



DUPONT™ TYVEK® ANNOUNCES LAUNCH OF NEW CONTRACTOR REWARDS™ PROGRAM



What is Contractor Rewards?

Contractor Rewards is a new and unique program designed to help grow sales of DuPont™ Tyvek® Weatherization System products. The program is free to participants targeting trade contractors, remodelers and builders in the residential and commercial construction markets. DuPont, and other Program Sponsors, offer enrolled contractors points for purchasing specified products, including DuPont™ Tyvek® HomeWrap®, DuPont™ RoofLiner, DuPont™ FlexWrap™ NF, DuPont™ StraightFlash™ and other branded products. Points can be redeemed for over 140,000 award items. Contractor Rewards is a tool to attract new customers, grow sales of existing products, cross sell and introduce new products.

How Does the Contractor Rewards Program Work?

Contractors can either enroll online or call toll-free 1-877-286-7064. They provide information about their business, including the type of work they do, and the number of jobs they handle per year. When those contractors buy eligible DuPont products, there will be a uniquely coded bright yellow label on the product. The contractor peels off or cut's out the label and enters the code online. Points earned are deposited in their account the next day.



Note: If you attempt to claim rewards points for purchases of DuPont™ Tyvek® ThermaWrap™ or DuPont™ RoofLiner, you need to click the "Submit Claims" menu button along the top of the Contractor Rewards webpage and follow the appropriate submittal process. The claim submittal process requires three steps to complete.

Every two weeks, the contractor receives the **ExtraPoints™ eNewsletter** containing information about the Program, updates on Program Sponsors and Products, as well as special promotions. Contractors can go online check their point balances online, see all the ways to earn points, enter codes from purchased products, and shop using their points. It's easy and rewarding.

Who is Eligible for Participation in Contractor Rewards?

The Program is open to all trade contractors, builders, and remodelers in the residential, commercial and industrial construction markets. The program is currently limited to the US and US territories.

How do Contractors Join Contractor Rewards?

It only takes a few minutes. Visit www.contractorrewards.com and complete the short enrollment process. Contractors can also call 1-877-286-7064 to enroll. The Contractor Rewards service team is available from 8:00 AM to 4:30 PM Central Time, Monday through Friday, except on Holidays.

What are the Benefits to our Distributors and Dealer Partners?

Tyvek® Dealers will have access to enrollment collateral to hand out to contractors. Contractors will be more loyal to Tyvek® products and more loyal to the Dealers who sell them. This pull-through marketing program allows channel partners to promote Tyvek® products, while leaving the executional details to someone else!

What Other Industry Suppliers Participate in Contractor Rewards?

Joining DuPont are a number of other mega-brands in the building products industry, and discussions are underway with a number of other brand leaders. Current sponsors are **BASF** sealants and adhesives, **GAF Decking Systems** products, **GE Energy** load centers and power switches, **A.O. Smith**, and their brands of water heaters, **Edwards Signaling**, fire protection products, **Regal Beloit** electric motors and **Matheson**, a market leader in welding supplies and gasses.

We are working specifically on adding more manufacturers with non-competing products in the exterior building products category.

What DuPont Products are in Contractor Rewards?

Contractors can earn points by purchasing various DuPont™ Tyvek® branded weather barriers, roofing underlayment and flashing products.

See the chart below for specific product families and brands. Refer to www.contractorrewards.com for specific unit point values.

Housewraps

Tyvek® HomeWrap®
Tyvek® DrainWrap™
Tyvek® StuccoWrap™
Tyvek® ThermaWrap™

Roofing Underlayment

DuPont™ RoofLiner

Flashing & Accessories

DuPont™ FlexWrap™ NF
DuPont™ StraightFlash™
DuPont™ StraightFlash™ VF
DuPont™ Flashing Tape
Tyvek® Tape

A Message From Alan Hubbell, Market Manager - Builder & Remodeler, DuPont Building Innovations:

"In today's economy, our customers are looking for new ways to maximize efficiency and profitability. We chose Contractor Rewards as an innovative and very simple way to add value to our customers' businesses and recognize their loyalty by offering points on our products that can be redeemed for highly desirable reward items. By continuing to purchase eligible DuPont Weatherization System products and also purchasing products from other Sponsors, our Contractor customers can boost their points to earn more valuable awards.

For our DuPont™ Tyvek® Distributors and their Dealers, we expect to help generate more demand for DuPont products, increase store traffic and provide additional opportunities to cross sell other products they stock."

Who do I Contact if I Have Questions About the Contractor Rewards Program?

For more information please visit us at www.construction.tyvek.com or call us at 1-800-44-TYVEK.

