

CPG PRO

Loyalty Rewards Program



DECK RAIL TRIM LIGHTING MOULDING PORCH PAVERS

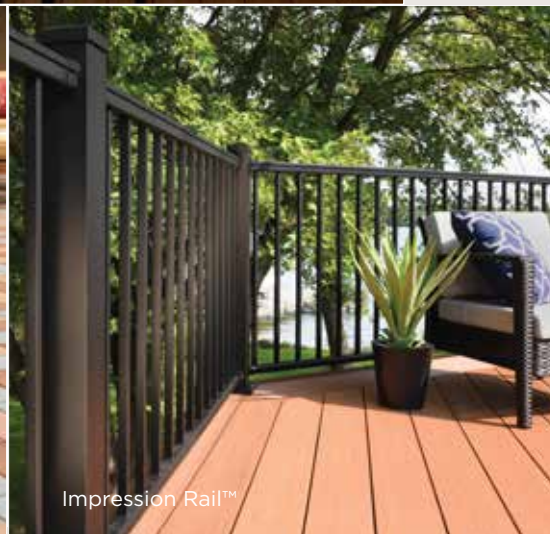


Tropical Collection — Antique Palm™

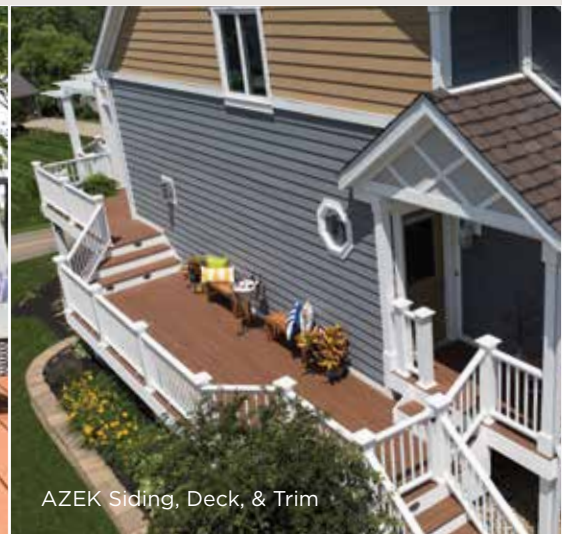
introducing our new CPG PRO **LOYALTY REWARDS** program



AZEK® Pavers



Impression Rail™



AZEK Siding, Deck, & Trim

WHO ARE WE?

CPG Building Products offers top brands and categories. As a contractor, no matter which of our products you work with, you qualify for our CPG PRO loyalty program. Thank you for trusting us with your business.



Lighting



BECOME A CPG PRO.

We're here to support you like no other building products company can. Our program arms contractors with marketing tools, access to leads, business building tools, and promotional funding. We also provide you with industry-leading training courses and support to help elevate your skills. And all of this is available with a profitable, diverse, high-end building products portfolio that will help build your business.

HERE'S WHAT'S NEW.



- You can now earn points for every purchase of AZEK® or TimberTech® products
- Expanded point redemption options including improved marketing materials and tools
- Improve your reach with homeowners through our new enhanced contractor profile page
- Expanded options for marketing point redemption
- Grow your knowledge and your business with our industry leading training and certification*

**Certification only available to Platinum and Gold levels*

MOVE UP. GET MORE.

Each of our CPG PRO membership levels lets you earn more and more rewards. Use CPG Building Products and participate in the program and you'll receive fantastic benefits.



Benefits	0 pts+
Earn Rewards Points Multiple Ways	1x*
CPG PRO Insider Newsletter	
Angie's List Benefits	
Access to Training Modules	
Access to CPG Direct Marketing Tools	
Earn Badges	
Placement on Contractor Locator	
Priority Access to Leads	
Enhanced Contractor Profile	
Certification Eligibility	
Contractor Council Trip Eligibility	



Points Required For Each Level

15,000 pts+	50,000 pts+	100,000 pts+	175,000 pts+
1x*	1x	3x	5x
●	●	●	●
●	●	●	●
●	●	●	●
●	●	●	●
●	●	●	●
●	●	●	●
	●	●	●
		●	●
		●	●
			●

WHAT ARE THE BENEFITS?

EARN REWARDS POINTS

Earning reward points has never been easier. Receive points for submitting invoices on completed projects, taking eligible online training courses and earning badges. Also, our new mobile-friendly online invoice submission makes submitting invoices quick and easy.

CPG PRO INSIDER NEWSLETTER

All members get access to our new Insider Newsletter. Get the latest updates on the CPG program, AZEK® and TimberTech® product announcements and industry news.

ANGIE'S LIST BENEFITS

All CPG PRO members will be eligible to receive 25% off any future advertising with Angie's list. This is an exclusive offer for our loyal CPG PROS. No need to sign up with them, by being a Bronze or higher member, you are automatically enrolled in the discount program.

ACCESS TO ONLINE TRAINING MODULES

As a CPG PRO member, you will have access to online training modules depending on your level. These will provide you with industry leading training you need to grow your business. The modules can be found at **www.cpgpros.com** and can be completed as many times as you like. For each training you successfully complete, we will also add points to your account (once per training per year).

ACCESS TO CPG MARKETING TOOLS

As a Bronze or higher member, you will have full access to all of our available marketing tools within **www.cpgpros.com**. These tools include a vast assortment of items to market and grow your business including flyers, company merchandise and apparel, truck wraps, radio ads and MUCH more all at no cost to you.

EARN BADGES

As a Bronze or higher member, you will be eligible to earn badges based on certain criteria you have met. These badges will be incorporated in our contractor locator for



homeowners to differentiate between contractors at similar levels. These are a great way to separate yourself from your competition.

PLACEMENT ON CONTRACTOR LOCATOR

As a Bronze or higher member, you will gain placement on our Contractor Locator which helps homeowners connect with contractors in their area. As you move up levels, so will your placement on the locator.

PRIORITY ACCESS TO LEADS

As a Silver or higher member, you will gain priority access to leads generated through AZEK and TimberTech digital efforts. We are committed to helping all of our aligned contractors grow, so leads are equally distributed in a 'round robin' approach.

ENHANCED CONTRACTOR PROFILE

As a Gold or higher member, you will have the opportunity to create an enhanced profile page. This page will establish you as a premier partner with CPG and will draw increased attention to your business. You will be able to upload examples of your work, provide background of your business, and further differentiate yourself from other contractors.

CERTIFICATION ELIGIBILITY

As a Gold or higher member, you have demonstrated great support and loyalty to the CPG brands. In return, CPG will offer the opportunity to become a certified installer of our products. This certification will demonstrate to home owners that you have been properly trained in all of our products and are a knowledgeable expert with products and best installation practices.

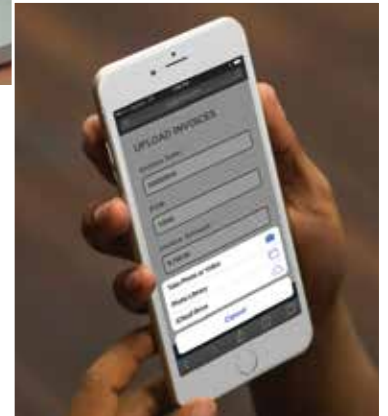
CONTRACTOR COUNCIL TRIP ELIGIBILITY

At our highest level, we recognize your investment and commitment to our brands. We value your experience and feedback and the contractor council is our forum to receive that from you. As a Platinum level member, you will be eligible to attend this annual event.

INVOICES.

Earn CPG PRO points for every dollar you spend on all AZEK® and TimberTech® products.*

- Upload your invoices throughout the year to earn points and elevate your status.
- Our new online invoice tracker makes uploading invoices fast and easy to manage.
- Contractors can upload and track their invoices directly by visiting **www.cpgpros.com**.
- Points will be allocated upon review and approval by your AMM.



TRAINING.

Become a CPG expert and earn points by taking our online and event training courses. There will be opportunities to earn 500 points for each online training module completed successfully. As you move up in level, you will have access to increased trainings to continue to grow your business. CPG will offer training modules on all AZEK and TimberTech products, installation, and many more!

- Platinum - 18 modules • Gold - 18 modules • Silver - 14 modules
- Bronze - 10 modules • Pro - 1 module



BADGES.

Badges will be incorporated in our contractor locator and expanded profile pages. This will allow for increased differentiation between contractors at the same level. The more active you are, the more you earn.

Exclusivity
Dual Brands
Design
Customer Satisfaction
Training
Certification


Badge Point System

Badge	Description & Metrics	Point Value
Exclusivity	Although we do not require exclusivity, we want to reward those who choose to only use CPG products. This badge will demonstrate the recipient has agreed to only use CPG products in their projects.	2,500
Dual Brands	This badge will demonstrate that the recipient has used both AZEK and TimberTech products in the given year.	1,000
Design	This badge will demonstrate that the recipient has used multiple CPG building product categories in the majority of their projects. For example, TimberTech® Deck and Rail.	500
Customer Satisfaction	This badge will demonstrate that the recipient has an "A" rating on Angie's list.	5,000
Training	This badge will demonstrate that the recipient has completed all available CPG PRO Training modules available to them on www.cpgpros.com .	1,000
Certification	This badge will demonstrate that the recipient has achieved Gold or Platinum status and has passed a required installation and attended an in person training in a given year.	5,000

REDEEM POINTS. ANYTIME.

Reward your hard work by redeeming your earned points at any time!



Redeemable Reward Options



Local Marketing

CPG will **fully reimburse** approved marketing activities at the local level from your account. These activities include newspaper ads, billboards, radio ads, home shows, Angie's list membership, website maintenance and similar activities.



Promo Items & Wearables

You can redeem your points in our web store on www.cpgpros.com for approved logo apparel and promotional items. Once you order, we will approve the order and pay the vendor directly with your points.



Print Center

You can also redeem your points for our pre-designed and customizable printed materials within www.cpgpros.com. Once you order, we will approve the order and pay the vendor directly with your points.



Installation Tools

You have earned points by using our products and now, you're able to use those points to make installing the products even easier! FastenMaster® guns can be purchased with your points on www.cpgpros.com



Cash Rebate

If you prefer, we also have an option to convert your points into cash and receive a check to use at your discretion. Keep in mind that points will be redeemed at full cash value. For example, 1000 points = \$5 cash rebate.

WE SUPPORT YOU.

As a CPG PRO member, your company has demonstrated continued support of CPG building products and our brands. In return, we would like to recognize this support by offering customizable marketing materials and a team of dedicated Associate Marketing Managers to support you.

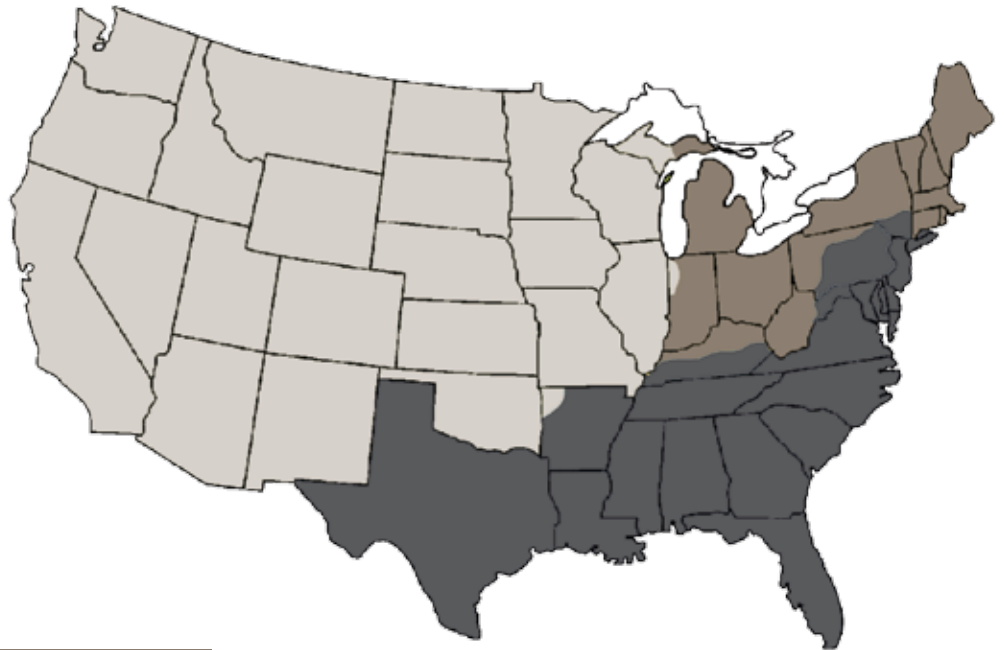
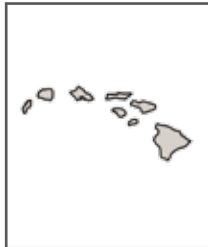
CANADA



ALASKA



HAWAII



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Midwest, Northwest, & Southwest

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Mid-Atlantic & Southeast

Derek Victor

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Reach out to your local AMM for support in any of the following areas:

Lead Generation

Lead Management

Web Presence

Social Media

Advertising

Marketing

iFrame

Displays

Promotions

Truck Wraps

Print Ads

Event Flyers

Web Tools

Merchandising

Billboards

Brochures

Digital Ads

Branded Apparel

TEAMING UP WITH ANGIE'S LIST.

AZEK® and TimberTech® have teamed up with Angie's list to help your business grow! Through this strategic relationship, you will get access to exclusive benefits only available to CPG PRO contractors.



Exclusive Angie's List Benefits:

ADVERTISING DISCOUNTS

All CPG PRO members will receive a 25% discount on any future advertising on Angie's list

- Web Placement or Keyword Advertising - Appear on the first page of search results so members can easily find your reviews.
- Magazine Advertising - Detail your services in Angie's list award winning magazine distributed monthly to members with local content.
- Call Center Advertising - Be one of only four referrals suggested when a member calls looking for a highly rated service provider.

TRAINING

Webinars exclusively for AZEK and TimberTech contractors to keep you on the cutting edge of new trends with Angie's list.

EXCLUSIVE ONLINE SALES OPPORTUNITIES

CPG PROS can offer AZEK and TimberTech sponsored "Buy Now" services and products to Angie's list members. This means instant customers hiring your business directly through Angie's list!

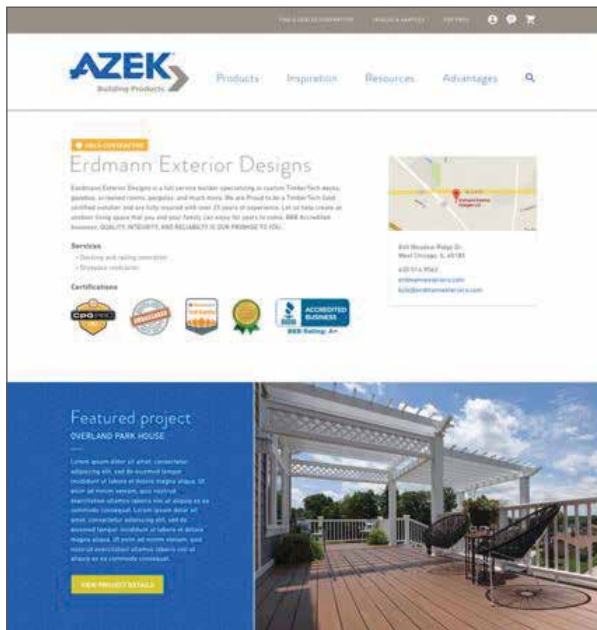
GET STARTED NOW!

If you are ready to get involved in this program, call or email today:

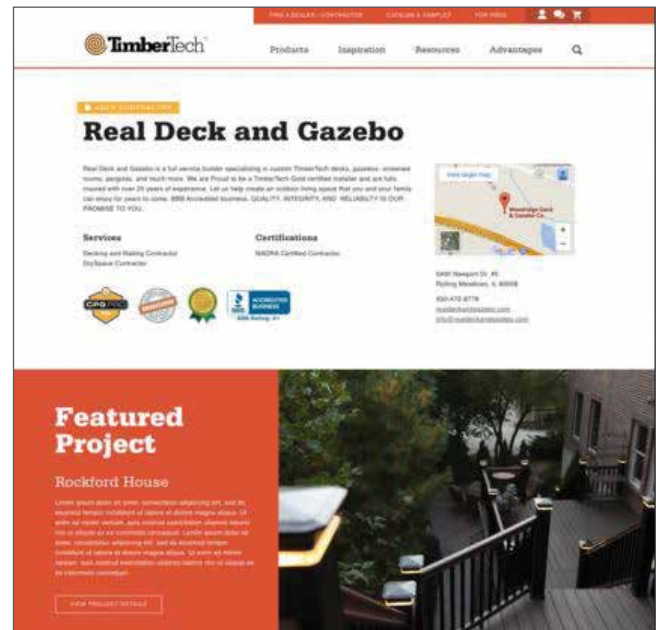
855-474-1390 | azek@angieslist.com | angieslistbusinesscenter.com/timbertech

ENHANCE YOUR ONLINE PROFILE.

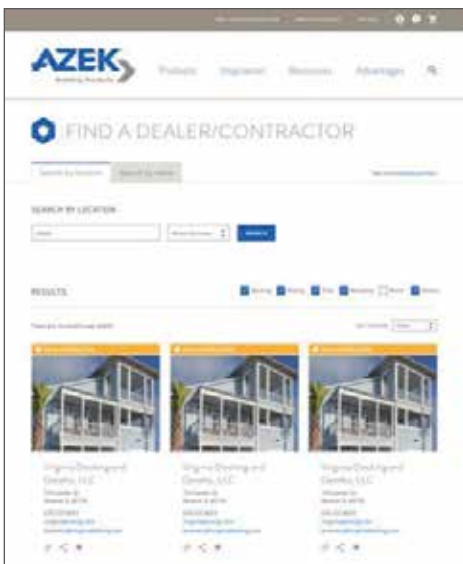
We want to establish our Gold and Platinum members as a premier partner with CPG and draw increased attention to your business by giving you the opportunity to create an enhanced profile page on our website. Upload featured projects, provide a background of your business, and further differentiate yourself from other contractors.



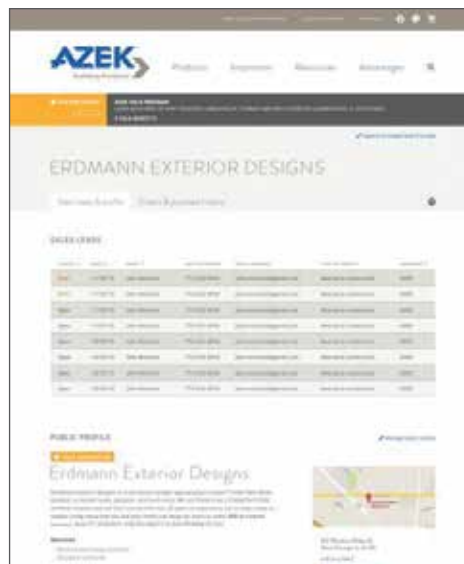
AZEK Contractor Profile Page



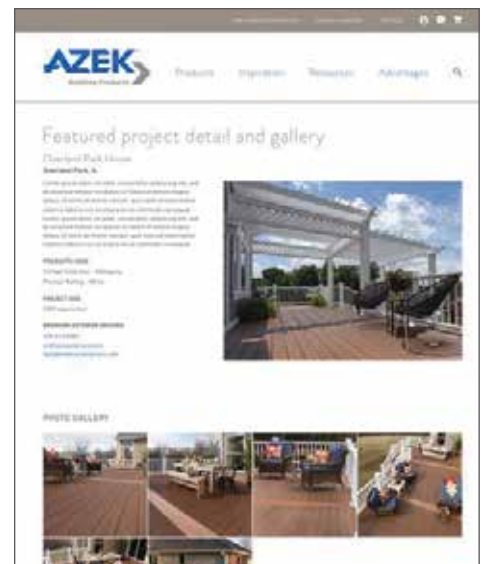
TimberTech Contractor Profile Page



Contractor Locator Page



Contractor Account Page



Contractor Project Page

FREQUENTLY ASKED QUESTIONS.

What are points?

Points are metrics for loyalty to CPG.

How do I earn points?

Points can be earned by submitting invoices (\$1 = 1pt), completing online training, or achieving badges.

Can I roll over points from year to year?

Yes! As long as you have achieved Silver membership level your points will not expire. If you fail to reach our Silver level, those points will be forfeited at the end of the calendar year.

How is placement determined on the website?

Placement on the website is determined based on participation level. To appear on our contractor locator, you must have achieved Bronze level status in the previous year and submitted the invoices to us via www.cpgpros.com.

How do I register for CPG PRO?

Getting set up is easy. Go to www.cpgpros.com and click Join Now to get started.

I already had a username and password for www.cpgdirect.com. Do I need to re-register?

Yes. You will need to re-register with us and submit your invoices to continue to participate in our program.

I forgot my username or password. How do I reset my account?

Reach out to your local rep or AMM and they will gladly assist you.

How do I submit my certification documents (W-9, invoices, license)?

Log onto www.cpgpros.com and follow the prompts.

How do I get set up on Angie's List?

Once you have qualified as a CPG PRO, we will send Angie's List your information so that you can take advantage of the exclusive discounts offered only to CPG PROS. You can then register directly on angieslistbusinesscenter.com/timbertech

How do I create or update my contractor profile?

We want to ensure that we are providing any potential consumers the most up to date and accurate information available to get them in touch with our PROS. To accomplish this, we ask that you regularly update your profile. You can do this at any time on www.cpgpros.com.

What can I use my points on?

Points can be used on any marketing focused activity. This includes things such as local marketing, promo items, wearables, installation tools, or redeem to cash.

How do I get reimbursed with my points?

We will reimburse you from your earned promotional funds for any approved marketing activity. If you are looking for reimbursement or a check, all we need is a W-9 on file and a copy of the invoice for reimbursement.

How do I upload invoices?

Simply login to www.cpgpros.com and select the upload invoice icon. They will be housed here for your future reference.

How often do I need to upload invoices?

We encourage all of our partners to submit invoices as frequently as possible. This will enable to you receive the points you have earned as quickly as possible so you can continue to grow your business. At a minimum, you must submit your invoice totals each year by January 31st.

Do I have to upload my invoices or can I just have my dealer tell you what I spent?

We want to ensure we are capturing all of your work and ask that you submit your invoices. We are willing to work with your dealers as well. Please reach out to your AMM or local rep if you need assistance.

How quickly will points be added to my account?

We are committed to processing your submissions as quickly as possible. If your points have not posted within 2 weeks of your submission, please reach out to your AMM for further information.

Where is the online training?

All of our available online training is accessible at www.cpgpros.com. The number of available trainings will vary based on your membership level.

How can I apply for badges?

You may not apply for badges. Badges are earned based on demonstrated performance. Most of these will be determined by your invoice submissions. The only badges which need action from you are the Training badge (complete the online trainings to earn this) and certification (if eligible).

How can I move up levels?

The only way to move up in levels is to increase the number of points earned. This can be done by submitting additional invoices demonstrating sales, completing additional available trainings, or earning additional badges.

Which CPG products earn points?

Any product manufactured by CPG Building Products is eligible to earn points for a CPG PRO member.

Do I have to renew my status?

To ensure that our network of contractors is the most accurate for our homeowners who arrive at our site, we require all members to renew their status by demonstrating sales volume in the form of invoices from the previous calendar year.

Does it cost to join CPG Pros?

There is no cost to join. Your loyalty is more than enough!

Why isn't my company appearing on the website?

Verify that the information in your profile is accurate, ensure that you have submitted your invoices for the previous year, and then contact your sales rep or AMM.

Does CPG offer a labor warranty?

At this time, we do not offer a labor warranty.

What does certification mean?

Certification will mean that CPG has properly trained and provided the manufacturer specified installation guidelines to each contractor. We are certifying the information has been relayed to the contractor. CPG is NOT certifying their craftsmanship, quality, or execution upon the information provided to the contractor and CPG does not accept any liability to the homeowner for any aspect of the installation.



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Sign up on **cpgpros.com** today!