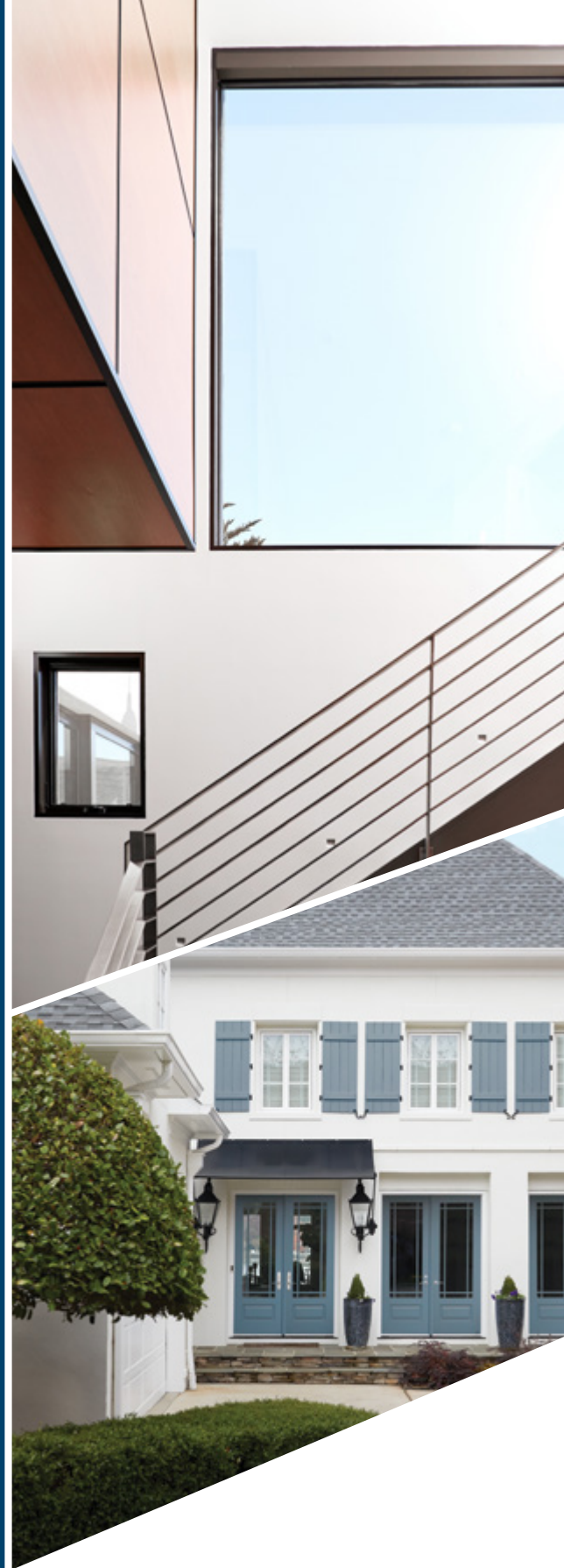




PARTNERING FOR GROWTH IN 2021



JELD-WEN
WINDOWS & DOORS

TRUE BLU™ IS FOCUSED ON HELPING YOU SUCCEED

Our comprehensive cooperative marketing program delivers the tools and support you need to grow your business with JELD-WEN. For 2021, we're introducing new programs and evolving our most successful from 2020, including:

- New quarterly market development funds, to help you grow all year long
- Tools and support programs with the flexibility to work in-person or online
- Sapphire, a new tier for our highest performing dealers, with access to exclusive programs
- A new Brand Store that makes it easier to order the marketing products you need

Ready for a great 2021? **Log in to Partners Portal** to check your current True BLU™ tier status and BLU™ Bucks account. Then **contact your TSM** to begin planning the best ways for your company to utilize these programs and make the most of your funds.

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

PARTNERING FOR GROWTH



INVESTING IN OUR DEALERS

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**These programs are available exclusively for our Sapphire dealers.
Please see page 5 for information on our dealer tiers.*



NEW! SAPPHIRE

A NEW TIER FOR TOP-PERFORMING DEALERS

Sapphire is the new tier for our highest-volume and highest-growth partners that are committed to growing in 2021 with JELD-WEN. Our Sapphire dealers will have access throughout the year to exclusive True BLU™ programs designed to optimize marketing efforts, enhance relationships with customers, and create opportunities for new business growth.



BLU™ BUCKS

FOR ELIGIBLE DEALERS

BLU™ Bucks are the co-op currency of the True BLU™ program. These funds are designed to help you grow your business through JELD-WEN. Spend them directly in our online Brand Store to procure sales tools such as product samples and literature. Use them to fund local advertising and customer events in your market. Or tell us about your business goals, and we can help brainstorm ways to use your funds effectively.

TIER	WINDOW VOLUME THRESHOLDS	DOOR VOLUME THRESHOLDS	ANNUAL PAYOUT RATE
SAPPHIRE	\$2,000,000+	\$4,000,000+	0.75%
ELITE	\$500,000+	\$2,000,000+	0.50%
PREMIER	\$250,000+	\$1,000,000+	0.25%
AUTHORIZED	\$125,000+	\$500,000+	\$300

2021 sales will determine 2022 tiering using thresholds above

- Funds are calculated off of prior year annual sales of JELD-WEN and LaCANTINA product
- To promote 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 are loaded in early January and expire June 30, 2021 at 5pm PST
- Second-half funds are loaded July 1 and expire on November 19, 2021 at 5pm PST
- Second-half funds can be pulled forward at the dealer's request, but first-half funds cannot be rolled over for use in the second half of the year



NEW! MARKET DEVELOPMENT FUNDS

FOR ALL DEALERS

Introducing a new way to help fuel your growth throughout the year. While BLU™ Bucks are designed to help you maintain business and growth compared to your market, market development funds are designed to provide extra resources to grow and expand your business with JELD-WEN.



GROWTH THRESHOLD	QUARTERLY PAYOUT RATE
> 50%	1.00%
25% MINIMUM	0.75%
10% MINIMUM	0.50%
0% MINIMUM	0.25%

Minimum of \$75K of quarterly purchases required for MDF eligibility

HERE'S HOW YOUR MDF FUNDS WILL BE CALCULATED:

MDF funds are paid out on incremental sales using the payout rates above.

These funds are loaded quarterly directly into your BLU™ Bucks account and work the same way.

Q4 earnings will be loaded in Q1 of the following year.

NEW CUSTOMERS

Earn funds based on growth quarter-over-quarter

After one year, earn funds based on quarterly growth year-over-year (YOY)

EXISTING CUSTOMERS

Earn funds based on quarterly growth YOY

KEY BLU™ BUCKS & MDF DATES FOR 2021

- Mid-year deadline: June 30, 2021 at 5pm PST
First-half BLU™ Bucks expire
- Annual deadline: November 19, 2021 at 5pm PST
Second-half BLU™ Bucks and all remaining market development funds expire

ALL Brand Store purchases and co-op reimbursement claims must be submitted

PRIOR TO these DEADLINES to utilize your funds fully.



JELD-WEN SALES SUCCESS CENTER

FOR ALL DEALERS

This online portal houses our ongoing Sapphire Circle™ customer incentive programs as well as all JELD-WEN University On Demand product and sales trainings.



JELD-WEN UNIVERSITY ON DEMAND

ONLINE TRAINING AVAILABLE 24/7

Find the product knowledge your team needs to build their confidence and grow their sales. This growing library of training modules hosted by our expert trainers can be accessed 24/7 via any internet connection. Available to all dealers and their sales teams, these trainings are a great away to learn about our latest innovations and refresh your knowledge of our most enduring product lines.



SAPPHIRE CIRCLE™ REWARDS

ONGOING SALES INCENTIVE PROGRAMS

Our new and improved program is designed to reward your sales professionals throughout the year. Once they complete specific product trainings in JELD-WEN University On Demand, your OSRs gain access to corresponding incentive programs for selling those products. Now, every sale earns them a percentage back in reward dollars or gets them closer to a threshold reward (depending on the program).

Our Sapphire dealers will also be able to engage their sales teams through customized offers.

Access the JELD-WEN Sales Success Center anytime via Partners Portal. And stay tuned for upcoming offers and training incentives for 2021!





NEW! CUSTOMIZED EVENTS & PRODUCT TRAINING *EXCLUSIVELY FOR SAPPHIRE DEALERS*

Build your own JELD-WEN promotional event(s) from your choice of presentation topics for a variety of audiences. These flexible modules, available virtually or in person, let you design and create a customized event that fits your business needs. **50% cost share.**

Choose from the modules below to customize your event:

JELD-WEN PRODUCT TRAINING

This dynamic module goes in-depth to show what JELD-WEN has to offer: the broadest portfolio of windows and doors in the industry, with products at every price point and capabilities to meet virtually any residential build requirement. In addition to a focus on features and benefits, we will present direct competitor comparisons using full-sized product samples.

JELD-WEN RESOURCES TRAINING

We'll cover JELD-WEN exclusive online resources such as Quick Quote™ Live, Partners Portal, and our Pro Site. You and your team will learn the scope of programs and resources available and know where to go within JELD-WEN for assistance and support.

RELATIONSHIP BUILDING: BUILDERS, DEALERS, AND JELD-WEN

Invite your top builders or prospects to meet in person with your OSRs and JELD-WEN. We'll host a local group outing of your choice — golf, racing, outdoor sports, etc. — to create a relaxed atmosphere for conversation and build the foundation for lasting relationships all around.

Contact your JELD-WEN TSM to begin building your 2021 events.



NEW! SHOWROOM MAKEOVERS

EXCLUSIVELY FOR SAPPHIRE DEALERS

Refresh your showroom with design assistance and product display recommendations. Our team will work with you to create a new vision for your JELD-WEN showroom. **25% marketing cost share up to a maximum of \$15,000.**

INITIAL MEETING & RECOMMENDATIONS

We'll meet with you to get an understanding of the current state of your showroom and how it might evolve.

LAYOUT & PRODUCT SELECTION

Choose from multiple preconfigured layouts, designed for showrooms of different sizes, as well as product recommendations by style collection (Updated Traditional, Simply Modern, Farmhouse, or Coastal).

ORDERING ASSISTANCE

Once your selections are made, we will help arrange your product display order.

Important note: Due to time, team, and logistical constraints, we may not be able to schedule and complete all showroom makeover requests during 2021. This is an ongoing program, so please be assured that your request will be fulfilled at the earliest available time.

Ready to refresh your showroom? Contact your JELD-WEN TSM to begin the process.

JELD-WEN retains the right to accept or reject any showroom. JELD-WEN's cost will not exceed \$15,000 at any time.



NEW! LEAD-GENERATION MARKETING CAMPAIGNS *FOR ALL DEALERS*

For 2021, we are taking a more strategic and targeted approach in our national, regional, and local marketing campaigns, with the goal of attracting a higher quality of leads for our dealers.

STRATEGY

In addition to national marketing initiatives to promote ease of product selection using our four new curated Style Collections, we will focus on explaining our brand promise and competitive difference through these perspectives:

REGIONAL

Considering marketing trends for the region, the styles of homes most frequently built within that region, and seasonal considerations in order to create the right messaging

PRODUCT MIX

Looking at what products sell well in each market and at the dealer level, to take advantage of opportunities for growth and expansion

TOP DEALER INSIGHTS

Working with our largest dealers and builder customers to understand and respond to their specific needs

EXECUTION

The insights gained from these strategies will help inform our new True BLU™ program:

MARKETING TOOL KIT *FOR ALL DEALERS*

Receive quarterly JELD-WEN marketing materials that can be easily co-branded with your logo, plus planning help, tips and tricks, and tools for understanding your results. We want to make it easier to share your expertise and ours with your market.

See page 14 for more details

MESSAGING FOR 2021

Our 2021 creative messaging will extend and evolve the 2020 Blueprint Campaign look and feel. We will acknowledge builder/contractor pain points and offer practical, proven solutions that help their projects and even their businesses, while supporting and affirming the well-earned pride they take in their work.

We will create and share more templated assets to keep your marketing materials fresh and give you more options for selecting targeted messaging throughout the year.

NEXT STEPS FOR YOU

Log in to your Partners Portal account and make sure you have the appropriate lead contact set up, to ensure that you are able to receive and respond to your leads. Please contact your TSM for assistance with setting up your lead contact.



NEW! MARKETING TOOL KIT *FOR ALL DEALERS*

Extend your reach and make marketing execution easier. Our new Marketing Tool Kit gives you the content, guidance, and feedback you need to build awareness and engagement with your customers.

- Digital ads, print ads, email templates, social media content refreshed quarterly
- New tool (coming soon) will be available that allows dealer to drop logo in directly to build their own assets
- Marketing Plan Templates:
 - High-level recommendations and tips for best practices
 - Calendar template to better plan timing and placement

Reach out to trueblu@jeldwen.com for assistance with co-branded marketing assets.



**MARKETING TEMPLATES
REFRESHED QUARTERLY**



CO-OP REIMBURSEMENT PROGRAM

Drive growth through localized marketing efforts like customer events or regional advertising with BLU™ Bucks through the co-op reimbursement program.

- Submit co-op claims* with requested supporting documentation through the tool in Partners Portal and receive reimbursement for JELD-WEN marketing initiatives outside of the Brand Store
- To ensure reimbursement, request pre-approval by submitting program detail to trueblu@jeldwen.com prior to payment of service
- All co-op reimbursement claims must be submitted prior to first- and second-half cutoff dates (see page 5 for 2021 cutoff dates)
- For custom sample and display product ordered from the plant, please submit invoice as documentation with claim. Reimbursement will not be paid until invoice has been paid in full

REIMBURSEMENT RATES

CATEGORY	SAPPHIRE	ELITE	PREMIER	AUTHORIZED
DISPLAYS & SAMPLES	100%	100%	100%	100%
LITERATURE	100%	100%	100%	100%
TRAINING TRAVEL	100%	100%	100%	100%
ADVERTISING	75%	75%	75%	75%
CUSTOMER EVENT	75%	75%	75%	75%
PROMOTIONAL MERCHANDISE	50%	50%	50%	50%

**All co-op reimbursement claims subject to approval by True BLU™ administrator. Claims can be approved or denied at complete discretion of True BLU™ administrator.*



Search Category ▾

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Search



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IMPROVED! BRAND STORE

FOR ALL DEALERS

The Brand Store is your one-stop shop for ordering JELD-WEN and LaCANTINA displays, product samples, marketing materials, and promotional items to help build your sales and grow your business.

NEW FOR 2021!

- New platform that's easier to navigate
- Improved offering across product lines
- Updated search functions to easily find exactly what you need
- Easier check out process

DISPLAYS AND SAMPLES

- New and improved product offering that reflects today's top trends
- Fixtures designed to make installation easy and quick
- More robust product line sample offering, so you can showcase all product features

MERCHANDISE

- More JELD-WEN or co-branded items to use for your customer events
- Improved inventory and fulfillment process

LITERATURE

- Catalogs, brochures, sell sheets, and more
- Offerings are updated frequently as new products launch

Access the Brand Store through Partners Portal.



Samples



Displays



Literature



Merchandise

BLU™ BUCKS COVERAGE

CATEGORY	SAPPHIRE	ELITE	PREMIER	AUTHORIZED
DISPLAYS & SAMPLES	100%	100%	100%	100%
LITERATURE	100%	100%	100%	100%
PROMOTIONAL MERCHANDISE	50%	50%	50%	50%

Please note that Brand Store items are available at different co-op usage rates.
To check your BLU™ Bucks balance or co-op usage rates, please log in to Partners Portal.





If you have any questions or want to learn more about turning True BLU™ into 2021 sales, we're here to help. Please contact us at trueblu@jeldwen.com.

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PARTNERING FOR GROWTH IN 2021



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15-96927 02/21