE CIRCLE™



## RELATIONSHIP BUILDING

BUILDER VIP EXPERIENCE



## TRAINING

JELD-WEN UNIVERSITY  
CONTINUING EDUCATION COURSES (CEU)







# BLU® BUCKS

## ELIGIBLE DEALERS: TIERS 1-4

BLU® Bucks are marketing funds designed to help you grow your business with JELD-WEN. Spend them in our online Brand Store to procure sales tools such as product samples and literature. Invest in local marketing activity and let us reimburse you (up to 100% of your available funds). Or tell us about your business goals, and we can help brainstorm ways to use your funds effectively.





## 2025 PROGRAM TIERING AND PAYOUT RATES

| TIER                   | TIER 1          | TIER 2                        | TIER 3                    | TIER 4                | TIER 5                | TIER 6          |
|------------------------|-----------------|-------------------------------|---------------------------|-----------------------|-----------------------|-----------------|
| ANNUAL SALES           | \$2.6 MILLION + | \$1.3 MILLION - \$2.6 MILLION | \$700,000 - \$1.3 MILLION | \$350,000 - \$700,000 | \$175,000 - \$350,000 | \$0 - \$175,000 |
| BLU® BUCKS PAYOUT RATE | .6%             | .5%                           | .4%                       | .3%                   | N/A                   | N/A             |

### HOW BLU® BUCKS ARE CALCULATED

Funds are calculated off of prior year annual sales of JELD-WEN® and LaCANTINA® products. Your BLU® Bucks % rate is based on your tier, which is reviewed annually.

### WHEN TO SPEND YOUR BLU® BUCKS

To encourage planning and spend throughout the year, funds are split 50/50 and loaded into the first and second half of the year.

- First-half funds expire June 27, 2025 at 5pm PST
- Second-half funds are loaded July 1 and expire November 14, 2025 at 5pm PST
- With pre-approval from the True BLU® Administrator, funds can be pulled forward or transferred to the second half for specific use cases; submit your request to [trueblu@jeldwen.com](mailto:trueblu@jeldwen.com)
- **Please note: Funds do not carry over to the next year, so please plan accordingly.**

### WHERE TO CHECK YOUR BLU® BUCKS BALANCE

Your current balance can be found on the homepage of [Partners Portal](#).



# BLU® BUCKS REIMBURSEMENT

ELIGIBLE DEALERS: TIERS 1-4

Drive growth through local marketing efforts (such as regional advertising, customer events, or custom display products from our plants) with JELD-WEN's BLU® Bucks reimbursement program. You'll pay for your expenses upfront, and then submit a reimbursement claim. We'll reimburse your expenses based on the rates on page 7 — up to 100% of your available BLU Bucks.



## WHAT WILL BE REIMBURSED

Receive reimbursement (up to 100% of your available BLU® Bucks) for JELD-WEN and LaCANTINA marketing initiatives outside of the Brand Store. See chart for reimbursement rates by type of initiative.

*\*JELD-WEN must 1) review and approve layouts, artwork, and/or apparel selection prior to production to confirm alignment with JELD-WEN/ LaCANTINA brand standards and 2) have a signed trademark licensing agreement in place, for the dealer to receive reimbursement on advertising and co-branded merchandise. See page 8 for more details on co-branded merchandise.*

*\*\*JELD-WEN must pre-approve any customer event costing more than \$10,000.*

| MARKETING INITIATIVES                 | REIMBURSEMENT RATES |
|---------------------------------------|---------------------|
| DISPLAYS & SAMPLES                    | 100%                |
| LITERATURE                            | 100%                |
| TRAINING TRAVEL                       | 100%                |
| ADVERTISING*                          | 75%                 |
| CUSTOMER EVENT**                      | 75%                 |
| PROMOTIONAL & CO-BRANDED MERCHANDISE* | 75%                 |

## HOW TO SUBMIT A REIMBURSEMENT CLAIM

- **Before You Submit:** All dealers seeking reimbursement will need to submit a current W-9 form and ACH setup document prior to submitting claims. Please see page 2 for more information. Dealers will receive payment via ACH direct deposit after their claim has been approved.
- **How:** Once you have paid your invoice, you can submit a reimbursement claim to cover the cost at the rates given above (up to 100% of your available BLU® Bucks). Please submit the paid invoice as documentation with your claim. Reimbursement will not be paid until the invoice has been paid in full.
- **Where:** Submit claims with requested supporting documentation through the reimbursement tool in **Partners Portal**. Click the True BLU® tab on the navigation bar, navigate to BLU Bucks Reimbursement, and select "Submit New Claim."
- **When:** All reimbursement claims must be submitted prior to first- and second-half cut-off dates (see page 5 for 2025 cut-off dates).
- **Please note:** Order acknowledgments are not an acceptable form of documentation. Only paid invoices will be accepted for custom product orders from the plant. Please account for plant lead times when seeking reimbursement for custom orders from one of our plants.

## BLU® BUCKS REIMBURSEMENT GUIDELINES

- **Pre-approval Required:** Any customer event costing more than \$10,000; any advertising; and all co-branded designs must be pre-approved by the True BLU® Administrator. To ensure reimbursement, request pre-approval by submitting marketing initiative details to [trueblu@jeldwen.com](mailto:trueblu@jeldwen.com) prior to your event or purchase of advertising/production.

Claims may be approved or denied at complete discretion of True BLU® Administrator.

- **Alcohol and Gift Cards Excluded:** Please omit alcohol and gift cards from your reimbursement requests and invoices; these items will not be reimbursed.
- **Travel:** All travel for JELD-WEN training, plant tours, or other events should be booked through JELD-WEN's travel agent. Please email [trueblu@jeldwen.com](mailto:trueblu@jeldwen.com) with your requested trip, names of those attending, dealer name, and intended travel dates.
- **Custom Samples/Displays:** We encourage you to shop our samples and display product on the Brand Store. If you don't find what you are looking for, you can purchase product from JELD-WEN. Once the invoice is paid, submit for reimbursement (up to 100% of your available BLU® Bucks). Please account for plant lead times when seeking reimbursement for custom orders from one of our plants.





JELD-WEN

Search Category ▼

Search for Products...

Search

[Windows](#) | [Patio Doors](#) | [Interior Doors](#) | [Exterior Doors](#) | [LaCantina](#) | [Branded/Promotional](#) | [New Dealers](#)

# BRAND STORE

## ELIGIBLE DEALERS: ALL

The Brand Store is your one-stop shop for ordering JELD-WEN and LaCANTINA displays, product samples, marketing materials, and promotional items to help you educate and inform your customers, build awareness, and close more sales.

### HOW TO ACCESS THE BRAND STORE

Access the Brand Store from the [Partners Portal](#) home page.

### CO-BRANDED MERCHANDISE & MARKETING MATERIALS

- **How to Order:** Your order must be placed with and approved by the True BLU® Administrator. Email [trueblu@jeldwen.com](mailto:trueblu@jeldwen.com) and we will work with you directly to set up your order. Make sure to have your dealer logo on hand.
- **Trademark Licensing Agreement Required:** This agreement must be signed by an official representative of the dealer and JELD-WEN before co-branded merchandise is ordered. See page 2 for more information.

### WHAT BRAND STORE ITEMS WILL YOUR BLU® BUCKS COVER?

| BLU® BUCKS COVERAGE     |      |
|-------------------------|------|
| DISPLAYS & SAMPLES      | 100% |
| LITERATURE              | 100% |
| PROMOTIONAL MERCHANDISE | 75%  |
| CO-BRANDED MERCHANDISE  | 75%  |



## DISPLAYS



## SAMPLES



## LITERATURE



## MERCHANDISE

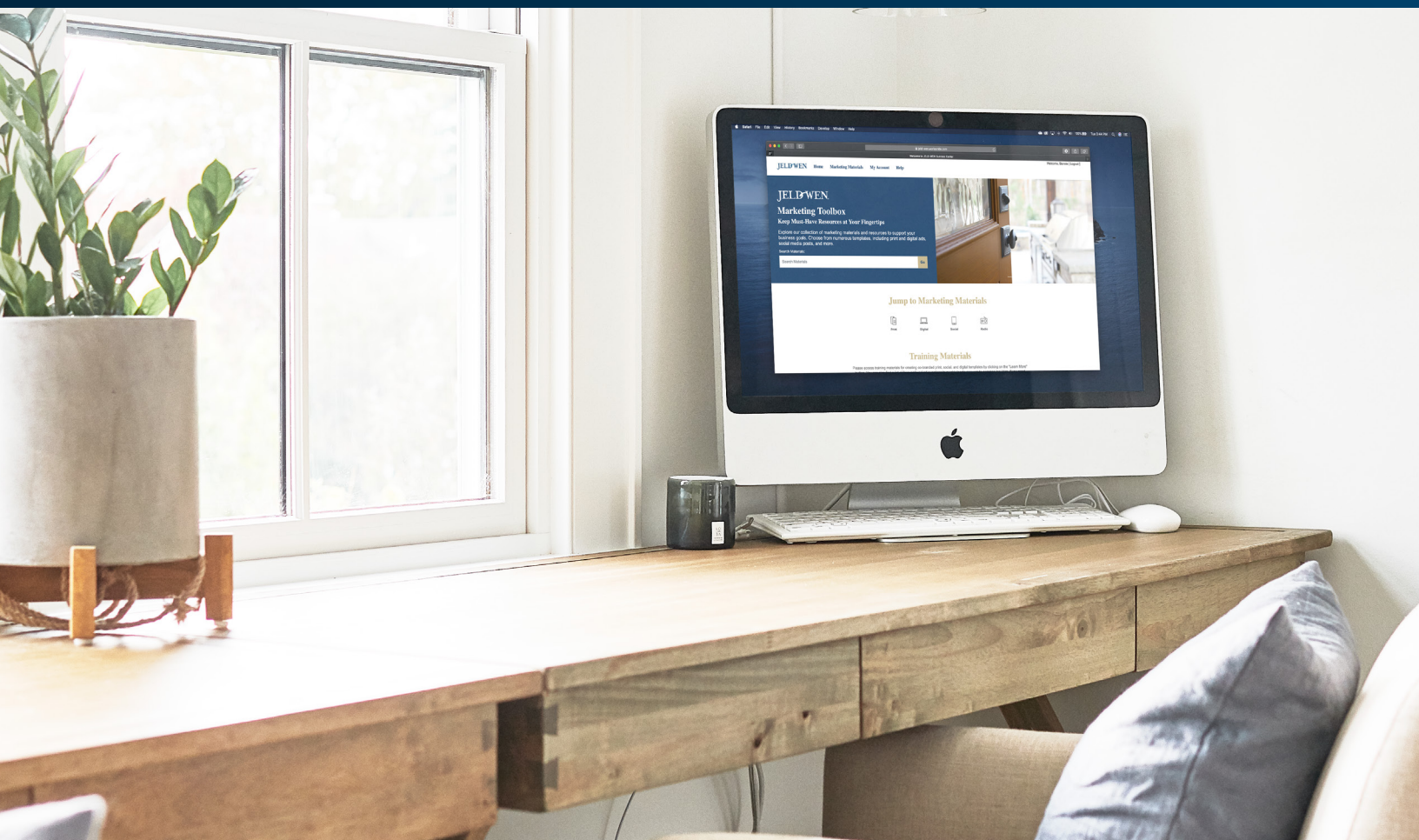




# MARKETING TOOLBOX

ELIGIBLE DEALERS: ALL

Customize your own co-branded print ads, digital ads, social media content, and more, to advertise in your market and grow your business. Our new self-service online resource offers an easy, step-by-step process plus a carefully curated assortment of images and text to use for promoting each of our window and door product lines.





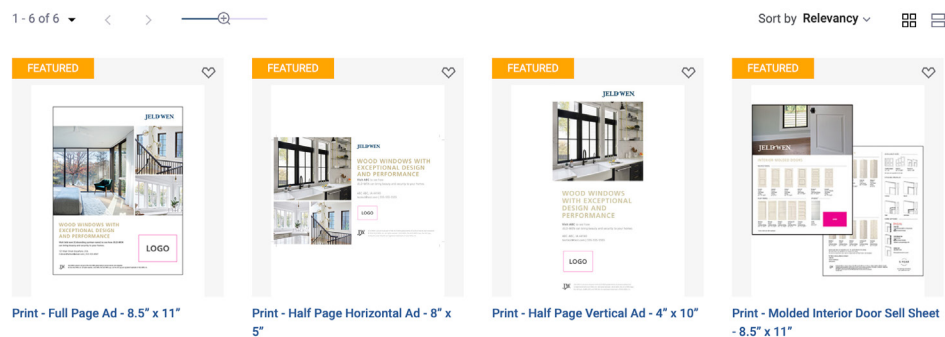
## HERE'S HOW IT WORKS:

- Create a marketing profile with your company name, contact information, and logo. If you have multiple locations, you can create a marketing profile for each.
- Choose the marketing asset you want to build (print ad, digital ad, social media post, radio ad).
- Select a template — for example, full-page print ad, half-page print ad, statement stuffer, etc.
- From the menu, choose the JELD-WEN product line or overall message you want to advertise.
- If appropriate, choose the images and/or text that you want to include.
- See a preview of your ad or post and make changes before you finalize and download it.

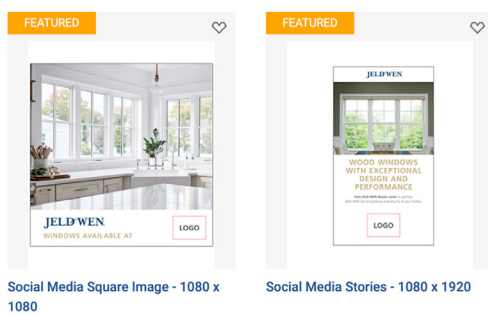
The new Marketing Toolbox makes it easy to create the advertising you need, whenever you need it.

## TO START BUILDING YOUR ADS, VISIT PARTNERS PORTAL AND LOOK FOR THE MARKETING TOOLBOX BANNER.

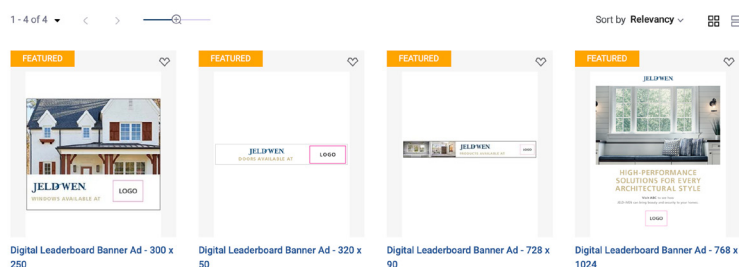
### PRINTED MATERIALS



### SOCIAL MEDIA TEMPLATES



### DIGITAL AD TEMPLATES





# DEALER DISPLAY PROGRAM

## ELIGIBLE DEALERS: TIERS 1-4

Selling is easier when you have samples and displays to show to your customers. To help you present JELD-WEN products in their best light at your location, we're providing funds specifically for the new displays, signage, and samples you need — up to \$5,000 per year.

### HERE'S HOW IT WORKS:

- There will be two ordering periods each year: Q1 and Q3.
- Spend your Display Program funds at the timing that works for you. Spend it all in Q1, all in Q3, or spend a portion during both ordering periods. You have \$5,000 total for the year (not per ordering period).
- During the ordering periods, select display and sample items from a preset menu that includes
  - Display Fixtures
  - Full-Size Products
  - Display Graphics
  - Mini Windows
  - Corner Samples
  - Wood Option Boards
- To order, log into **Partners Portal** to access the Display Program order form.
- Please note: Products will be built to order and are subject to plant and vendor lead times.
- Your "2025 Dealer Display Funds" amount will be available in Partners Portal, so you'll know how much you have left to spend.



Use these funds to grow your showroom's JELD-WEN product collection, refresh your older displays, or fill in any signage or sample gaps.

**PREVIEW THE DEALER DISPLAY PROGRAM ORDERING [CATALOG HERE.](#)**





# 2025 SAPPHIRE CIRCLE™ CHALLENGE

ELIGIBLE DEALERS: ALL

It's back and better than ever! Sapphire Circle™, our exclusive incentive program for outside sales representatives, is designed to show our appreciation for the hard work your sales team puts in every day. Reward dollars and luxurious vacations make this program competitive, fun, and highly rewarding!

## THE MORE YOU SELL, THE RICHER YOUR REWARDS

PROGRAM DATES ARE MARCH 1-AUGUST 31, 2025

### ENJOY TWO WAYS TO WIN

#### 1. Spin-To-Win Rewards

- Every time you sell \$15,000 of JELD-WEN® and LaCANTINA® windows and patio doors, you earn a spin on the Sapphire Winners Wheel. EVERY spin is a winner, from \$20 to \$500!
- Turn these reward dollars into gifts cards to your favorite stores and restaurants. Our top earner in 2019 took home \$4700!

#### 2. Grand Prize Trip

- The top 12 dealer OSRs from each region (total of 36) will each be rewarded with an unforgettable luxury trip for two to paradise in early 2026! Plus, six additional sweepstakes winners will be chosen during the promotion period!

**Our grand prize trip location will be announced in February 2025!**

**MORE 2025 CHALLENGE DETAILS COMING SOON!**







# BUILDER VIP EXPERIENCE

## ELIGIBLE DEALERS: TIERS 1 & 2

To help win business for you and for JELD-WEN, we are offering any builder prospect with a potential for \$300,000 in annual sales an all-expenses-paid\* trip to one of our manufacturing facilities. Each VIP experience will include a flexible agenda customized to reflect the builder's business needs, personal interests, and available time.

### A FIRST-CLASS EVENT THAT TARGETS BUILDER CONVERSIONS

#### PROGRAM DETAILS

- In partnership with our top dealers, this program is designed to target builders with \$300K+ in annual purchases from the dealer
- Events can be hosted at our global headquarters in Charlotte, NC; at our wood windows plant in Rantoul, IL; or at our vinyl windows plant in Mount Vernon, OH, with more host sites rolled out throughout the year
- Each VIP experience is customized to the builder. We will work with you to create a top-notch itinerary that benefits all parties
- The dealer and the JELD-WEN TSM will accompany the Builder VIP, to strengthen the relationship and create a foundation for long-term partnership

#### SAMPLE AGENDA

Can be modified to suit your needs

##### DAY 1

Airport Pickup

Dinner With Sales Team

##### DAY 2

Plant Tour

Product-Specific Training (to fit the Builder VIP's needs)

Relationship-Building Event (local experience such as golf, fishing, etc.)

**CONTACT YOUR JELD-WEN  
TERRITORY SALES MANAGER (TSM)  
TO SCHEDULE YOUR EVENT.**

\*Expenses cover standard travel costs.



# JELD-WEN UNIVERSITY

ELIGIBLE DEALERS: ALL



JELD-WEN  
UNIVERSITY

Equip your sales teams with the product knowledge they need to build confidence and grow sales. Our interactive, best-in-class training program is designed to work for you. Training may be delivered online; at your location; or in-person at JELD-WEN's global headquarters in Charlotte, North Carolina, or our Midwest Learning Center in Rantoul, Illinois.

## JELD-WEN UNIVERSITY ONLINE

- Online, on-demand training webinars on JELD-WEN® products and resources (Quick Quote Live™, marketing tools, etc.)
- Access it anytime from **Partners Portal**

## PRIVATE TRAINING FOR YOUR SALES TEAM

- In-depth product training focused on features and benefits, competitive differentiation, manufacturing processes, and more
- Customized for your product offering and regional preferences
- JELD-WEN resources training: Quick Quote Live™, Partners Portal, Pro Site, etc.

Training travel (standard travel expenses) is reimbursed up to 100% of your available BLU® Bucks. See page 7.

**CONTACT YOUR JELD-WEN TERRITORY SALES MANAGER (TSM) TO SET UP TRAINING EVENTS.**

# CONTINUING EDUCATION UNITS (CEU)

ELIGIBLE DEALERS: ALL

We believe in investing in our dealers' continuing education. That's why we offer a variety of CEU courses on a wide range of topics. Use the link below to select one of our online courses, or request an in-person Lunch & Learn event presented by one of our Architectural Consultants.

**VIEW OUR CURRENT ONLINE COURSES AND REQUEST LUNCH & LEARN EVENTS AT  
[HTTPS://WWW.JELD-WEN.COM/EN-US/FOR-PROFESSIONALS/CONTINUING-EDUCATION](https://www.jeld-wen.com/en-us/for-professionals/continuing-education).**



All True BLU® programs subject to change at any time at the sole discretion of JELD-WEN.

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15-96927 01/25