



GATEWAY TO GROWTH

Duro-Last® Reward Programs



WELCOME



One of the reasons we're known as the "World's Best Roof®" is because we work with the world's best contractors. Our contractors are as dedicated to the same high standards of quality in planning, preparing and installing Duro-Last Roofing Systems as we are to manufacturing them. And it's why we believe you deserve to be rewarded for your hard work and your loyalty to Duro-Last.

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Introduction



Rewarding Contractors in Three Different Ways

Duro-Last has three unique programs to reward authorized contractors who have a strong record of Duro-Last sales while consistently installing our roofing systems with exceptional attention to quality.

Contractor eligibility is determined by performance from Jan. 1 through Dec. 31 of each year, and contractors who meet the respective criteria will be honored at the conclusion of the calendar year.

This brochure details each program's qualification criteria and the rewards available.



1. AMP-Up

Our success depends on your success and that's the purpose behind the AMP-Up Incentive Program. It's designed to help you advertise, publicize and promote the sale and use of Duro-Last Roofing Systems in your local market. Learn more about this program on page 4.

AMP-Up helps:

- Grow sales for Duro-Last and for you
- Increase awareness of and demand for Duro-Last Roofing Systems in your local market
- Share advertising expenses in your market, reinforcing your relationship with Duro-Last
- Encourage contractors like you to effectively market yourselves and Duro-Last Roofing Systems



2. Quality-Performer (Master, Elite, Platinum)

Contractor eligibility is determined by your installation of Duro-Last Roofing Systems in square feet from Jan. 1 through Dec. 31 of each year. Meet the respective criteria for each level, and you'll be named Master Contractor, Elite Contractor or Platinum Contractor at the end of the calendar year.

Learn how to qualify for each level on page 10.



3. Sales Leader

Authorized Duro-Last contractors with exceptional sales volume in a year receive extra perks and special recognition. From gifts through the Duro-Last Prize Catalog to vouchers for the Duro-Last Storefront and reimbursement for the Duro-Last National Sales Seminar, there are 10 levels to this elite group. Learn more about them on page 11.

The logo graphic features a central green circle with a white ring and a blue center, surrounded by a dark blue ring with four white dots. The text 'AMP-UP' is written in large, white, sans-serif capital letters to the right of this graphic.

AMP-UP

Amplify your voice

AMP-Up is a program designed to help you stand out. It not only offers recognition for your sales efforts, but also provides marketing tools to help you promote your company and Duro-Last Roofing Systems.

Here's how it works:

- 1** After a contractor reaches \$50,000 in qualified purchases from Duro-Last, and for every dollar in qualified purchases thereafter, Duro-Last will extend AMP-Up dollars of 1.5% of the qualified amount, which can be used for the following year.
- 2** Duro-Last will contribute 75% of the cost of local marketing purchases. Contractors will contribute 25%. In other words, for every dollar a contractor spends on local advertising, Duro-Last will provide three dollars, up to the limit of 1.5% of qualified purchases from Duro-Last.
- 3** AMP-Up dollars for promotional items (including clothing) are limited to \$500 or 15% of available AMP-Up dollars, whichever is greater. As with other marketing activities under the AMP-Up program, Duro-Last will contribute 75% of the cost of the promotional items and contractors will contribute 25%.
- 4** Contractors who grow their Duro-Last business during the year will be eligible for an annual bonus "kicker" the following year. See the Rewarding Growth section on page 6.



How to Qualify

- 1** The program is for qualified purchases made between Jan. 1 through Dec. 31 of the previous year. AMP-Up dollars will be available for use Jan. 1 and must be used by Dec. 31 of the current year.
- 2** Participation in this program is limited to contractors with a minimum of \$50,000 in qualified Duro-Last purchases.
- 3** Qualified purchases do **not** include Duro-Guard® insulation products, Duro-Tuff® roll goods, Duro-Light® skylights or any product purchased through a distribution service.
- 4** AMP-Up dollars are achieved through payment of Duro-Last invoices within 60 days of invoice date.
- 5** All current Duro-Last payment policies are in effect. Invoices for qualified purchases paid or partially paid after 60 days do not qualify.



Rewarding Growth

If you're a contractor who is growing with us, Duro-Last wants to reward you. A key component of the AMP-Up program gives you the ability to earn dollars in excess of the initial 1.5%, through an annual bonus "kicker." This is a one-time annual payment and will be added to the contractor's earned AMP-Up dollars for the year.

The kicker amount is determined by the growth in your Duro-Last purchases throughout the calendar year compared with your best purchase year during the previous five years. The end-of-year bonus kicker amount will be applied to the contractor's AMP-Up account, as soon as possible, following Jan 1.

The table to the right shows how the end-of-year AMP-Up kicker percentage will be calculated. Levels of 20% and higher are highlighted because contractors who reach that level – or more – will be rewarded with a substantial kicker bonus.

Purchase Increase Over Best Year	Kicker Percentage Calculator (% of AMP-Up Dollars Earned)	Total AMP-Up Earned as a % of Purchases
-100%	0%	1.50%
0%	0%	1.50%
5%	5%	1.58%
10%	10%	1.65%
15%	15%	1.73%
20%	35%	2.03%
35%	40%	2.10%
50%	60%	2.40%
100%+	100%	3.00%



This table shows AMP-Up dollars earned, as well as how the incentive kicker would be calculated, for several contractor examples.

Contractor Examples	A	B	C	D	E	F	G	H
	Best Year Ever Qualified Purchases (past five years)	Current Year Qualified Purchases	Current Year AMP-Up Dollars Earned	Current Year % Change From Best Year Ever	End-of-Year Kicker Percentage Based on Qualified Purchase Change	End-of-Year Kicker Dollars	Total AMP-Up Dollars Available for Current Year	Total AMP-Up Earned as a % of Qualified Purchases
			$B \times 1.5\%$	$B - A = \text{Difference}$ $\text{Difference} \div A = \% \text{ of change}$	See Chart on Pg. 6	$E \times C$	$C + F$	
1	\$150,000	\$140,000	\$2,100	-6.7%	0%	\$--	\$2,100	1.50%
2	\$150,000	\$155,000	\$2,325	3.3%	0%	\$--	\$2,325	1.50%
3	\$150,000	\$160,000	\$2,400	6.7%	5%	\$120	\$2,520	1.58%
4	\$150,000	\$170,000	\$2,550	13.3%	10%	\$255	\$2,805	1.65%
5	\$150,000	\$175,000	\$2,625	16.7%	15%	\$394	\$3,019	1.73%
6	\$150,000	\$185,000	\$2,775	23.3%	35%	\$971	\$3,746	2.03%
7	\$150,000	\$205,000	\$3,075	36.7%	40%	\$1,230	\$4,305	2.10%
8	\$150,000	\$230,000	\$3,450	53.3%	60%	\$2,070	\$5,520	2.40%
9	\$150,000	\$330,000	\$4,950	120.0%	100%	\$4,950	\$9,900	3.00%





Duro-Last Storefront

The Duro-Last Storefront is a 24/7 marketing portal designed to support Duro-Last contractors with their marketing plans, and gives you easy access to the templates and tools you need to drive sales. This is also where you will access and use your AMP-Up funds. We continuously update and add to the Storefront; here are some examples of what you'll find there:

- Easy access to your AMP-Up balance
- Online submission for AMP-Up reimbursement
- Online capability to order and mail customized Duro-Last mailers, postcards and flyers
- Capability to request Duro-Last marketing materials and samples
- A broad variety of Duro-Last clothing and promotional items available to order and customize as desired
- Updated source for strategic marketing ideas such as webinars, social media tiles, radio and TV ads

To access, log into the Contractor Portal at duro-last.com, go to the marketing tab, then click Duro-Last Storefront.

All purchases through the Storefront require the use of a credit card. Duro-Last will not invoice for purchases made on the Storefront.

Only authorized AMP-Up users can access AMP-Up balances and make purchases using AMP-Up on behalf of their company.

Message Requirements

To qualify for AMP-Up dollars, your advertising and other promotional media may **only** refer to your business and Duro-Last. Ads must include an approved Duro-Last contractor logo and the text, "An Authorized Duro-Last Contractor," which must be clearly visible and displayed on a line by itself on the advertisement. Radio and television ads must mention Duro-Last.

Your ad may include general references to other roofing capabilities, such as:

- "Experienced in installing all types of commercial roofing systems."
- "We have 25 years of proven history with a variety of commercial roofing products."

The ad must **exclude** mention of other commercial roofing systems, such as Built-Up Roofing, TPO, EPDM, torch down, modified, coatings (mention of Duro-Shield® coating products is allowed), etc. It also cannot mention other manufacturers or their products. The ad copy may include general references to other applications not competitive with Duro-Last, such as residential shingles or tile.

Advertisements must be submitted to the Duro-Last Marketing Department for review and approval prior to publishing with the media.

Eligible Activities

The following promotional and advertising activities are eligible for AMP-Up dollar application, subject to Duro-Last's approval. Other activities may also be eligible. Please check with the Duro-Last Marketing Department for pre-approval if you have a specific promotional idea you would like to use.

- Duro-Last National Sales Seminar*
- Advertisements in/on:
 - Newspapers
 - Radio
 - Television
 - Billboards
- Local trade show exhibitor fees and display material
- Direct mail
- Telemarketing
- Promotional videos
- Job site banners
- Web pages (Duro-Last and contractor information only)

- Local paid search campaigns (must promote only the contractor and Duro-Last)
- Social media campaigns (must promote only the contractor and Duro-Last)
- Promotional items, including clothing (limited to \$500 or 15% of available AMP-Up dollars, whichever is greater)
- Electronic Yellow Page ad (print Yellow Page ads are not eligible)

* Only available to NEW companies attending for the first time. Must attend four breakouts during the course of the event. Limited to \$1,000 reimbursement from AMP-Up. Reimbursement will be processed shortly after the conclusion of the National Sales Seminar.



QUALITY-PERFORMER

Master, Elite and Platinum

Duro-Last rewards its top quality-performing contractors each year in three different levels, determined by square footage* installed between Jan. 1 and Dec. 31 each year.

To qualify for any level, you must meet the following criteria:

- Install a minimum of five commercial jobs within the calendar year (residential and material-only warranty projects are not eligible).
- All Duro-Last products must be paid for by the end of the calendar year for those projects to count toward program eligibility.
- All projects must be inspected, graded and warranted by a Duro-Last Quality Assurance Technical Representative in the calendar year to qualify. (Note: date of completed installation, not material purchase, is used to qualify a project for the program.)
- Contractors placed on "Quality Hold" in the calendar year will not be eligible for the award.

Specific criteria and rewards for each level are listed in the table below.

Qualifications	Master	Elite	Platinum
Install a minimum of five commercial jobs within the calendar year	X	X	X
Total combined square feet of installed roofing, minimum*	50,000	150,000	500,000
Average combined grade of all commercial installations	90 or higher	92 or higher	95 or higher
Rewards			
Voucher to the Duro-Last Storefront	\$400	\$700	\$1,000
Pre-approval for repairs	\$300	\$350	\$500
Pressure-sensitive labels	500 Master Contractor	500 Elite Contractor	500 Platinum Contractor
Eligible to receive discounted 20-year Duro-Last warranties (rate per square foot) ¹	10 cents	9 cents	8 cents
Recognition	Award plaque and certification letter from the Duro-Last Director of Quality Assurance & Warranty Services.		
Pre-inspection warranties	X	X	X

¹Rates are 3 to 5 cents less per square foot than non-awarded contractors. Does not apply to 20-year prorated or material-only warranties.

* Duro-Last, Duro-Last X™, Duro-Fleece®, Duro-Fleece Plus®, Duro-Tuff and Duro-Last EV

SALES LEADER



An Exclusive Club

Duro-Last's top contractors are an exclusive club. They have demonstrated the ability to not only sell at least \$100,000 worth of Duro-Last products within a year, but to maintain the standards of quality of our Quality-Performers. There are 10 levels of Duro-Last Sales Leadership. Eligibility includes all the basic qualifications of the Quality-Performers, as well as sales figures noted.



Century

\$100,000 to \$249,999

At the Century Award level, you will receive:

- Century Award plaque inscribed with your business name
- Customized press release for publication in local media
- One item in the Duro-Last Prize Catalog
- Recognition at the Duro-Last National Sales Seminar
- \$250 credit on the Duro-Last Storefront



Admiral

\$500,000 to \$749,999

At the Admiral Award level, you will receive:

- Admiral Award plaque inscribed with your business name
- Customized press release for publication in local media
- One item in the Duro-Last Prize Catalog
- Recognition at the Duro-Last National Sales Seminar
- \$1,500 credit on the Duro-Last Storefront



President

\$250,000 to \$499,999

At the President Award level, you will receive:

- President Award plaque inscribed with your business name
- Customized press release for publication in local media
- One item in the Duro-Last Prize Catalog
- Recognition at the Duro-Last National Sales Seminar
- \$700 credit on the Duro-Last Storefront



General

\$750,000 to \$999,999

At the General Award level, you will receive:

- General Award plaque inscribed with your business name
- Customized press release for publication in local media
- One item in the Duro-Last Prize Catalog
- Recognition at the Duro-Last National Sales Seminar
- \$1,500 credit on the Duro-Last Storefront
- Reimbursement for airfare to and lodging at Duro-Last National Sales Seminar (up to \$2,000)



Chairman

\$1 Million to \$2,499,999

At the Chairman Award level, you will receive:

- Chairman Award inscribed with your business name
- Customized press release for publication in local media
- Monetary reward in the form of check or statement credit
- Recognition at the Duro-Last National Sales Seminar
- \$2,000 credit on the Duro-Last Storefront
- Reimbursement for airfare to and lodging at Duro-Last National Sales Seminar (up to \$3,000)



Golden Eagle

\$5 Million to \$9,999,999

At the Golden Eagle Award level, you will receive:

- Golden Eagle Award inscribed with your business name
- Customized press release for publication in local media
- Monetary reward in the form of check or statement credit
- Recognition at the Duro-Last National Sales Seminar
- \$4,000 credit on the Duro-Last Storefront
- Reimbursement for airfare to and lodging at Duro-Last National Sales Seminar (up to \$5,000)



Eagle

\$2.5 Million to \$4,999,999

At the Eagle Award level, you will receive:

- Eagle Award inscribed with your business name
- Customized press release for publication in local media
- Monetary reward in the form of check or statement credit
- Recognition at the Duro-Last National Sales Seminar
- \$3,000 credit on the Duro-Last Storefront
- Reimbursement for airfare to and lodging at Duro-Last National Sales Seminar (up to \$4,000)



Platinum Eagle

\$10 Million to \$14,999,999

At the Platinum Eagle Award level, you will receive:

- Platinum Eagle Award inscribed with your business name
- Customized press release for publication in local media
- Monetary reward in the form of check or statement credit
- Recognition at the Duro-Last National Sales Seminar
- \$4,000 credit on the Duro-Last Storefront
- Reimbursement for airfare to and lodging at Duro-Last National Sales Seminar (up to \$6,000)





Diamond Eagle

\$15 Million to \$20 Million

At the Diamond Eagle Award level, you will receive:

- Diamond Eagle Award inscribed with your business name
- Customized press release for publication in local media
- Monetary reward in the form of check or statement credit
- Recognition at the Duro-Last National Sales Seminar
- \$4,000 credit on the Duro-Last Storefront
- Reimbursement for airfare to and lodging at Duro-Last National Sales Seminar (up to \$7,000)



John R Burt Contractor of the Year

Contractor With Highest Sales

The John R Burt Contractor of the Year will receive:

- John R Burt Contractor of the Year Award inscribed with business name
- Customized press release for publication in local media
- Monetary reward in the form of check or statement credit
- Recognition at the Duro-Last National Sales Seminar

General Terms and Conditions

1. Century, President, Admiral and General Award level prizes awarded through Prize Catalog. For General, Chairman, Eagle, Golden Eagle, Platinum Eagle, Diamond Eagle and John R Burt Contractor of the Year Award reimbursement for hotel and/or transportation, please contact the Duro-Last Marketing Team at **800.248.0280**.
2. Duro-Last reserves the right to deny, revoke and modify all program terms and conditions at any time. Must be in good credit standing to receive award.



Table of Rewards:

REWARDS	Contractor Performance			Century \$100,000	President \$250,000
	Master 50,000 sq. ft.	Elite 150,000 sq. ft.	Platinum 500,000 sq. ft.		
AMP-Up (1.5% of qualified sales)				X	X
Voucher to the Duro-Last Storefront	X ¹	X ²	X ³	X	X
Pre-approval for repairs	X ¹	X ²	X ³		X
Award plaque	X	X	X	X	X
Pressure-Sensitive Labels	X	X	X		
Pre-inspection warranties	X	X	X		
Discounted 20-year Duro-Last warranty	X ¹	X ²	X ³	X	X
Duro-Last Storefront credit				X ⁴	X ⁵
Customized press release				X	X
Airfare and hotel for Duro-Last National Sales Seminar					
Prize catalog OR monetary reward				X ⁴	X ⁵

Terms and Conditions

¹ \$400 value; up to \$300 in pre-approval for repairs; 20-year warranty discount at 10 cents per square foot

² \$700 value; up to \$350 in pre-approval for repairs; 20-year warranty discount at 9 cents per square foot

³ \$1,000 value; up to \$500 in pre-approval for repairs; 20-year warranty discount at 8 cents per square foot

⁴ \$250 Duro-Last Storefront credit; \$150 prize catalog value

⁵ \$700 Duro-Last Storefront credit; \$250 prize catalog value

⁶ \$1,500 Duro-Last Storefront credit; \$500 prize catalog value

⁷ \$1,000 Duro-Last Storefront credit; \$1,000 prize catalog value; \$2,000 Duro-Last National Sales Seminar travel and lodging reimbursement


Contractor Sales

Admiral \$500,000	General \$750,000	Chairman \$1M	Eagle \$2.5M	Golden Eagle \$5M	Platinum Eagle \$10M	Diamond Eagle \$15M	John R Burt (Highest Volume)
X	X	X	X	X	X	X	
X	X	X	X	X	X	X	
X	X	X	X	X	X	X	
X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	
X ⁶	X ⁷	X ⁸	X ⁹	X ¹⁰	X ¹¹	X ¹²	
X	X	X	X	X	X	X	X
	X ⁷	X ⁸	X ⁹	X ¹⁰	X ¹¹	X ¹²	
X ⁶	X ⁷	X ⁸	X ⁹	X ¹⁰	X ¹¹	X ¹²	X ¹³

⁸ \$2,000 Duro-Last Storefront credit; \$3,000 Duro-Last National Sales Seminar travel and lodging reimbursement; \$4,000 monetary reward

⁹ \$3,000 Duro-Last Storefront credit; \$4,000 Duro-Last National Sales Seminar travel and lodging reimbursement; \$8,750 monetary reward

¹⁰ \$4,000 Duro-Last Storefront credit; \$5,000 Duro-Last National Sales Seminar travel and lodging reimbursement; \$15,000 monetary reward

¹¹ \$4,000 Duro-Last Storefront credit; \$6,000 Duro-Last National Sales Seminar travel and lodging reimbursement; \$25,000 monetary reward

¹² \$4,000 Duro-Last Storefront credit; \$7,000 Duro-Last National Sales Seminar travel and lodging reimbursement; \$30,000 monetary reward

¹³ \$20,000 monetary reward



800.248.0280
duro-last.com

Duro-Last is a division of Holcim Solutions and Products US, LLC.
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"Duro-Last X" is a trademark of Holcim Solutions and Products US, LLC.
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