



**PARTNERING  
FOR GROWTH**  
IN 2023



**JELD-WEN®**

# TRUE BLU™ IS FOCUSED ON HELPING YOU SUCCEED

JELD-WEN's marketing program offers the tools and support you need to help grow your business profitability with JELD-WEN products. Whether its working with the JELD-WEN team in-person or on-line, JELD-WEN offers the flexibility needed with today's busy schedules to help you increase revenue, customer loyalty and retention.

- JELD-WEN Brand Store makes it easier to order the marketing products you need
- BLU™ Bucks are the co-op currency designed to help you grow your business through JELD-WEN

Ready for a great 2023? 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.



# PARTNERING FOR GROWTH



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# 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.

### PROGRAM TIERING AND THRESHOLD LEVELS FOR 2023 ANNUAL BLU BUCKS BASED ON 2022 SALES

TIER	WINDOW PROGRAM VOLUME THRESHOLDS	DOOR PROGRAM VOLUME THRESHOLDS	ANNUAL PAYOUT RATE
SAPPHIRE	\$2,400,000+	\$4,000,000+	0.60%
ELITE	\$600,000+	\$2,000,000+	0.40%
PREMIER	\$300,000+	\$1,000,000+	0.20%

*2023 blu bucks will be based on 2022 sales determined by the above tiering and thresholds. JELD-WEN no longer will offer the Authorized tier level. A new value incentive has been added to the window program if you are a JELD-WEN windows dealer who also purchases JELD-WEN doors. It is called "Tiering Up". "Tiering Up" will give JELD-WEN Window dealers who also purchase JELD-WEN doors the opportunity to combine sales and possibly qualify for a higher tier under the window program. For more information, contact your JELD-WEN sales representative to learn more. Some restrictions do apply.*

- Funds are calculated off of prior year annual sales of JELD-WEN and LaCANTINA products
- 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 expire June 30, 2023 at 5pm PST
- Second-half funds are loaded July 1 and expire on November 18, 2023 at 5pm PST
- Second-half funds CAN be pulled in and used in your first-half funds at the dealer's request, but first-half funds CANNOT be rolled over for use in the second-half of the year
- "Tiering Up" is a new program value opportunity - See your JELD-WEN sales representative to learn more



# 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 customer events and co-branded designs must be pre-approved to ensure reimbursement
- All co-op reimbursement claims must be submitted prior to first- and second-half cutoff dates (see page 4 for 2023 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
- **Order Acknowledgments are not an acceptable form of documentation**

REIMBURSEMENT RATES			
CATEGORY	SAPPHIRE	ELITE	PREMIER
DISPLAYS & SAMPLES	100%	100%	100%
LITERATURE	100%	100%	100%
TRAINING TRAVEL	100%	100%	100%
ADVERTISING	75%	75%	75%
CUSTOMER EVENT	75%	75%	75%
PROMOTIONAL MERCHANDISE	50%	50%	50%
CO-BRANDED APPAREL**	100%	100%	100%

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.

\*\* JELD-WEN must approve all artwork and apparel selection prior to production in order to receive 100% reimbursement on Co-Branded Apparel (limited to dress and golf shirts and outerwear only).



Search Category

Search for Products...

Search

Physical Product | Digital Imagery | Printed Materials | Branded Content | Promotional Items | LaCantina™ | Co-Brand

# 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.

### INTRODUCING AURALINE® TRUE COMPOSITE

#### 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.

BLU™ BUCKS COVERAGE			
CATEGORY	SAPPHIRE	ELITE	PREMIER
DISPLAYS & SAMPLES	100%	100%	100%
LITERATURE	100%	100%	100%
PROMOTIONAL MERCHANDISE	50%	50%	50%
CO-BRANDED APPAREL**	100%	100%	100%



Samples



Displays

Literature



Merchandise

*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.*

*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.*

*\*\* JELD-WEN must approve all artwork and apparel selection prior to production in order to receive 100% reimbursement on Co-Branded Apparel (limited to dress and golf shirts and outerwear only).*

*All True BLU™ programs are subject to change at any time without notice at the sole discretion of JELD-WEN.*





# FAQ PAGE

## TRUE BLU™ FAQ'S

### Q: HOW ARE MY BLU™ BUCKS CALCULATED?

A: Annual Blu Bucks amounts are calculated off prior year sales on all windows, doors and LaCantina product. Your %rate is based on your tier.

### Q: WHAT CAN I SPEND MY BLU™ BUCKS ON?

A: There are several ways to spend your funds:

- Brand Store: browse our online store for a variety of products and tools to help you grow sales with JELD-WEN. You can use your funds at 100% for hand samples, displays and literature.
- Promotional items such as JELD-WEN branded apparel, lifestyle, and drinkware can be purchased using Blu Bucks to cover 50% of the cost
- Co-Branded Apparel, limited to shirts and outerwear, can be reimbursed at 100% of the cost. (new)
- Co-Op Reimbursement: to support localized marketing efforts, you can submit pre-approved marketing expenses through our reimbursement program. Please refer to the program guide for reimbursement rates. Submit all preapprovals through [trueblu@jeldwen.com](mailto:trueblu@jeldwen.com). Tactics not preapproved, are not guaranteed reimbursement.

### Q: HOW DO I SUBMIT A CO-OP REIMBURSEMENT CLAIM?

A: You can access the co-op reimbursement tool via the partners portal. Click the True BLU tab on the navigation bar Co-Op reimbursement Submit New Claim.

### Q: CAN I BUY CUSTOM PRODUCT FROM THE PLANT FOR MY SHOWROOM?

A: We encourage you to browse our offering of full-size display product on the brand store, but if you do not find what you are looking for you can purchase product from the plant using your standard discount. Once you have paid your invoice, you can submit a co-op reimbursement claim to cover the cost at 100%.



**Q: CAN I PURCHASE CO-BRANDED PROMOTIONAL ITEMS?**

A: Yes. Reach out to trueblu@jeldwen.com and we will work with you directly to setup your order. Make sure to have your dealer logo on hand.

**Q: HOW WILL I RECEIVE MY CO-OP REIMBURSEMENT?**

A: All dealers seeking reimbursement will need to submit a current W-9 form and ACH setup document. Dealers will receive payment via ACH direct deposit approximately 3-4 weeks after their claim has been approved.

**Q: WHERE CAN I CHECK MY BLU BUCKS BALANCE?**

A: Your current balance can be found on the homepage of the partners portal or in the top right corner of the brand store.

**Q: IF I AM NOT A SAPPHIRE, PREMIER, OR ELITE DEALER, HOW DO I ORDER HAND SAMPLES, DISPLAYS OR LITERATURE?**

A: Please work directly with our Territory Sales Manager to get what you may need.

**Q: HOW DO I QUALIFY FOR THE “TIERING UP” VALUE INCENTIVE?**

A: You must be a JELD-WEN window dealer that also sells JELD-WEN doors to qualify and qualify under the window program.

**Q: WHAT IF I AM A JELD-WEN DOOR DEALER AND SELLS WINDOWS?**

A: Tiering Up is only under the Window program. It is for JELD-WEN Window dealers only that also JELDWEN sell doors.

**Q: WHAT IS TIERING UP?**

A: Tiering Up will give JELD-WEN Windows dealers who also purchase JELD-WEN doors the opportunity to combine sales and possibly qualify for a higher tier under the window program.

**Q: HOW DO I GET CO-BRANDED PROMOTIONAL MATERIALS OR APPAREL APPROVED?**

A: Email True BLU with artwork asking for approval. All co-branded material must be pre-approved in order to receive reimbursement.

**Q: ARE ORDER ACKNOWLEDGEMENTS AN ACCEPTABLE FORM OF DOCUMENTATION FOR MY CO-OP CLAIM?**

A: Order acknowledgements are not an acceptable form of documentation, please submit a copy of your paid invoice.

**Q: CAN I USE MY BLU BUCKS TOWARDS LACANTINA PRODUCTS AND MARKETING TOOLS?**

A: Yes. BLU Bucks can be used for products and marketing tools for any brand within the JELD-WEN family of brands.





# PARTNERING FOR GROWTH IN 2023





**JELD-WEN**

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